Electronic Media

Associate in Applied Science
Electronic media covers the internet, videogames, film, television, advertising, radio and music. The Lancaster Campus specializes in multi-media - the combination of audio and visuals combined with interactivity. Work in the field of electronic media can be found almost everywhere: insurance companies, post-houses, newspapers, schools, film production, broadcasting, advertising companies, and freelance.

Program Description
Multimedia is the focus of the Electronic Media Program at the Lancaster Campus. Graduates will be prepared to secure entry-level positions in their field. Students will actively work with audio recording and mixing, video production and editing techniques, aesthetics, and web design. Students will integrate theory and “hands on” techniques as they expand critical thinking skills necessary for the successful graduate. The Electronic Media major requires a minimum of 64 semester hours, two years of full-time study.

Career Opportunities
The electronic media field continues to grow as new technologies advance ways for us to reach out to mass audiences. Almost every business uses social media and advertising, and many are looking for new graduates to bring a fresh approach to their customer outreach. Upon graduation, the student will be qualified to apply for positions such as production assistant, entry-level web designer, and positions in content creation. This field equips graduates with several options, and a well-educated student will be ready to embrace the possibilities and opportunities that electronic media presents.

Degree Requirements

General Education Requirements
ENG 1510 Writing and Rhetoric
Tier I Quantitative Skills Course

Core Requirements
EM 1010 Introduction to Electronic Media
EM 2110 Audio Production-Direction
EM 2160 Introduction to Video Production
EM 2220 Aesthetics in Digital Media
EM 2570 Advertising in the Broadcast and Cable Media
JOUR 1330 Precision Language for Journalists
or ENG 2800 Expository Writing and the Research Paper
EM 2880 Electronic Media Workshop-Multimedia
EM 2890 Media Workshop
Audio/Video Track Requirements OR Multimedia Track Requirements

**Audio/Video Track Requirements**
- EM 2140 Advanced Audio Production/Performance
- EM 2170 Advanced Video Production
- EM 2160 Electronic Media Analysis/Criticism
- MDIA 2010 Media Analysis and Criticism
- EM 2111 Electronic Media as Business
- MDIA 2111 The Business of Media

**Multimedia Track Electives** – at least 11 hours

**Multimedia Track Requirements**
- EM 2120 Introduction to Multimedia Production
- EM 2150 Introduction to Website Design
- EM 2180 Introduction to Digital Media
- CTCH 1270 Introduction to Website Management

**Multimedia Track Electives** – at least 8 hours

**Non-Major Requirements**
- COMS 1030 Fundamentals of Public Speaking
- CTCH 1250 Introduction to Computers 3hrs
- or BMT 2000 Introduction to Business Computing
- or BMT 2400 Business and Its Environment 3hrs
- ECN 1030 Principles of Microeconomics
- POLS 1010 Politics in the United States
- or PSY 1010 General Psychology
- or SOC 1000 Introduction to Sociology

**Humanities and Literature (Tier II HL) or Fine Arts Elective (Tier II FA)** – at least 3 hours
- Social Science Elective (Tier II SS) – at least 3 hours

**The Possibilities are Endless:**
Ohio University Lancaster offers all the benefits and services of a major university; the convenience of a community college; the affordability of state-assisted tuition; the hands-on learning opportunities of a technical school; and the academic foundation of a university education.

Situated on 113 acres on the northern edge of Lancaster, the campus serves students from throughout central Ohio. The two largest buildings, Brasee Hall and Herrold Hall, house classrooms, state-of-the-art laboratories, faculty offices, a library, art studios, an art gallery, a gymnasium, theatre, an exercise room, a dance studio, a student lounge, and a bookstore. The library offers more than 60,000 volumes, research databases, OhioLINK access, and a learning commons.

All of the Lancaster campus faculty members hold at least a master’s degree in their fields. More than half of the professors teaching in traditional academic areas such as the humanities, the social/behavioral sciences, the natural sciences, and mathematics hold doctoral degrees. All of the technical faculty have master’s degrees and bring employment-oriented experience to their labs and classrooms.

To keep abreast of developments in their fields, professors actively conduct research, write and present papers at national and international conferences, and publish journal articles and books. Faculty members also advise students in selecting courses that meet degree requirements and assist students when they have difficulties understanding course materials.

People of all ages and all backgrounds take courses for credit and non-credit at Ohio University Lancaster and the Pickerington Center each year. Students, instructors, and professors believe this mix makes a vital contribution to the learning experience.

Many students work part- or full-time and find that scheduling classes around employment is indeed possible. Most students who are employed full time take less than a full course load. Students may choose day or evening classes.

Services available to Ohio University Lancaster students include career planning, job placement, basic skills education, a tutoring (Learning Resources) center, a bookstore, food services, babysitting for pre-school age children, financial aid counseling, and assistance with veteran’s benefits. Students attending the Lancaster campus may take advantage of any services offered to Athens students.

**Associate’s to Bachelor’s Degree Options**
Electronic Media graduates may further their education with Media Arts and Studies (Athens Campus), requiring an additional two years of full-time study. Students should maintain a high GPA and keep a detailed portfolio of work through their tenure at Ohio University Lancaster to achieve their choice of track in this program. Optionally, the Bachelor of Technical and Applied Studies and the Bachelor of Communication Studies, located at the Lancaster Campus, offer four-year programs in conjunction with the Electronic Media program.

**Admission requirements**
To qualify for admission, a student must be a high school graduate or have completed the requirements for the GED. Visit www.ohio.edu/lancaster/futurestudents/admissions.cfm for more information.

**Student Services**
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www.ohio.edu/lancaster

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