

DIGITAL FILM AND TELEVISION PRODUCTION

The Department of Media Production, Management, and Technology consistently ranks among the top five in the United States and is accredited by the Accrediting Council for Education in Journalism and Mass Communication.

About this Program

- **College:** Journalism and Communications (<http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/>)
- **Degree:** Bachelor of Science in Media Production, Management, and Technology
- **Specializations:** Digital Film and Television Production (p. 1) | Media Management and Technology (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/TEL_BSTE/MMT_BSMP04/)
- **Credits for Degree:** 120
- **Contact**

To graduate with this major, students must complete all university, college, and major requirements.

Department Information

The Media Production, Management, and Technology program is one of the most comprehensive in the country, with complete specializations in Digital Film and Video Production, Management and Strategy, and Media and Society.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/telecommunication-main-2/>)

CONTACT

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Map (<http://campusmap.ufl.edu/#/index/0030>)

Curriculum

- Combination Degrees
- Media Production, Management, and Technology
- Media Production, Management, and Technology | Media Management and Technology UF Online

Digital Film and Television Production prepares students for careers in program creation, fiction and nonfiction filmmaking, screenwriting, sports production, and other creative applications of video and audio technology. Students learn about the art of audiovisual storytelling, including preparing storyboards, shooting, editing, and more.

Coursework

Code	Title	Credits
Required Core Coursework		
ADV 3008 or PUR 3000	Principles of Advertising Principles of Public Relations	3
ENG 2300	Film Analysis ¹	4
MMC 1009	Introduction to Media and Communications ¹	1
RTV 2100	Media Writing ¹	3
RTV 3001	Introduction to Media Industries and Professions ¹	3
RTV 3432	Ethics and Problems in Media ¹	3
RTV 4500	Content Acquisition, Distribution, and Strategy	3
RTV 4700	Media Law and Policy	3
Production Coursework		
RTV 2517	Concepts in Visual Storytelling ¹	3
RTV 3101	Fiction/Nonfiction Screenwriting ¹	3
RTV 3320	Single-Camera Production ¹	3
RTV 3511	Fundamentals of Production ¹	3
<i>Foundations of Production Courses</i> ¹		6
RTV 2251	Digital Video Operations and Optics ¹	
RTV 2572	Video Editing for Storytellers ¹	
RTV 3311 or RTV 3583	Sound Recording and Design ¹ Lighting for Film and Video	

Select One Capstone Prep Course: ¹

RTV 3108	Screen Writing and Film Producing	
RTV 3330	Documentary Prep	
RTV 3501	Sports Content Strategy and Planning	
RTV 3581	Cinematography	
RTV 3577	Visual Effects and Compositing	
RTV 3931	Production Capstone Prep (Special Topics)	
RTV 3518	Branded Content Strategy and Planning	
RTV 3663	Film Set Workflow and Operations	
RTV 4929C	Senior Advanced Production Workshop ¹	4
Electives		
Electives inside college		8
Total Credits		55

¹ Minimum grade of C required

Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (<https://cpm.flvc.org/advance-search/>) may be used for transfer students.

SEMESTER 1

- Complete 2 of 8 critical-tracking courses: MMC 1009, ENC 1102, ECO 2013, STA 2023, ENG 2300, RTV 2100, RTV 2517, RTV 3001.
- 2.0 GPA on all work at all institutions

SEMESTER 2

- Complete 2 additional critical-tracking courses from the list of 8 above.
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 3

- Complete 2 additional critical-tracking courses from the list of 8 above.
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 4

- Complete 2 additional critical-tracking courses additional critical-tracking courses from the list of 8 above.
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 5

- Complete 2 additional critical-tracking courses: RTV 3101 and RTV 2251 or RTV 2572.
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 6

- Complete RTV 3511.
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 7

- Complete RTV 3320 and a Capstone Prep Course (RTV 3108, RTV 3577, RTV 3330, RTV 3931, RTV 3581, RTV 3501, RTV 3518, RTV 3663).
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 8

- Complete RTV 4929C.
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Course	Title	Credits
Semester One		
Quest 1 (Gen Ed Humanities)		3
AMH 2020	United States Since 1877 (State Core Gen Ed Social and Behavioral Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext))	3
ENC 1101	Expository and Argumentative Writing (*State Core Gen Ed Composition) ¹	3
MMC 1009	Introduction to Media and Communications (Critical Tracking) ¹	1
STA 2023	Introduction to Statistics 1 (Critical Tracking ; State Core Gen Ed Mathematics) ¹	3
State Core Gen Ed Biological or Physical Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) ¹		3
Credits		16
Semester Two		
ECO 2013	Principles of Macroeconomics (Critical Tracking)	4
ENC 1102	Argument and Persuasion (Critical Tracking ; Gen Ed Composition; recommended elective) ¹	3
MUL 2010	Experiencing Music (State Core Gen Ed Humanities with International (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext))	3
Gen Ed Mathematics ¹		3
Credits		13
Semester Three		
Quest 2 (Gen Ed Biological or Physical Sciences)		3
ENG 2300	Film Analysis (Critical Tracking ; Gen Ed Composition ; Gen Ed Humanities) ¹	4
RTV 2100	Media Writing (Critical Tracking) ¹	3
THE 2000 or ARH 2000	Theatre Appreciation (Gen Ed Humanities) or Art Appreciation: American Diversity and Global Arts	3
Foreign language or Quantitative option ¹		3
Credits		16
Semester Four		
POS 2041	American Federal Government (Gen Ed Social and Behavioral Sciences) ¹	3
Select first Foundations of Production Course:		2
RTV 2251	Digital Video Operations and Optics ¹	
RTV 2572	Video Editing for Storytellers ¹	
RTV 2517	Concepts in Visual Storytelling (Critical Tracking) ¹	3
RTV 3001	Introduction to Media Industries and Professions (Critical Tracking) ¹	3
SPC 2608 or ORI 2000	Introduction to Public Speaking ¹ or Oral Performance of Literature ¹	3
Credits		14
Semester Five		
ADV 3008 or PUR 3000	Principles of Advertising or Principles of Public Relations	3
Select second Foundations of Production Course (Critical Tracking):		2
RTV 2251	Digital Video Operations and Optics ¹	
RTV 2572	Video Editing for Storytellers ¹	
RTV 3101	Fiction/Nonfiction Screenwriting (Critical Tracking) ¹	3
SYG 2000 or PSY 2012	Introduction to Sociology (Gen Ed Social and Behavioral Sciences) or General Psychology	3
Foreign language or Quantitative option ¹		3
Credits		14
Semester Six		
Select third Foundations of Production Course:		2

RTV 3311	Sound Recording and Design ¹	
RTV 3583	Lighting for Film and Video ¹	
RTV 3432	Ethics and Problems in Media ¹	3
RTV 3511	Fundamentals of Production (Critical Tracking) ¹	3
RTV 4500	Content Acquisition, Distribution, and Strategy	3
Electives		5
Credits		16
Semester Seven		
Select one capstone prep course (Critical Tracking): ¹		2
RTV 3108	Screen Writing and Film Producing	
RTV 3330	Documentary Prep	
RTV 3518	Branded Content Strategy and Planning	
RTV 3501	Sports Content Strategy and Planning	
RTV 3577	Visual Effects and Compositing	
RTV 3581	Cinematography	
RTV 3663	Film Set Workflow and Operations	
RTV 3931	Production Capstone Prep (Special Topics)	
RTV 3320	Single-Camera Production (Critical Tracking) ¹	3
Professional Elective		3
Electives		8
Credits		16
Semester Eight		
RTV 4700	Media Law and Policy	3
RTV 4929C	Senior Advanced Production Workshop (Critical Tracking) ¹	4
Professional electives		5
Elective		3
Credits		15
Total Credits		120

¹ Minimum grade of C required

Up to six credits of professional internship credit may count toward graduation. Internships for credit require department approval, and a letter from the internship supervisor outlining duties and contact information. Internship application forms, information, and policies are available on the Department of Telecommunication website.

Academic Learning Compact

The major in Media Production, Management, and Technology, which includes specializations in Management and Strategy, Media and Society, and Digital Film and Television Production, prepares students to understand the means of communicating with diverse audiences and to use the tools of information gathering and storytelling to communicate with those audiences through electronic media such as video, audio, and interactive technologies. Through study and practical application, students gain knowledge of the history, norms and legal and ethical milieu of the telecommunication professions. Students learn to locate and use reference tools and to demonstrate the ability to communicate independent, critical perspectives.

Before Graduating Students Must

- Achieve a passing score of 70% on your student portfolio, which will be evaluated by faculty members and/or professionals in each specialty.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Student Learning Outcomes | SLOs

Content

1. Identify, describe, or apply concepts and theories in the use and presentation of content.
2. Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity.
3. Identify, describe, or apply the tools and technologies appropriate for the telecommunication professions.

Critical Thinking

4. Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions.
5. Produce appropriate output that demonstrates creativity and critical thinking, independently or collaboratively.

Communication

6. Communicate effectively in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
All Specializations						
RTV 2100	I	I	I	I	I	I
RTV 3001	I	I	I	I		
RTV 3101	R	R	R	R	R	R
RTV 3280		R		R		
RTV 3303	I	I	I	I		I
RTV 3305	R	R	R	R	R	R
RTV 3320	R	R	R	R	R	R
RTV 3405		I		I		
RTV 4301	R		R		R	R
RTV 4432		R, A		R, A		
RTV 4500	R	R	R	R	R	R
RTV 4506	R	R	R	R	R	R
RTV 4700		R		R	R	
Management Specialization						
RTV 4800	R, A		R, A		R, A	R, A
Media and Society Specialization						
RTV 4905	R, A		R, A		R, A	R, A
Digital Film and Television Production Specialization						
RTV 4929C	R, A		R, A		R, A	R, A

Assessment Types

- Policy memo and exam in addition to:
 - **Management:** written and oral presentation of a strategic plan developed for a client
 - **Media and Society:** written final project
 - **Digital Film and Television Production:** final video project