

DISCOVER MEDIA X AT PACIFIC

Media X is an interdisciplinary major designed to create storytellers with a point of view who will be able to adapt to new technology and trends throughout their careers.

Mixing technology and the liberal arts, students creatively combine coursework in subjects such as graphic design, English, business, theatre arts, digital and visual art, film studies, communication, computer science and engineering, and music industries.

Our graduates understand how to build and manage platforms as well as how to make, perform and market content.

The hallmark of the Media X major is flexibility and students are encouraged to choose from a variety of curricular paths, which enables them to develop more nuanced concentrations in digital art and design, animation and visual effects, computer programming, sound engineering, film, television, transmedia storytelling, social media and marketing, digital humanities and creative entrepreneurship.

Students get their hands on equipment the first day, and practical experience continues through collaborative projects, internships and exposure to industry connections.

THE MAJOR

Media X is an interdisciplinary program rather than a traditional department. It integrates courses and professors from a variety of schools and departments. This allows students to design their coursework in one of three pathways: maker, manager or analyst.

The maker pathway focuses on production, performance and design. The manager pathway is for students interested in creative entrepreneurship, persuasive communication and social media management. The analyst pathway concentrates on research, interpretation and analytics.

THE EXPERIENCE

Media X is a hands-on experience. Foundational courses enable students to demonstrate their ability to research, produce, create and critique across disciplines. Emphasis on internships, practicums and experiential learning prepare students to transition from college to career and keep adapting as technology develops.

THE OUTCOMES

There is a burgeoning need for professionals who can create, analyze, understand, and manage diverse kinds of content. Media X students will enter the workforce well adapted to new technology and trends while also possessing the creative, communicative and problem-solving acumen of a liberal arts education.



STUDENT VOICE

"I was originally a computer science major, but Media X seems more generally creative and following the rising trend of transmedia. I like that you get to choose your own pathway and follow that."

BRANDON RENO '20
B.A. Media X

MEDIA X
Program Director Kevin Pontuti
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visit us at pacific.edu/mediax

UNIVERSITY OF THE
PACIFIC
College of the Pacific

OVERVIEW

Degrees Offered

Bachelor of Arts

Majors Offered

Media X

Pathways

Maker: Production, Performance, and Design

Manager: Creative Entrepreneurship, Persuasive Communication, and Social Media Management

Analyst: Research, Interpretation, and Analytics

Custom: With help from their advisor and program director, students can build their own pathway.

Upon successful completion of the degree program, graduates will demonstrate the ability to:

- Synthesize and apply knowledge from the liberal arts and professional schools to produce culturally relevant, effective content
- Articulate an understanding of economic, political, and cultural differences and hierarchies that influence global artistic production and media practices
- Achieve technical fluency in multiple media, including computer programming
- Adapt and translate content across multiple media and performance platforms using historical, theoretical, and technical knowledge to make and defend creative decisions
- Demonstrate knowledge of expected forms of leadership and collaboration in the professional media and performance industries
- Exercise self-initiative in a field characterized by high levels of autonomy, independence, interdependence, and entrepreneurship

FACULTY

Kevin Pontuti, Program Director

Brett DeBoer, Associate Professor, Art and Graphic Design

Daniel Kasser, Professor and Co-Chair Art and Graphic Design

Marie Lee, Associate Professor Art and Graphic Design

Jennifer Little, Associate Professor Art and Graphic Design

Monika Meler, Assistant Professor, Art and Graphic Design

Cynthia Eakin, Associate Professor, Accounting

Cecilia Ruvalcaba, Assistant Professor, Marketing

Teresa Bergman, Associate Professor, Communication

Qingwen Dong, Professor, Communication

Dan Cliburn, Professor; Mathematics and Computer Science

Michael Doherty, Associate Professor, Engineering

Courtney Lehmann, Professor, English

John Lessard, Associate Professor, English

Eric Sonstroem, Associate Professor, English

Jennifer Helgren, 2006, Assistant Professor, History

Jie Lu, Professor, Modern Languages & Literature

Traci Roberts-Camps, Associate Professor, Modern Languages & Literature

Robert Coburn, Professor, Music Composition and Theory

Keith Hatschek, Program Director, Music Management and Music Industry Studies

Caroline T. Schroeder, Professor, Religious Studies

Gary Armagnac, Professor, Theatre Arts

Macelle Mahala, Associate Professor, Theatre Arts

Cathie McClellan, Associate Professor, Theatre Arts

Lisa Tromovitch, Associate Professor, Theatre Arts

MEDIA X MAJOR CURRICULUM

Core

MEDX 011 Critical Media Making (Tools). 4 Units

MEDX 013 Media Literacies. 4 Units

MEDX 021 Liveness in a Mediated Age. 4 Units

MEDX 109 Capstone. 4 Units

Experiential Learning Experiential learning can come from the following:
MEDX 187, MEDX 189 or MEDX 197. 4 Units

Electives

20 units from the following:

ARTS 011 Digital Photography. 3 Units

ARTS 095 Video I. 3 Units

ARTS 105 Time Based Media: Web Design. 3 Units

ARTS 115 Time Based Media: Motion Graphics. 3 Units

ASIA 120 Asian Cinemas. 4 Units

COMM 131 Media Production. 4 Units

COMP 051 Introduction to Computer Science. 4 Units

COMP 053 Data Structures. 4 Units

ENGL 031 Aesthetics of Film. 4 Units

ENGL 115 Screenwriting. 4 Units

ENGL 117 Film Production. 4 Units

ENGL 124 Film History. 4 Units

ENGL 131 Shakespeare. 4 Units

RELI 039 Introduction to Digital Humanities. 4 Units

SPAN 114 Cine hispano/Hispanic Film. 4 Units

THEA 031 Stage Makeup Fundamentals. 2 Units

THEA 033 Theatrical Design Fundamentals. 4 Units

THEA 071 Beginning Acting. 3 Units

THEA 073 Acting for the Camera. 4 Units

THEA 115 What's Past is Prologue:

Practice and Perspective in Theatre History II. 4 Units

Every effort has been made to compile an accurate list, but changes may occur at any time. Please visit the University's General Catalog at pacific.edu/catalog.