

TELECOMMUNICATION & FILM

Mission Statement

The telecommunication and film track engages students in the study and examination of the processes and effects of mass communication, including the creation of audio-visual messages utilizing non-linear techniques and digital technology.

Student Learning Outcomes

UWF Telecommunication & Film graduates should be able to do the following:

Content

- Use appropriate terminology and concepts in cinematography
- Describe critical events in film history
- Identify career paths in telecommunication and film

Critical Thinking

- Apply problem solving skills to film production
- Exercise creativity in developing unique perspective
- Evaluate effectiveness of film or broadcast tape

Communication

- Display proper use of spelling, grammar, and style
- Show sensitivity to audience
- Deliver effective and persuasive presentations
- Use information technology effectively and efficiently to conduct research

Integrity/Values

- Describe contemporary ethical issues in telecommunications and film
- Make informed ethical decisions in professional practice

Project Management

- Write and/or direct a broadcast or film project
- Practice effective time management strategies
- Collaborate effectively with colleagues and clients

Assessment of Student Learning Outcomes

Students in the Communication Arts will be building a professional portfolio of materials through their coursework. The portfolios will document what you have learned as well as what you have learned to do. To assess the progress of students in Communication Arts, professors in the department will work with practitioners in journalism, telecommunications, advertising, public relations and organizational communication to evaluate how effectively students have met our professional expectations.

Job Prospects for Communication Arts Graduates

Reporter

Editor

Public Relations Specialist

Public Information Officer

Advertising Specialist

Advertising Sales

Filmmaker

Television Producer

Human Resource Agent

Journalist

Consultant

Media Manager

Find Out More about Telecommunications at UWF:
<http://uwf.edu/commarts/>