



STUDENT SUCCESS

Michelle Birch '11, '13, Media and Communication Arts

As an undergrad, Michelle held two internships: one at NBC, working on shows such as *Nightly News with Brian Williams* and *The Today Show*; the other at CNN, where she helped produce profiles about everyday people changing the world. Currently Michelle is an associate producer at NBC and in 2015 she won two Sports Emmy Awards for her work on the XXII Olympic Games.

The explosion in electronic media over the past decade has created a robust job market for communications professionals in a broad variety of industries. Whether you want to break into the news industry, create compelling ads, edit best-selling novels, make documentary films, or own a public relations firm, Pace University will provide you with the real-world, practical skills you need to achieve a successful career as a communicator.

The Department of Media, Communications, and Visual Arts (MVCA) on Pace University's Westchester campus offers a broadly-based **Bachelor of Arts in Communications** as well as three **Bachelor of Science** degrees in **Digital Cinema and Filmmaking**, **Digital Journalism**, and **Public Relations**. Students enrolled in any one of these flexible majors may choose to take classes across a variety of areas, including production, film, journalism, speech, media theory, social media, public relations, and writing for media. We also offer a **Master of Arts in Communications and Digital Media** at the graduate level.

BA IN COMMUNICATIONS

This broad-based major crosses disciplines and offers the flexibility to design a course of study according to your interests. Course topics include:

- Writing skills for all media outlets
- Verbal skills for effective workplace communication
- Technical skills in video production and editing
- Professional presentation skills
- Advertising
- Public Relations
- Mass Media Theory
- Film
- Journalism

BS IN DIGITAL CINEMA AND FILMMAKING

This major prepares students for careers in the production of cinema, television, documentary, web series, and emerging media. In this hands-on program, students gain skills in all aspects of digital production including writing, producing and directing, cinematography, moving camera techniques such as Steadicam and dolly, lighting, editing, graphics, sound design, and scoring. Hands-on skills combine with the aesthetics of filmmaking through the study of classic and contemporary films and television series. This combination of analysis and production provides a broad level of exposure to the field, a rich skill-set including writing and technical skills, and prepares students to be competitive in this dynamic and exciting field.

BS IN DIGITAL JOURNALISM

This degree prepares students to work in emerging journalistic platforms while training them in the fundamental skills of reporting, interviewing, and writing. Students produce stories for print, visual, audio, video, and social media, and learn to adapt as new platforms emerge. Students also study legal and ethical issues relevant to journalism in the digital age, and learn about challenges associated with globalization and changing business models.

BS IN PUBLIC RELATIONS

Today, public relations encompasses more than writing press releases and pitch letters; it requires mastery of the digital landscape including Facebook, Twitter, YouTube and Instagram, now hallmarks of public relations. The innovative Bachelor of Science in Public Relations program teaches students the concepts and techniques of public relations, and advances the student's knowledge of the creative strategies and the legal and ethical issues associated with the profession of public relations. Students emerge prepared to enter into a career in public relations, and equipped to navigate the ever-changing media and communications landscape.

MEDIA, COMMUNICATIONS & VISUAL ARTS

PLV



Students from the spring 2018 Producing the Documentary travel course in Puerto Rico with Professor Maria Luskay.

PROFESSIONAL PRODUCTION FACILITIES

MCVA's Media Lab is equipped with a range of Canon HD cameras including C-300's, DSLRs, and HD camcorders, all of which are widely used in professional film, television, and documentary production. The Lab is also stocked with popular gear including GoPros with a variety of mounts and cases, Steadicams, dollies, and jibs, and a full range of grip equipment. Students learn to light with Arris, softboxes, Kino Flos, and natural light, and to record sound using boom mics, wireless lavaliers, and in sound booths. Students learn Adobe Premiere and Avid Media Composer, the full Adobe suite, visual effects, green screen, and sound design. Classes use MCVA's brand new sound stage to shoot their projects and view films in our new screening room with surround sound.

REAL-WORLD EXPERIENCE

Internships are a requirement of our communications degree programs. Students will earn academic credit and gain valuable professional skills as well as build a network of industry contacts. Whichever program or concentration you choose, you will acquire the skills needed to succeed, including:

- Writing skills for public relations, advertising, social media, corporate communications, and journalism
- Verbal and presentational skills
- Technical skills in video/audio production and editing
- Screenwriting skills

Recent placements include: WABC-TV Eyewitness News; Levi Strauss & Co.; The CBS Early Show; NBC Sports; New Line Cinema; *Cosmopolitan* magazine; Steele Rose Communications; Ralph Lauren; Tribeca Film Festival; NBC; Salvation Army public relations; Tractenberg Fashion public relations; Lion Television; *CosmoGIRL* magazine; Jacob Burns Film Center; Virgin Records America; Diane von Furstenberg; and many more.

EXPERT FACULTY

Our faculty brings real-world experience directly into our state-of-the-art Communications Center where you will take most of your classes. They are experts in a variety of specialties including video and audio production, screenwriting, public relations, advertising, media theory, film, performance, speech and journalism. Specialized adjunct professors bring valuable knowledge of the most current trends in their fields to the coursework, and enhance your networking opportunities.

CLASSROOM EXPERIENCE

Our class sizes are small, averaging 18 students per class. The Media, Communications, and Visual Arts faculty cares. You will not find a faculty more dedicated to the success of each individual student than ours. Documentaries made by MCVA students are consistently nominated for awards year after year.

NETWORKING OPPORTUNITIES

Students on Pace University's Westchester campus may be eligible to join the Mu Iota Chapter of Lambda Pi Eta (LPH), a student organization of the National Communication Association. The MCVA department hosts an annual networking event, *Connections in Communications*, to bring together professionals in the field with current undergraduate majors. This event is a great way for students to make contacts in the communications industry.

