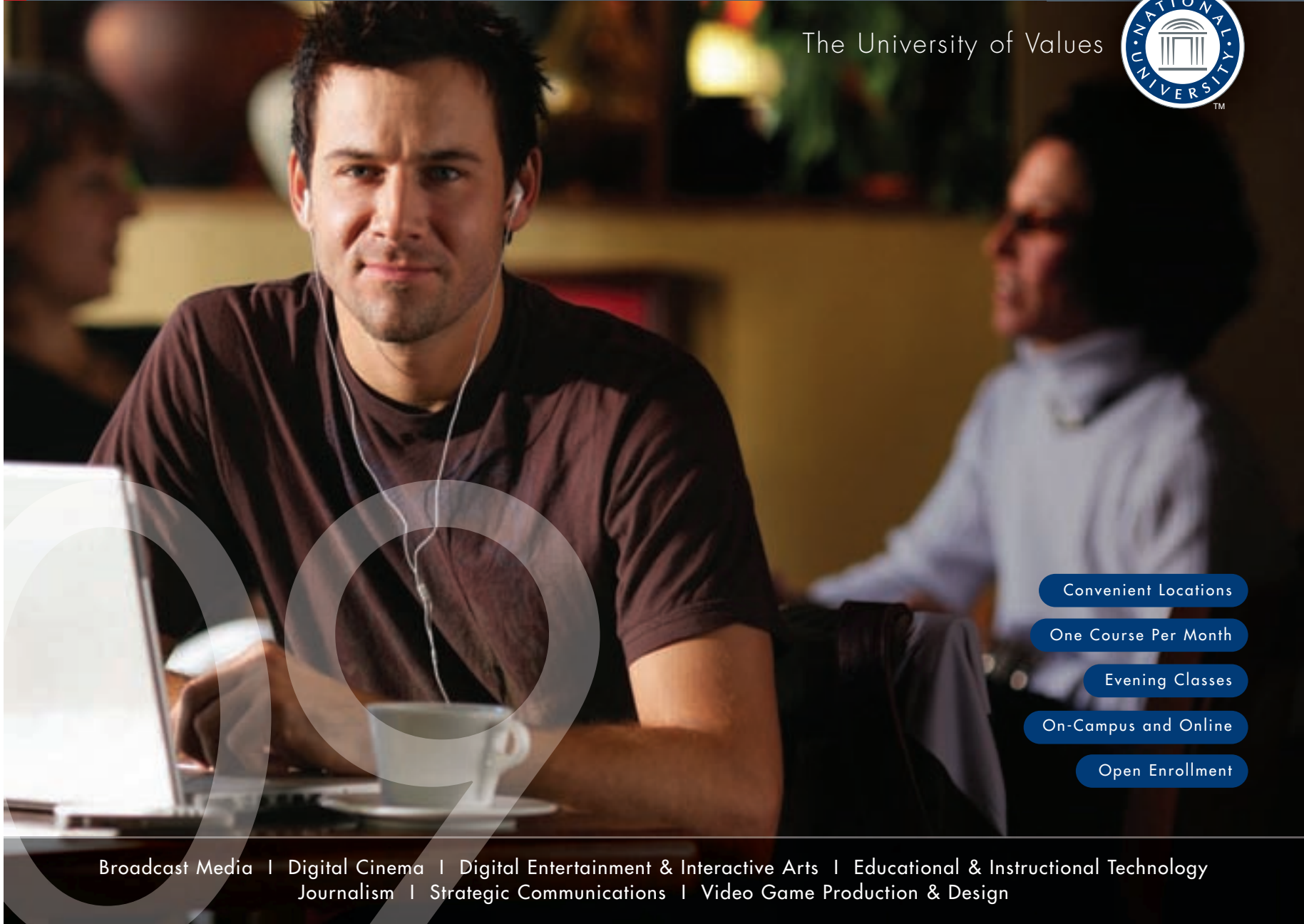


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www.nu.edu

School of Media and Communication

The University of Values



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One Course Per Month

Evening Classes

On-Campus and Online

Open Enrollment

Broadcast Media | Digital Cinema | Digital Entertainment & Interactive Arts | Educational & Instructional Technology
Journalism | Strategic Communications | Video Game Production & Design



The University of Values

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School of Media and Communication

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A passion to create ▶ Committed, artistic, visionary, right-brained. These are a handful of words used to describe individuals who are drawn to careers in media arts, broadcasting, journalism, video game design, digital cinema, and screenwriting. Their motivations may vary, but passion for their craft is the unifying factor that binds those in the creative, media, and communications community.

These individuals are modern-day storytellers, and whether they choose to tell their stories traditionally through print or through more contemporary media like digital cinema, National University's School of Media and Communication can help them reach their goals. In each degree program, students use action-oriented technologies that mirror today's workplace, giving them hands-on experience. Each program also focuses on team building, collaboration, and project management skills which equip them for the work setting.

School of Media and Communication

The School of Media and Communication at National University offers real-world experience for today's ever-changing job market. In 2006, the School began offering Bachelor of Arts degrees in journalism and broadcast media to complement its suite of media programs – many of which are fully online or a combination of online and on-site. Based in San Diego, with a large presence in Los Angeles and San Jose, the School offers convenient access to professional instruction and hands-on learning.



From access to **video game development tools** to experienced instructors in the latest **high definition video editing** techniques, National University's School of Media and Communication has the **tools and instruction to put you at the top of your game.**

Flexible and intensive programs allow you to complete your education in an accelerated time frame, which lets you do what you want to do most, create.





Undergraduate Programs ▶

Bachelor of Arts in Broadcast Media

The Bachelor of Arts degree in broadcast media at National University is an intense, hands-on preparation for many challenging careers within the constantly evolving world of broadcast media. Create professional television programs, stellar online videos, and outstanding independent media. Learn from industry professionals how to manage your projects through every stage of production, whether shot on the street or in our state-of-the-art studio using green-screen technology. Discover how to use video editing and motion graphics to excel in broadcast media projects *you* choose. You

can also get involved in our student-produced and directed news/magazine show, seen throughout the community on cable and online worldwide.

3

Bachelor of Arts in Digital Entertainment and Interactive Arts

Immersive environments, cinematic arts, computer animation, and web development are the new tools for communicating in business, marketing, education and entertainment. This program provides students with the knowledge and skills to create websites, podcasts, video games and digital films. Students receive hands-on training in

Design is not just what it looks like and feels like. Design is how it works.



National University gives students unprecedented access to current podcasting communication and technology.

leading software applications; they also learn and apply development theory and practice for creating digital media. Students have access to state-of-the-art studio facilities, game design labs, and digital editing suites.

Program graduates obtain positions as web designer/developer, videographer, graphic designer, game production/ animator, and multimedia designer in fields such as digital publishing, motion graphics, game design and film production.

Bachelor of Arts in Journalism

The Bachelor of Arts in Journalism provides students with a foundation in traditional journalistic practices and theories as well as new forms of journalism that are emerging as a result of digital technologies. In this program, you will learn and practice methods of gathering information and writing for beat reporting, and investigative and feature stories. You will also gain hands-on experience in publication by working on the student newspaper. Students become versed in writing for different media outlets ranging from print to broadcast to web-based formats such as multimedia pages, blogs,

and podcasts. The program also introduces students to ethics and the professional responsibilities faced by journalists.

Bachelor of Arts in Strategic Communications

This program will prepare you for leadership positions in public relations, advertising, and marketing and corporate communication. Graduates can use the strategic thinking and message creation skills they acquire to work in any industry, helping organizations create messages for presentations and print, broadcast, and Internet media. Through coursework, case studies, and hands-on experience creating messages across media platforms, you'll learn the theory and practice of integrated marketing, disseminated in interpersonal, intercultural, organizational and public settings. Successful completion of the program will enable graduates to compete for employment in executive positions that require strategic thinking and planning, project management, and message creation expertise in areas such as corporate communications, advertising, and public relations management.



The Digital Cinema program prepares graduates for work in commercial or independent film, television, digital entertainment media and communication, and educational or instructional media production.

Graduate Programs ▶

National University's Master of Arts in Strategic Communications fosters strategic thinking, logical analysis, and solution generation.

Master of Arts in Strategic Communications ○

The Master of Arts in Strategic Communications prepares students to assume high-level professional positions in organizations that must meet the challenges of operating in an increasingly complex and interdependent global environment. Its graduates learn both theoretical and practical approaches to developing strategic communications programs that enable organizations to meet their goals and objectives. The program fosters strategic thinking, logical analysis, and solution generation. Each course supplies an essential stepping-stone on the way to planning, executing,

and evaluating effective strategic communications programs.

Master of Fine Arts in Digital Cinema

This one-of-a-kind program provides graduates with an in-depth study of digital motion picture, production and post-production along with a foundation in film history, theory, and screenwriting. In three short years, the program, with its Los Angeles high-definition studio, has excelled in its goal to provide guidance and instruction to emerging filmmakers from top directors, producers, cinematographers, sound engineers, agents, and others in the entertainment industry.



The program focuses on developing well-rounded filmmakers versed in all aspects of production and screenwriting with the ability to work on low-budget, independent, and documentary style filmmaking. They gain real-world experience by working on projects including documentaries, dramatic sequences, and public service announcements. Students are equipped with editing suites in a modern studio to craft a professional portfolio. This program prepares graduates for work in commercial or independent film, television, digital entertainment media and communication, and educational or instructional media production.

Master of Fine Arts in Professional Screenwriting

The Professional Screenwriting MFA program provides an in-depth study of the art of screenwriting, where you'll learn to write compelling, well structured stories with memorable characters. The program focuses on developing screenwriters well versed in commercial and independent screenwriting and prepares graduates to work in a variety of capacities in commercial, industrial, or independent screenwriting and television writing and/or development; digital entertainment media and

National University provides its students with unparalleled state-of-the-art technology resources and Internet2 partnerships in the classroom and beyond.

communications; and educational or instructional film programs. Instructors with experience in professional film and television will help you develop skills in advanced screenwriting, the ability to critically evaluate film and television scripts for practical and commercial outcomes, and critical acumen in the area of film and media studies. Degree candidates will complete the program with a minimum of two feature length screenplays, an aesthetic statement reflecting their artistic development, and a marketing plan intended to introduce the student's work to the entertainment industry.

Southern California is the primary location for the majority of video game companies in the United States, making the industry a highly desirable one for students to consider.





Video gaming students learn industry-standard *Autodesk Maya* and *3ds Max* software used by Industrial Light & Magic, Midway Games, Silicon Nights, and High Moon Studios; they also use Microsoft's new XNA software for developing Xbox 360/PC games.

Master of Fine Arts in Video Game Production and Design

The video game industry is growing at a pace that is on track to be a \$42 billion industry by 2010. Southern California is the primary location for the majority of video game companies in the United States, making the industry a highly desirable one for students to consider. This program focuses on production and design from a producer's perspective. A video game producer is the second most lucrative game industry job for a graduate, second only to being a well qualified game programmer. Graduates of this program may enter the mainstream video game

industry or be equally suited to pursue a career using game technologies to teach, or pursue corporate or military careers in game-based training and simulation.

A passion for video games is the most important prerequisite for this program. Students do not need to have prior experience in programming games or any of the technical aspects of video games. A readiness to become familiar with how games are created, including gaining some knowledge of how games are programmed and how game hardware works, is essential. Students with a broad range of undergraduate degrees in

creative, communication, and business fields are well-suited for this program. Students work on proprietary game engine technology and experience motion capture, animation, and game production in state-of-the-art video game laboratories connected to Internet2 with high speed fiber optics. This experience culminates in the production of a video game portfolio.

Master of Science in Educational and Instructional Technology

This program is designed for students who want to participate in the new educational environment as learning moves from print

and classroom-based instruction to digital media. The history and effectiveness of change processes and the role of technology in learning are key to the program. This program emphasizes practical applications by offering extensive technical training in a variety of software.

Students in this specialization will develop expertise in designing and conducting technology-facilitated instruction. They will be prepared to enter education careers such as K-12 technology coordination, site administration, and online instruction in higher education. Those in the instructional technology specialization prepare for the growing employment opportunities available in using technology and design to solve instructional problems in a variety of organizations.

Communication specialists and public relations specialists are grouped together by the U.S. Bureau of Labor Statistics, which reports that the employment of public relations

specialists is expected to grow faster than average (18-26 percent) for all occupations through 2014.

Graduates are effective, strategically-sophisticated communications professionals who have a full complement of analytic and practical tools for leadership.

Undergraduate Degrees

Bachelor of Arts in Broadcast Media
Bachelor of Arts in Digital Entertainment and Interactive Arts
Bachelor of Arts in Journalism
Bachelor of Arts in Strategic Communications

Graduate Degrees

Master of Arts in Strategic Communications*
Master of Fine Arts in Digital Cinema
Master of Fine Arts in Professional Screenwriting
Master of Fine Arts in Video Game Production and Design
Master of Science in Educational and Instructional Technology*

** Denotes program also offered 100% online.*

Note: Consult an admissions advisor for online course availability. Not all courses or programs listed in this brochure are available at every campus.

Take the first step!

Admission to National University is simple. To speak with your own personal advisor, call us today at **1.800.NAT.UNIV**, or visit our website at **www.nu.edu** to apply online.

National University

You decide where to go. We'll help you get there.

Going to school is a big decision, and you don't need complicated admission processes to slow you down. At National University, we've simplified entry because we know our students demand accessibility. Our evening-focused, accelerated format means earning your bachelor's or master's degree won't interfere with your personal or professional obligations.

National University makes attending your classes simple while maintaining high quality degree offerings. National infuses quality into all of its programs, from business to information technology to psychology and education. Our curriculum combines concept, theory, and application so that what you learn in the classroom is relevant to the workplace.

We award more master's degrees to Hispanics and African Americans than any other higher learning institution in California.





Our Reputation Speaks for Itself ▶

National University is the second-largest, nonprofit, private institution of higher learning in California. National provides more master's degrees in education to minority students than any other college or university in California. Annually, National University also ranks in the Top 10 nationally in granting master's degrees to women.

Earn Your Degree on Your Schedule

Because National has 28 campuses throughout California including one in Nevada, there's probably a location near your work or home. And since National offers many of its credentials and degrees online, your education goes where you go.

The mace, a symbol of National University, is inscribed with the Latin motto, *discendo vivimus* — "we live through learning."

At National University, classes are small. With an average class size of 20 students, you get the one-on-one faculty interaction you deserve.

As a nonprofit institution, National University invests in its students by providing them with superior faculty, cutting edge technology and library resources.

The University is:

Accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC)
Approved by the Commission on Teacher Credentialing (CTC)
Approved by the Commission on Collegiate Nursing Education (CCNE)
Accredited by the International Assembly for Collegiate Business Education (IACBE)
A member of the American Association of Colleges for Teacher Education (AACTE)
A member of the Council of Colleges of Arts and Sciences (CCAS)

National University's English Language Programs are accredited by the American Association of Intensive English Programs (AAIEP)



National University possesses one of the largest e-Book collections in the United States. It is accessible 24 hours a day, seven days a week through the library's home page at www.nu.edu/library.

Learning Resources at Your Fingertips

National University provides you with modern technology in its classrooms, onsite labs, and beyond. You can access your current grades, class schedules, and financial aid information from your online student portal. The National University Library System offers numerous services to help you complete your coursework and contains one of the largest e-book collections in the U.S.

The University of Values

National University is dedicated to educational access and academic excellence, and provides challenging and



relevant programs that are learner-centered, success-oriented, and responsive to technology. National University is anchored by the core values of quality, access, relevance, accelerated pace, affordability, and community.

A History of Lifelong Learning

Since 1971, National University has been dedicated to making lifelong learning opportunities accessible, challenging, and relevant to a diverse student population. National's academic and administrative headquarters are located in La Jolla, California.

Funding Your Education

National University's financial aid advisors can help you navigate the financial aid process so you can find a way to pay for school. Funding may also be available in the form of state and federal grants, scholarships, loans or tuition reimbursement.

CHANGE YOUR FUTURE!

Call our toll-free number and a personal advisor will help you meet your individual educational goals. Call **1.800.NAT.UNIV** or visit **www.nu.edu** for details or to apply online.

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(858) 642-8000

National University
Academic Headquarters
11255 North Torrey Pines Road
La Jolla, CA 92037-1011
(858) 642-8800

National University Library at
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San Diego, CA 92123-1447
(858) 541-7900

Spectrum Business Park Campus
9388 Lightwave Avenue
San Diego, CA 92123-1426
(858) 541-7700

Technology & Health Sciences Center
3678 Aero Court
San Diego, CA 92123-1788
(858) 309-3400

South Bay Campus
660 Bay Boulevard, Suite 110
Chula Vista, CA 91910-5200
(619) 563-7400

La Mesa Campus
7787 Alvarado Road
La Mesa, CA 91941-3643
(619) 337-7500

Carlsbad Campus
705 Palomar Airport Road, Suite 150
Carlsbad, CA 92009-1029
(760) 268-1500

Rancho Bernardo Campus
16875 West Bernardo Drive, Suite 150
San Diego, CA 92127-1675
(858) 521-3900

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Building 5305
San Diego, CA 92145
(619) 563-7355

Naval Air Station North Island
Learning Center
Building 650
San Diego, CA 92135-7024
(619) 563-7478

Naval Base San Diego
Learning Center
Building 151
San Diego, CA 92136-5000
(619) 563-7474

Fleet AntiSubmarine Warfare Training
Learning Center
Building 7
San Diego, CA 92147-5090
(619) 563-7488

Naval Base Coronado
Learning Center
Building 650
San Diego, CA 92135-7024
(619) 563-7478

Marine Corps Recruit Depot
Learning Center
Building 111
San Diego, CA 92140-5000
(619) 563-7482

Naval Submarine Base
Admissions Office
140 Sylvester Road, Building 140
San Diego, CA 92106-3521
(619) 563-7490

Naval Hospital Admissions Office
Building 26, Room 3B9BS
San Diego, CA 92134-5000
(619) 563-7470

Marine Corps Base Camp Pendleton
Learning Center
Building 1331
Camp Pendleton, CA 92055-5020
(760) 268-1533

Twentynine Palms Learning Center
Marine Air Ground Task Force
Training Center
Building 1526, P.O. Box 6051
Twentynine Palms, CA 92278-1118
(760) 830-6887

Naval Base Bremerton
Admissions Office
2255 Cole Avenue
Building 853, Room 106
Bremerton, WA 98314
(360) 476-8428

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San Bernardino Campus
804 East Brier Drive
San Bernardino, CA 92408-2815
(909) 806-3300

Ontario Campus
3800 E Concaours, Suite 150
Ontario, CA 91764-5904
(909) 919-7600

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Los Angeles Campus
5245 Pacific Concourse Drive, Suite 100
Los Angeles, CA 90045-6905
(310) 662-2000

Sherman Oaks Campus
14724 Ventura Boulevard, Suite 801
Sherman Oaks, CA 91403-3501
(818) 817-2460

VENTURA COUNTY

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Camarillo, CA 93010-0767
(805) 437-3000

ORANGE COUNTY

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Orange, CA 92868-4942
(714) 429-5300

Costa Mesa Campus
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Costa Mesa, CA 92626-1502
(714) 429-5100

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Bakersfield Campus
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Bakersfield, CA 93309-1150
(661) 864-2360

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20 River Park Place West
Fresno, CA 93720-1551
(559) 256-4900

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3031 Tisch Way, 100 Plaza East
San Jose, CA 95128-2541
(408) 236-1100

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(209) 475-1400

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Sacramento Campus
9320 Tech Center Drive
Sacramento, CA 95826-2558
(916) 855-4100

SHASTA COUNTY

Redding Campus
2195 Larkspur Lane, Suite 200
Redding, CA 96002-0629
(530) 226-4000

Nevada

Henderson, Nevada Campus
2850 West Horizon Ridge Parkway,
Suite 301
Henderson, NV 89052-4395
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ONLINE INFORMATION CENTERS

Temecula Online Information Center
40705 Winchester Road, Suite 5
Temecula, CA 92591-5516
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West Covina Online Information Center
2498 Plaza Drive
West Covina, CA 91790
(626) 939-1600

Sacramento Online Information Center
5911 Sunrise Mall
Citrus Heights, CA 95610-6901
(916) 855-4340

Summerlin Online Information Center
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Suite 180
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(682-2237)

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