MASS COMMUNICATIONS EMERGING MEDIA (MCEM)

MCEM 1125. Intro to Emerging Media Tech – AI and XR. 1 Hour.
Students are introduced to generative artificial intelligence, extended reality and other pivotal technologies shaping media landscapes. The course incorporates hands-on experience in AI content creation and usage, virtual character and environment creation to prepare students for a wide range of careers. Credit: 1.

MCEM 2321. Spotting Future Trends in New Media. 3 Hours.
Students practice recognizing emergence of trends, developing skills to analyze their impact on society and predicting new media innovation needed in the rapidly changing digital landscape. The course covers how innovations in new media developed, cases of successful and unsuccessful trend spotting, and ethical considerations of forecasting the future.

MCEM 3321. Immersive Media Prod Tools & Content Creation. 3 Hours.
Students engage with tools needed to create immersive content that defines today's new media landscape. The course dives into immersive media technologies such as virtual and augmented reality, exploring the intricacies of 360-degree video production and virtual environment creation. Students receive hands-on experience in 360-video production and virtual world building. Credit: 3.
Prerequisite: MCEM 1125 and MCEM 2321.

MCEM 3322. Generative AI Prod Tools & Content Creation. 3 Hours.
Students use generative artificial intelligence (AI) tools and applications in the creation of extended reality (XR) content. The course covers various tools and techniques for generating and manipulating text, images, audio, and other forms of media content. Through hands-on projects and case studies, students use generative AI tools creatively and ethically in media production and storytelling. Credit: 3.
Prerequisite: MCEM 1125 and MCEM 2321.

MCEM 4321. Adv Storytelling with Motion Graphics & Effects. 3 Hours.
Students apply principles of 3D animation and industry techniques to create and render 3D films and media products such as training videos. Students use post-production editing methods to create a variety of visual effects (VFX). Emphasis is on 3D storytelling.
Prerequisite: MCEM 3321 or MCEM 3322.

MCEM 4322. Ethics in Emerging Media. 3 Hours.
Students develop an ethical foundation necessary for understanding how emerging media, such as virtual and augmented reality, artificial general intelligence, and social media are irrevocably reshaping society. Students explore ethical issues related to producing and consuming emerging media. Using theories of ethics derived from a variety of sources, students enhance their critical reasoning skills by engaging with case studies and scenarios developed from real-world ethical dilemmas. Credit: 3.
Prerequisite: MCEM 3321 or MCEM 3322.

MCEM 4351. New Media Platforms. 3 Hours.
This course examines how ideas move from concepts and funding to distribution and profits in the new media frontiers. Students analyze case studies and apply entrepreneurial principles to create delivery models for new media content. Equivalents: MCPD 4351, MCFL 4351, MCOM 4351.
Prerequisite: MCOM 1332 and 12 additional hours of MCPD, or MCFL, or MCJR, or MCOM, or MCPA, or MCEM.