



University of California, Santa Barbara
Program Learning Outcomes

B.A. in Film and Media Studies

Students graduating with a B.A. in Film and Media Studies should be able to:

A. *Knowledge*

- Achieve a working knowledge of the production, distribution, and exhibition structures/practices of the global film and electronic media industries.
- Demonstrate a critical and conceptual knowledge of the core issues related to audio-visual representational strategies.
- Understand and evaluate the elements of narrative and non-narrative traditions in audio-visual media.
- Distinguish economic, institutional, technological, aesthetic and industrial histories of film and media studies from the magic lantern and telegraph to the current digital era.
- Establish a familiarity with a variety of theoretical and critical approaches to the analysis of film and media objects, audiences, infrastructures, traditions, and institutions.

B. *Critical, Analytical, and Interpretive Skills*

- Identify and summarize different types of arguments in the field and their rhetorical strategies, authorial voice, cultural context and applicability to visual media.
- Compare and contrast competing critical paradigms in film, media, and cultural theory and criticism.
- Analyze the social function and ideological implications of film, media and popular culture as texts, objects, and social practices, and exercise conscientious, critically-engaged production and consumption practices.
- Make aesthetic evaluations of film and media texts from a wide range of national and cultural contexts and apply them in critical writing exercises.

C. *Research Skills*

- Identify, analyze, and interpret primary and secondary sources used for researching the history of audio-visual media.
- Seek out alternative and original sources of information for research and evaluate the credibility of source material and the basis for their purported claims.
- Become adept at using library databases and sourcing techniques for a wide spectrum of film and media research.
- Use proper citation and bibliographic form to document evidence and sources used in research papers.

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D. *Writing and Production Skills*

- Write a paper of substantial length (at least 8-10 pages) advancing and supporting an original claim about one or more media objects.
- Present the results of historical research conducted through the use of primary documents and secondary sources, and advance and sustain an original claim drawing on said materials.
- Conceptualize an idea and express it in audiovisual form.
- Develop a familiarity with an array of technical skills associated with animation, lighting, editing, camera operation, acting, and directing.
- Identify the contours of the scriptwriting process from the “concept stage” into the proposal, planning, production and exhibition of a project.
- Work in a collaborative environment and produce creative projects as part of a team.
- Integrate critical literacy into the substance of media productions.