TAKE THE FIRST STEP TODAY
School of Media and Communication

1.800.NAT.UNIV • www.nu.edu
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.
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.

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.

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.
Graduate Programs

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.

National University’s 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
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.
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.
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.

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

Our Reputation Speaks for Itself

The mace, a symbol of National University, is inscribed with the Latin motto, discendo vivimus — “we live through learning.”
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 (AACCT)
- 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)

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 United States. It is accessible 24 hours a day, seven days a week through the library’s home page at www.nu.edu/library.

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.