Bachelor of Arts
DEPARTMENT OF MEDIA X

Media X is a department of storytellers across disciplines creating and sharing content through a variety of technologies and media.

Students have the opportunity to build and manage platforms as well as how to make, perform and market content. Mixing technology and the liberal arts, students creatively combine coursework in subjects such as graphic design, English, business, theater arts, digital and visual art, film studies, communication, computer science and engineering, and music industries.

The hallmark of the Media X major is flexibility. You will get to decide where to concentrate your education, whether it's digital art and design, animation and visual effects, computer programming, sound engineering, film, television, transmedia storytelling, social media and marketing, digital humanities or creative entrepreneurship.

As a student, you'll get your hands on equipment the very first day. Practical experience continues through collaborative projects, internships and exposure to industry connections.

PROGRAM FEATURES

Choose Your Pathway   **New Exhibition Space**   **Advisory Board**   **Meet Industry Professionals**

UNIVERSITY OF THE
PACIFIC

Department of Media X:
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Please visit **Pacific.edu/MediaX** for more information

> **"** I have lots of goals for after I graduate, but mostly I'd like to end up somewhere in animation or game design.
>
> **BRANDON RENO**
> BA Media X

The Experience

Media X is an interdisciplinary department that integrates courses and professors from a variety of schools and departments. Students choose from among four pathways: Maker, Manager, Analyst or Custom.

Media X is a hands-on experience. Foundational courses will teach you to research, produce, create and critique across disciplines. There is an emphasis on internships, practicums and experiential learning to prepare you to transition from college to career and keep adapting as technology develops.

When you finish the degree program, you will be able to:

- Combine knowledge from the liberal arts and professional schools with your technical skills to produce culturally relevant, effective content.
- Understand economic, political, and cultural differences and hierarchies that influence global artistic production and media practices.
- Demonstrate technical fluency in multiple media, including computer programming.
- Adapt and translate content across multiple media and performance platforms using historical, theoretical and technical knowledge to make and defend creative decisions.
- Exercise initiative in a field characterized by high levels of independence, team work and entrepreneurship.

OUTCOMES

There is a tremendous need for professionals who can create, analyze, understand and manage diverse kinds of content. Media X students will enter the workforce well adapted to new technology and trends while also possessing the creative, communicative and problem-solving acumen of a liberal arts education.

DEGREES OFFERED

Bachelor of Arts

MAJORS OFFERED

Media X

PATHWAYS

Maker: Production, performance and design

Manager: Creative entrepreneurship, persuasive communication, social media management and the business of media

Analyst: Research, interpretation, analytics and media strategy

Custom: With help from their adviser and program director, students can build their own pathway

For more information, please visit:

▶ **Pacific.edu/MediaX**