

COMMUNICATIONS & FINE ARTS (CFA)

CFA 100 - Intellectual and Cultural Events (1.0 hour)

Attendance at a variety of intellectual and cultural events approved by the University's Intellectual and Cultural Activities Committee. Up to two hours of credit can be earned.

CFA 101 - Arts and Ideas Seminar (1.0 hour)

Seminar on selected intellectual and artistic topics which may vary each time the course is offered. Topic stated in current Schedule of Classes. May be repeated under a different topic. Maximum of three hours credit may be earned.

CFA 221 - Media Aesthetics (3.0 hours)

Exploration of fundamental media aesthetic concepts including the interrelated nature of light and color, space (area, depth, volume), time/motion, and sound used to tell stories in various media applications. Emphasis on critical analysis, and application of media aesthetic concepts applied to film, television, gaming, and/or social media.

CFA 250 - Film History (3.0 hours)

Core Curriculum: HU

Overview of the historical development of cinema from the 19th century to the contemporary period. Study of significant technological, industrial, aesthetic, and cultural developments in motion picture history. Specific time periods rotate by section.

CFA 300 - CFA International Option Seminar (1.0 hour)

Seminar topics of special interest relevant to enhancement of study abroad and integration of International Option certificate program. Topics may vary each time course is offered. May be repeated under different topics for a total of 2 semester hours. Topic and prerequisites stated in current Schedule of Classes.

Prerequisite: Permission of Seminar Coordinator

CFA 301 - Cooperative Education/Internship in Communications And Fine Arts (0.0-6.0 hours)

Core Curriculum: EL

Appropriately supervised cooperative education or internship experience in communications and fine arts. May be repeated for a maximum of 6 hours credit. Maximum 6 hours of Co-op or internship credit allowed toward graduation hours. Pass/fail.

CFA 320 - Film Theory and Criticism (3.0 hours)

Core Curriculum: WI,MI

Surveys major theoretical approaches to film studies, including formalism, realism, psychoanalysis, genre theory, auteur theory, and audience and spectatorship. Designed to apply these scholarly lenses to both historical and contemporary films.

Prerequisite: THE 141 or CFA 250

CFA 321 - Topics in Film Genre (3.0-6.0 hours)

Core Curriculum: WI

Examines historical, cultural, industrial, and mythological dimensions of film genre, with a varying focus on one particular genre. Enhances understanding of genre formulae, conventions, and iconography. Topics rotate. May be repeated twice under a different topic selection.

Prerequisite: THE 141 or CFA 250

CFA 350 - How Hollywood Works (3.0 hours)

How Hollywood Works offers a background examination of the entertainment industry. The course focuses on the professional operation and process used to create the preliminary background for a storyline, to develop a pitch for a movie/television show/video game, steps to acquire a green light for production, financing and budgeting a media project, protocol, post-production aspects, and advertising for distribution.

Prerequisite: Students must be enrolled in the Bradley University Hollywood Semester in Los Angeles, California

CFA 353 - Video Game Design (3.0 hours)

Application of video game development processes and techniques. Emphasis on industry-standard practices towards the development of a fully realized game.

Prerequisite: Students must be enrolled in the Bradley University Hollywood Semester in Los Angeles, California.

CFA 354 - Hollywood Semester Internship (3.0 hours)

Core Curriculum: EL

Appropriately supervised internship experience in Los Angeles, CA. The Hollywood Semester course will follow the registration and reflective learning requirements used by existing courses in Bradley's Cooperative Education and Internship program.

Prerequisite: Students must be enrolled in the Bradley University Hollywood Semester in Los Angeles, California.

CFA 355 - Topics in Entertainment (3.0 hours)

Topics of special interest in the entertainment field that may vary each time the course is offered. May be repeated one time under a different topic for a total of 6 hours.

Prerequisite: Students must be enrolled in the Bradley University Hollywood Semester in Los Angeles, California.

CFA 356 - Entertainment Public Relations (3.0 hours)

Entertainment PR covers the differences between entertainment-oriented public relations versus a more traditional form of public relations. The class examines the techniques and knowledge needed by an entertainment publicist to brand and manage the message for industry clients including: talent, celebrities, venues, hospitality, gaming properties, athletes, non-profits, networks, movies, and television shows.

Prerequisite: Students must be enrolled in the Bradley University Hollywood Semester in Los Angeles, California.

CFA 358 - Visual Storytelling: How Hollywood Communicates (3.0 hours)

Visual Storytelling covers the entertainment industry's step-by-step process for video and film production. The course is divided into 5 distinct phases of production with an ongoing class project of a narrative music video. This course discusses video concepts and industry processes, as well as production tools and techniques.

Prerequisite: Students must be enrolled in the Bradley University Hollywood Semester.

CFA 359 - Entertainment Industry Experts (3.0 hours)

Core Curriculum: WI

This course introduces students to the creative and business aspects of entertainment industry careers through guest speakers and interactive discussions. Research and writing assignments help students deepen their understanding of industry roles, practices, and career paths. Topics and speakers may vary each semester.

Prerequisite: Students must be enrolled in the Bradley University Hollywood Semester in Los Angeles, California

CFA 360 - Hollywood Semester Boot Camp (1.0 hour)

The six-week mandatory course is designed to provide advance preparation to students who plan to attend the Bradley University Hollywood Semester in Los Angeles. The students will gain enhanced experience in the development of resumes and cover letters, interviewing skills, assimilation into the Los Angeles culture, and tips to enhance their semester experience. This is a Satisfactory/Unsatisfactory course.

CFA 361 - Media in Entertainment (3.0 hours)

Core Curriculum: WI

A survey of the mass media, production and public relations industries involved with the entertainment industry. The course focuses on entry-level jobs and career paths and the responsibilities and skills necessary for success in the industry. Students explore the multiple areas of the conglomerated mass media and its impact on society.

Prerequisite: Students must be enrolled in the Bradley University Hollywood Semester in Los Angeles, California.

CFA 362 - Hollywood's Greatest Cinematic Genres (3.0 hours)

Core Curriculum: WI

Surveys cinematic genres throughout Hollywood history. Emphasis is placed on the ability to identify specific genres based on tropes, characters, themes, plots and audio-visual elements.

Prerequisite: Students must be enrolled in the Bradley University Hollywood Semester in Los Angeles, California

CFA 365 - Los Angeles Expedition (2.0 hours)

Exploration of Los Angeles and its entertainment and media industry through a series of guest lectures, site visits and tours.

Prerequisite: Students must be enrolled in the Bradley University Hollywood Semester in Los Angeles, California.

CFA 371 - Contemporary Music Business in Australia (3.0 hours)

Students develop knowledge of the contemporary recorded music industry in Australia and explore how it intersects and functions with the closely associated Australian live music industry and Australian music publishing industry as well as in the context of global music markets. The course prepares students for working in the volatile and highly competitive contemporary music industry.

Prerequisite: Open to students enrolled in the Global Academic Ventures (GAV) Internship and Study Semester in Asia Pacific (ISSAP) semester abroad program or approval of the Associate Dean in the Slane College of Communications and Fine Arts.

CFA 372 - Entertainment Industry-Asia Pacific (3.0 hours)

Students gain a competitive advantage in, and nuanced understanding of, the entertainment industries in the Asia-Pacific region through exploration history of the industry, the economics of the entertainment industry, and examining the diverse geographic area that encompasses different cultural values, arts practices, and entertainment industries.

Prerequisite: Must be enrolled in the Global Academic Ventures Program or approval from the Associate Dean in the Slane College of Communications and Fine Arts.

CFA 421 - Art & the Creative Imagination (3.0 hours)

Examination of various artistic renderings of unified or similar ideas, objects, and events. Comparison and contrast of the creative imagination and processes used in the making of useful and fine arts, time and space arts, and literary and performing arts.