

media production and management ucf

media production and management ucf is a dynamic and comprehensive program offered at the University of Central Florida, designed to equip students with the skills and knowledge necessary for success in the fast-evolving media industry. This program combines practical media production techniques with strategic management principles, preparing graduates for diverse roles across film, television, digital media, and entertainment sectors. With a focus on both creative and business aspects, the curriculum addresses storytelling, technical proficiency, media strategy, and leadership. Students benefit from hands-on experience, cutting-edge technology, and industry connections that enhance their career prospects. This article explores the program's key features, curriculum details, career opportunities, faculty expertise, and resources available at UCF. It provides an in-depth understanding of how media production and management at UCF fosters professional growth in the competitive media landscape.

- Overview of Media Production and Management at UCF
- Curriculum and Academic Structure
- Career Opportunities and Industry Connections
- Faculty and Learning Environment
- Facilities and Technological Resources

Overview of Media Production and Management at UCF

The media production and management program at UCF is designed to integrate creative media production with effective management strategies. This combination ensures that students not only master the art of storytelling and technical media skills but also understand the business frameworks required to succeed in media enterprises. The program emphasizes interdisciplinary learning, blending courses from communication, business, and digital media disciplines.

Program Goals and Objectives

The primary goals of the media production and management program include developing students' proficiency in media technologies, enhancing their storytelling abilities, and fostering strategic thinking for managing media projects and organizations. Students are trained to produce compelling content while navigating the complexities of media markets, audience engagement, and content distribution.

Target Audience and Admission Criteria

This program attracts students interested in careers across various media sectors such as film, television, digital media, advertising, and public relations. Admission criteria typically include a strong academic record, a demonstrated interest in media, and relevant experience or portfolio work. UCF's selective process ensures a cohort of motivated and talented individuals dedicated to media excellence.

Curriculum and Academic Structure

The curriculum for media production and management at UCF is comprehensive, balancing theoretical knowledge and practical application. It covers a broad spectrum of topics, preparing students to excel in both creative and managerial roles within the media industry.

Core Courses and Specializations

Students engage in foundational courses in media theory, digital storytelling, production techniques, and media management. Specializations allow students to focus on areas such as film production, television production, digital media strategy, or media entrepreneurship. Core courses often include:

- Introduction to Media Production
- Media Management and Strategy
- Video and Audio Production Techniques
- Media Law and Ethics
- Digital Media Marketing
- Project Management in Media

Hands-On Learning and Capstone Projects

UCF emphasizes experiential learning through labs, workshops, and collaborative projects. Capstone projects enable students to integrate their production and management skills by developing and executing media projects from conception to final delivery. These experiences simulate real-world media environments and foster teamwork, leadership, and innovation.

Career Opportunities and Industry Connections

Graduates from the media production and management program at UCF are well-prepared for a variety of careers in the media and entertainment industries.

The program's strong focus on industry relevance and practical skills enhances employability and career advancement.

Potential Career Paths

Alumni pursue roles such as media producers, content managers, digital strategists, film editors, production coordinators, and media executives. The program's interdisciplinary approach equips graduates to work in television networks, film studios, advertising agencies, digital platforms, and corporate media departments.

Internships and Industry Partnerships

UCF maintains robust partnerships with local and national media companies, providing students with internship opportunities that offer real-world experience and professional networking. These internships often serve as gateways to full-time employment and career growth within the media sector.

Faculty and Learning Environment

The faculty members involved in media production and management at UCF are experienced professionals and scholars with extensive backgrounds in media creation, research, and industry leadership. Their expertise enriches the academic experience and ensures that instruction remains current with media trends.

Faculty Expertise and Research

Professors specialize in areas such as film production, digital media innovation, media economics, and communication strategies. Many engage in research projects that explore emerging media technologies, audience behavior, and content monetization, contributing valuable insights to the field.

Collaborative and Supportive Atmosphere

The program promotes a collaborative learning environment where students are encouraged to work together on projects, share ideas, and receive mentorship. Faculty provide personalized guidance to support student success and professional development.

Facilities and Technological Resources

UCF offers state-of-the-art facilities and technological resources that support the media production and management curriculum. These resources enable students to gain hands-on experience with industry-standard equipment and software.

Production Studios and Equipment

The university's media production studios are equipped with high-definition cameras, lighting rigs, sound recording equipment, and editing suites. These facilities simulate professional production environments where students can practice and refine their technical skills.

Software and Digital Tools

Students have access to leading media software used in editing, animation, sound design, and media management. This includes tools for video editing, graphic design, digital marketing analytics, and project management, ensuring graduates are proficient in current technologies.

Media Labs and Collaboration Spaces

Specialized media labs and collaborative workspaces encourage innovation and teamwork. These environments provide the infrastructure needed for multimedia projects, from initial concept development to final production and distribution.

Frequently Asked Questions

What undergraduate programs does UCF offer in media production and management?

UCF offers a Bachelor of Arts in Media Production and Management through the Nicholson School of Communication and Media.

What career opportunities are available for graduates of UCF's media production and management program?

Graduates can pursue careers in film production, television, digital media, social media management, advertising, public relations, and content creation.

Does UCF provide hands-on experience in media production for students?

Yes, UCF emphasizes experiential learning with access to studios, production equipment, internships, and student media organizations.

Are there any notable faculty members in UCF's media

production and management program?

UCF's program includes experienced professionals and scholars in media production, digital storytelling, and media management who guide students through both theoretical and practical learning.

How does UCF support media production students in finding internships?

UCF offers career services, internship fairs, and industry partnerships to help media production students secure internships in local and national media organizations.

Can students at UCF specialize within the media production and management program?

Students can tailor their studies with electives in areas like digital media, video production, media management, and social media strategy.

What facilities are available to UCF media production and management students?

Students have access to production studios, editing labs, audio and video equipment, and software essential for media creation and management.

Does UCF offer graduate programs related to media production and management?

Yes, UCF offers graduate degrees such as a Master's in Media Management and related communication fields for advanced study.

How does UCF incorporate new media technologies in its media production and management curriculum?

UCF integrates emerging technologies like virtual reality, digital storytelling platforms, and social media analytics to keep the curriculum current and industry-relevant.

Additional Resources

1. Media Production and Management: A Comprehensive Guide

This book offers an in-depth exploration of the principles and practices essential to media production and management. Covering everything from pre-production planning to post-production workflows, it serves as a practical manual for students and professionals alike. The text also addresses emerging technologies and trends shaping the media landscape.

2. Strategic Media Management at UCF

Focusing on the unique media environment at the University of Central Florida, this book provides case studies and strategies tailored to campus media organizations. It highlights effective leadership, resource allocation, and audience engagement techniques. Readers gain insights into managing diverse media platforms within an academic setting.

3. Digital Media Production Techniques

This title delves into modern digital tools and methodologies used in media production. Emphasizing hands-on applications, it guides readers through video editing, sound design, and digital storytelling. The book also discusses best practices for managing digital assets and collaborative workflows.

4. Media Project Management Fundamentals

Designed for aspiring media managers, this book outlines key project management concepts adapted for media production environments. Topics include scheduling, budgeting, team coordination, and risk management. Real-world examples illustrate how to deliver media projects efficiently and on time.

5. Broadcast Media Management at UCF

This specialized book examines the management of broadcast media outlets within the university context. It covers regulatory compliance, programming strategies, and audience analytics. The text also explores the integration of traditional broadcast with digital platforms.

6. Leadership in Media Organizations

Exploring leadership theories and practices, this book is tailored for media professionals seeking to enhance their managerial skills. It addresses team dynamics, conflict resolution, and organizational culture. Case studies from UCF media groups provide practical applications of leadership concepts.

7. Media Ethics and Legal Considerations

Essential for media managers, this book reviews ethical dilemmas and legal issues encountered in media production and management. Topics include intellectual property rights, privacy concerns, and regulatory frameworks. The book encourages responsible decision-making in fast-paced media environments.

8. Advanced Video Production and Management

This book focuses on sophisticated techniques in video production combined with effective management practices. It covers multi-camera setups, live streaming, and post-production workflows. Readers learn how to oversee complex video projects from conception to distribution.

9. Content Strategy and Audience Engagement

A vital resource for media managers, this book explores strategies for creating compelling content and building loyal audiences. It discusses analytics, social media integration, and cross-platform promotion. The text offers frameworks for measuring success and adapting to audience feedback.

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media production and management ucf: **ENTERTAINMENT MANAGEMENT** Prabhu TL, Embark on an exhilarating journey into the world of entertainment management—an artful blend of creativity, strategy, and seamless execution that brings joy and unforgettable experiences to audiences worldwide. Creating Spectacular Experiences: Mastering Entertainment Management is a comprehensive guide that unveils the essential principles and practices that empower entertainment professionals to orchestrate captivating events and productions. Crafting Unforgettable Moments: Immerse yourself in the art of entertainment management as this book explores the core concepts and strategies that underpin successful entertainment ventures. From event planning to talent management, from marketing to production logistics, this guide equips you with the tools to curate unforgettable moments that leave a lasting impact. Key Themes Explored: Event Planning and Production: Discover techniques to design, plan, and execute events that captivate audiences and exceed expectations. Talent Acquisition and Management: Embrace strategies for identifying, recruiting, and nurturing performers, artists, and creative talents. Marketing and Promotion: Learn how to create buzz, reach target audiences, and maximize the visibility of entertainment offerings. Venue Management and Logistics: Explore methods for securing venues, managing logistics, and ensuring smooth operations. Fan Engagement and Experience: Understand the art of creating immersive and interactive experiences that resonate with audiences. Target Audience: Creating Spectacular Experiences caters to event planners, entertainment managers, artists, performers, and individuals passionate about crafting remarkable entertainment offerings. Whether you're curating live shows, managing performers, or organizing entertainment events, this book empowers you to master the art of entertainment management. Unique Selling Points: Real-Life Entertainment Success Stories: Engage with practical examples of entertainment ventures that wowed audiences and achieved success. Creative Collaboration: Emphasize the significance of collaboration among creative professionals, marketers, and event organizers. Technological Innovation: Learn how to leverage cutting-edge technologies to enhance entertainment experiences. Customer-Centric Approach: Explore the importance of understanding and catering to the preferences and desires of diverse audiences. Elevate Your Entertainment Mastery: Entertainment Management transcends ordinary entertainment literature—it's a transformative guide that celebrates the art of orchestrating enchanting entertainment offerings. Whether you seek to produce captivating live shows, curate unique performances, or manage entertainment events, this book is your compass to mastering the principles that drive successful entertainment management. Secure your copy of Entertainment Management and embark on a journey of elevating your entertainment management prowess and creating memories that last a lifetime.

media production and management ucf: *Encyclopedia of Gender in Media* Mary Kosut, 2012-05-18 The Encyclopedia of Gender in Media critically examines the role of the media in enabling, facilitating, or challenging the social construction of gender in our society.

media production and management ucf: Digital Ethnography Natalie M. Underberg, Elayne

Zorn, 2013-04-15 Digital ethnography can be understood as a method for representing real-life cultures through storytelling in digital media. Enabling audiences to go beyond absorbing facts, computer-based storytelling allows for immersion in the experience of another culture. A guide for anyone in the social sciences who seeks to enrich ethnographic techniques, Digital Ethnography offers a groundbreaking approach that utilizes interactive components to simulate cultural narratives. Integrating insights from cultural anthropology, folklore, digital humanities, and digital heritage studies, this work brims with case studies that provide in-depth discussions of applied projects. Web links to multimedia examples are included as well, including projects, design documents, and other relevant materials related to the planning and execution of digital ethnography projects. In addition, new media tools such as database development and XML coding are explored and explained, bridging the literature on cyber-ethnography with inspiring examples such as blending cultural heritage with computer games. One of the few books in its field to address the digital divide among researchers, Digital Ethnography guides readers through the extraordinary potential for enrichment offered by technological resources, far from restricting research to quantitative methods usually associated with technology. The authors powerfully remind us that the study of culture is as much about affective traits of feeling and sensing as it is about cognition—an approach facilitated (not hindered) by the digital age.

media production and management ucf: Evaluating Websites and Web Services: Interdisciplinary Perspectives on User Satisfaction Yannacopoulos, Denis, Manolitzas, Panagiotis, Matsatsinis, Nikolaos, Grigoroudis, Evangelos, 2014-02-28 The pervasiveness of the Internet has had a significant impact on global politics, economics, and culture. To create a truly effective product in such a saturated digital environment, developers must study what has come before and how they can utilize existing tools to even greater effect. Evaluating Websites and Web Services: Interdisciplinary Perspectives on User Satisfaction explores some of the various approaches to the study and assessment of Internet technologies, providing scholars, researchers, developers, and professionals with critical knowledge and an interdisciplinary perspective on e-services in a variety of functional areas, from government and commerce to social media and education.

media production and management ucf: Digitalized Co-production of Emergency Response Wael Alkusaibati, 2024-05-03 Contemporary global challenges like global warming, rapid urban development, and the current unstable security situation, lead to an increase in large-scale crises (e.g., forest fires) alongside frequent smaller emergencies (e.g., house fires and traffic accidents). The increase in emergencies strains professional response organizations, necessitating additional resources. Civilian volunteers are therefore increasingly being integrated into the response system. The development is mediated by information and communication technologies (ICTs) which enable communication between professional responders (e.g., the municipal rescue services, the emergency medical services, the Public Swedish Answering Point) and citizens. While many studies focus on spontaneous volunteer activities emerging on social media, fewer examine organized volunteerism initiatives at the local emergency response level. Over a decade ago, a municipal rescue service in northern Sweden established an initiative recruiting volunteers as first responders and equipping them with basic response tools. The volunteers undergo training in tasks such as cardiopulmonary resuscitation (CPR) and fire extinguishing. They are dispatched to predefined response tasks using simple ICT applications like SMS lists or mobile apps. This initiative has expanded to other areas due to perceived benefits such as shorter response times and reduced casualties and material damage. The phenomenon can be labelled as an emerging form of ICT-enabled or digitalized co-production of public services. However, previous research indicates a research gap in understanding, describing, and defining this type of co-production. The overall aim of the thesis is to describe how these ICT-enabled initiatives emerge and develop over time and identify the related effects on the response system. This is expected to provide recommendations on how they can be developed and supported. This aim is divided into three specific objectives, where each has been addressed through a research paper: 1- identifying how the existing literature

describes ICT-enabled/digitalized volunteerism in large- and small-scale emergencies, 2- identifying how these initiatives emerge and operate, and can be maintained in small-scale emergencies, introducing more systematized knowledge on this concept, 3- initially evaluating the contributions of volunteers in the initiatives. Leaning on a case study approach inspired by action research, a combination of data collection methods has been adopted, e.g., a literature review, interviews, and incident reports filled out by volunteers. For the data analysis, the theoretical lens of ICT-enabled/digitalized co-production of public services has been applied. The first paper is a literature review study that examines digitally enabled volunteering activities in crises and small-scale emergencies. It highlights the prevalence of studies on volunteers using social media for crowdsourcing in crises, often termed digitalized volunteerism which entails virtual and, or physical contributions by volunteers to the response efforts. In contrast, fewer studies focus on volunteers' role in local small-scale emergencies, labelled as hybrid ICT-enabled or digitalized coproduction. The term hybrid here refers to the loose affiliation of the volunteers where they collaborate with the rescue services but are not officially associated through binding contracts. Hence, they are in between spontaneous and organized volunteerism. Both volunteering modes support professional response systems and display similar needs for steering, financial support, coordination, and integration of ICT artifacts. However, crises require increased coordination to manage uncertainties, risks, and data overload effectively. The second paper presents three models describing the emergence of hybrid digitalized co-production initiatives in urban and rural areas, as defined in Paper 1, along with how national authorities can support them. These models i.e., Rural, Urban, and National consist of three phases: Recruitment, Response, and Maintenance. Each model exhibits distinct characteristics. In rural areas for example, there is a need for more regular training due to low alerting frequency, and the possibility of using simple dispatch ICTs as cost-effective solutions. Conversely, urban areas have more alerts, necessitating more advanced ICTs, with less emphasis on regular training compared to rural areas. At the macro-level, the national model highlights roles that national actors can play such as facilitating a joint Application Programming Interface (API), joint insurance solutions, and an ICT system that can register incoming and active volunteers. The third paper is an initial evaluation of these initiatives at emergency sites, focusing on ICT-enabled dispatch, estimated response times, tasks performed, and collaboration with professionals, to assess the effects of using volunteers. This approach contrasts with previous studies that took an overall perspective and only used qualitative data. A total of 53 incident reports were collected from volunteers, revealing that volunteers arrived before professionals in twothirds of incidents, contributing to an average gain of 5 minutes. Additionally, volunteers performed a broader range of tasks than previously described, and often continued collaboration with professionals on-site, despite the initial expectation of handing over tasks upon the arrival of professional response actors. Also, comparing this data with the rural model from Paper 2, similarities and differences emerged. For instance, there was a higher number of alerts, and the basic ICTs used for dispatch were deemed insufficient, contrary to the model's perception. The thesis' scientific contribution is a clearer conception of digitalized co-production of, above all, local emergency response as an emerging phenomenon. In the three papers, the ICT dispatch was identified as central and needs further development to enhance this co-production form. The thesis also sheds light on the need to integrate the initiatives into the official governmental frameworks. Furthermore, the thesis provides a primary understanding of how the concept works on the ground and provides an initial evaluation of the effects. In the practical field, the thesis offers insights into the importance of volunteers as additional resources to the official response systems, highlights challenges, hindrances, and enablers, and suggests potential solutions and improvements. Future work will include a further collection of incident reports for more reliable assessments and complementary interviews with volunteers. Also, the potential role of volunteers in larger crises, for example, as part of civil preparedness, will be further explored. Samhällsutmaningar, såsom klimatförändring och det nuvarande globala säkerhetsläget leder till en ökning av storskaliga kriser. Samtidigt måste frekventa, mindre olyckor (till exempel bostadsbränder och trafikolyckor) även fortsättningsvis.

Stora kriser kräver omedelbar hantering men frekventa olyckor leder också till förlust och skador på liv och egendom. Båda innebär en stor belastning på professionella räddningsaktörer. Ett sätt att hantera utmaningarna är samarbetet med frivilliga aktörer i räddningsinsatser. Utvecklingen av information och kommunikationsteknik (IKT) spelar en central roll här eftersom tekniken underlättar tvåvägskommunikation mellan professionella räddningsaktörer (tex räddningstjänst, ambulanssjukvård och larmoperatörer) och frivilliga aktörer. De flesta studier på området fokuserar på spontanfrivilliga som använder sociala medier för krishantering medan färre studier fokuserar på mer organiserade former av frivillighet på lokal nivå och för mindre olyckor. För mer än 10 år sedan initierade en kommunal räddningstjänst i norra Sverige ett initiativ för att rekrytera civila frivilliga som första insatspersoner. Initiativet innebär att de civila insatspersonerna utbildas för att utföra vissa uppgifter, till exempel hjärt-lungräddning, och släcka mindre bränder. De utrustas med enkel utrustning och larmas ut på vissa typer av olyckor med hjälp av grundläggande IKT som SMSlistor eller specialutvecklade appar. Över tid har initiativet spridit sig till fler områden och allt fler räddningstjänster och nationella myndigheter ser att första insatspersoner kan bidra till kortare responstider, vilket minskar antalet skadade människor och mindre materiell förlust. I litteraturen benämns detta fenomen ibland som en framväxande form av digitaliserad samproduktion av offentliga tjänster. Tidigare studier pekar också på ett kunskapsgap när det gäller att beskriva och konceptualisera sådan samproduktion. Avhandlingens övergripande syfte är att beskriva hur dessa initiativ uppstår och utvecklas över tid och identifiera de relaterade effekterna på räddningssystemet. Detta för att kunna ge rekommendationer om hur initiativen kan utvecklas och stödjas. Avhandlingen består av tre delstudier (artiklar). Artikel 1 identifierar hur den befintliga litteraturen beskriver IKT-aktiverat/digitaliserat frivilligarbete vid stora kriser och mindre lokala olyckor. Artikel 2 beskriver hur initiativ uppstår, fungerar och kan upprätthållas över tid vid mindre olyckor. Artikel 3 utvärderar initialt de civila insatspersonernas bidrag till räddningsinsatser. Avhandlingen genomförs som en fallstudie, inspirerad av aktionsforskning där en kombination av datainsamlingsmetoder använts, till exempel en litteraturöversikt, intervjuer och händelserapporter ifyllda av frivilliga. Teoretiska perspektiv runt IKT-aktiverat/ digitaliserad samproduktion av offentliga tjänster tillämpas i dataanalysen. Första artikeln är en litteraturöversikt kring digitaliserad frivillighet i kriser och frekventa olyckor. Den visar att insatser av spontanfrivilliga i kriser och sociala medier som en form av crowdsourcing är ett väl diskuterat område. Ibland benämns som digitaliserad frivillighet och inkluderar både virtuella och fysiska bidrag från frivilliga responsinsatser. Ett fåtal studier fokuserar på frivilligas bidrag till mindre men samtidigt mer frekventa olyckor. När de gör det kallas konceptet ofta hybrid IKT-aktiverad eller digitaliserad samproduktion av räddningsinsatser. Hybrid avser här att insatspersonerna samverkar med den kommunala räddningstjänsten men utan officiellt bindande avtal. Därför befinner de sig någonstans mellan spontant och organiserat frivilligarbete. Båda typerna av frivillighet kan stödja de professionella insatssystemen och har liknande behov av styrning, ekonomiskt stöd, samordning och integration av teknik i de professionella responssystemen. Stora kriser har dock större behov av koordinering för att hantera osäkerheter, risker och undvika information overload. Den andra artikeln beskriver de digitaliserade hybrida initiativen definierade i Artikel 1 och hur de kan stödjas. Detta genom tre modeller, där två av modellerna relaterar till lokal nivå och stad respektive landsbygd. Den tredje relaterar till nationellt stöd och styrning. Modellerna inkluderar tre faser: Rekrytering, Respons och Underhåll. Varje modell uppvisar likheter och olikheter. I landsbygdsområden finns till exempel ett behov av mer regelbunden träning på grund av låg utlarmningsfrekvens, och det går att använda enkla IKT-lösningar som kostnadseffektiva alternativ. Å andra sidan har stadsområden fler utlarmningar, vilket kräver mer avancerade IKT-lösningar, men samtidigt mindre regelbunden träning då de civila insatspersonerna får mer erfarenhet. På makronivå identifieras roller och uppgifter som nationella aktörer kan ta, såsom att underlätta ett gemensamt applikationsprogrammeringsgränssnitt (API), erbjuda gemensamma försäkringslösningar och utveckla ett IKT-system som kan registrera inkommande och aktiva insatspersoner. Artikel 3 syftar till att initialt utvärdera hur de digitaliserade initiativen fungerar på

skadeplatser genom att fokusera på utlarmning, uppskattade responstider, utförda uppgifter, samarbete med professionella, etc. Med andra ord att initialt titta på initiativets effekter. En händelserapport distribuerades till civila insatspersoner och resulterade i 53 ifyllda rapporter. De visar bland annat att insatspersonerna anlände före professionella i två tredjedelar av insatserna och bidrog till en genomsnittlig tidsvinst på 5 minuter. Dessutom visar resultatet att de civila insatspersonerna utför en större bredd av uppgifter än vad tidigare beskrivits inom initiativet och dessutom ofta fortsätter samarbeta med professionella aktörer när de senare anlämt. De civila insatspersonerna är även villiga att medverka vid storskaliga kriser. Jämfört med landsbygdsmodellen från Artikel 2 framkom likheter och skillnader. Till exempel var det så pass många larm att de IKT-lösningar som användes för att skicka ut larmen bedömdes som otillräckliga och behöver utvecklas. Detta visar även på att modellen behöver revideras och förfinas. Avhandlingens vetenskapliga bidrag är ökad kunskap om det framväxande fenomenet digitaliserad samproduktion (civila insatspersoner som förstainsatsaktörer) av räddningsinsatser. I alla tre artiklarna identifierades IKT-stödet som centralt och som behöver vidareutvecklas för att upprätthålla och förbättra denna form av samproduktion. Avhandlingen belyser också behovet av nationell koordinering och stöd. Vidare ger avhandlingen en primär förståelse för hur konceptet fungerar i praktiken och en initial utvärdering av effekter av att använda insatspersoner. För praktiker ger avhandlingen kunskap om civila insatspersoner som ytterligare resurser till de professionella responssystemen, identifierar utmaningar, hinder och möjliggörare, samt föreslår potentiella lösningar och förbättringar. Framtida arbeten kommer att inkludera ytterligare insamling av händelserapporter för mer tillförlitlig utvärdering och kompletterande intervjuer med insatspersoner. Dessutom kommer den potentiella rollen för civila insatspersoner i större kriser, till exempel som en del av civil beredskap, att utforskas vidare.

media production and management ucf: Directory Broadcast Education Association (U.S.), 2000

media production and management ucf: Virtualization of Universities Thomas Pfeffer, 2011-12-08 The purpose of this volume is to shape conceptual tools to understand the impact of new information and communication technologies (ICTs) on the organization of universities. Traditional research-based universities, the most typical representatives of the higher education system, find themselves challenged by the speed and the wide range of technical innovations, but also by a vast array of implicit assumptions and explicit promises associated with the distribution of digital media. The author observes that as universities increasingly use digital media (computers and the Internet) to accomplish their tasks, a transformation takes place in an evolutionary rather than in a revolutionary way. Using the University of Klagenfurt as an in-depth case study, he explores such dynamic issues as how digital media affect the practice of research, the preservation and dissemination of knowledge (for example, through publishing and archiving), and delivery of education at universities. More broadly, he considers issues of organizational culture and design, administration, and leadership as universities integrate digital technologies into all aspects of their operations.

media production and management ucf: Managing Technology in Higher Education A. W. (Tony) Bates, Albert Sangra, 2011-04-08 Universities continue to struggle in their efforts to fully integrate information and communications technology within their activities. Based on examination of current practices in technology integration at 25 universities worldwide, this book argues for a radical approach to the management of technology in higher education. It offers recommendations for improving governance, strategic planning, integration of administrative and teaching services, management of digital resources, and training of technology managers and administrators. The book is written for anyone wanting to ensure technology is integrated as effectively and efficiently as possible.

media production and management ucf: Television, Film, and Digital Media Programs Academy of Television Arts and Sciences Foundation, Princeton Review (Firm), 2007 Lists colleges and universities in the United States that provide programs in the study of motion pictures,

television, and digital media, including information on admissions, cost and financial aid, graduate employment rates, and notable alumni.

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