

COMMUNICATIONS
PROGRAM GUIDEBOOK

TABLE OF CONTENTS

PREFACE.....	003
HOW TO USE THIS BOOK.....	003
WELCOME.....	003
HISTORY.....	004
WHY THEOLOGICALLY TRAINED MEDIA ARTISTS?....	006
MOODY MEDIA LAB.....	006
DISTINCTIVES.....	009
YOUR GROWTH.....	013
YOUR PROFESSORS.....	014
YOUR PEERS.....	014
CHOOSE YOUR OWN ADVENTURE.....	017
PROJECTS.....	018
PRACTICUMS.....	021
YOUR PORTFOLIO.....	022
YOUR CAPSTONE PROJECT.....	022
OUR SPACE.....	025
OUR TECHNOLOGY.....	025
INTERNSHIPS.....	026
WORKING WITH THE DEPARTMENT.....	027
YOUR FUTURE.....	027
APPENDICES.....	028



PREFACE

This book is an encapsulation of our guiding principles. As Moody's Communications program continues to evolve, we hope that these principles will serve each person joining our community. If you are new to Moody, welcome. Although the

HOW TO USE THIS BOOK

This handbook is about the choices you're going to make and how to think about them. Mainly, it's about how to make the most of this program now that you're here. For more nuts-and-bolts information, there's an official intranet (blackboard.moody.edu > **Communications**). Look there for things like announce-

WELCOME

Welcome to a fellowship of gifted message makers, signal shapers, content creators, and storytellers. We are a department full of talented craftsmen, working together to develop and integrate creativity on behalf of Christ's Kingdom through both modern and classic communication tools: photography, videography, graphic design, fine art, speech, drama, broadcast, and writing.

You are here because you have been gifted with creative talent to use media and communications practices to celebrate a creative God, serve His global Church, engage and create culture, and advance the message of the Gospel. Let us assure you: your gifts and talents are not mistakes. They matter deeply and were meant to be used to make a difference in the lives of others.

What makes this program unique is the community of students developing their theology, technique,

◀ "The Creation"

and technology in collaboration, growing in ways that would be impossible independently, stretching

goals of this book are important, it's really your ideas, talent, and energy that will keep Moody's program serving Christ with creative excellence in the years ahead. We're thrilled you are here. Let's make great things. ▲

ments, project leads, registration information, and internship details. This book is on the intranet, so you can edit it. Once you've read it, help us make it better for other new people. Suggest new sections or changes to existing ones. We'll collectively review the changes and fold them into future revisions. ▲

what they thought themselves capable of, and even creating beyond what was possible before.

Your time will be well invested in studying the theory and theology of communications, learning to use fundamental and advanced communications techniques, mastering the powerful "foreign" languages of computer software and media technology, developing a biblical perspective of creativity and spirituality, and exploring how to create and communicate meaningful messages across contexts.

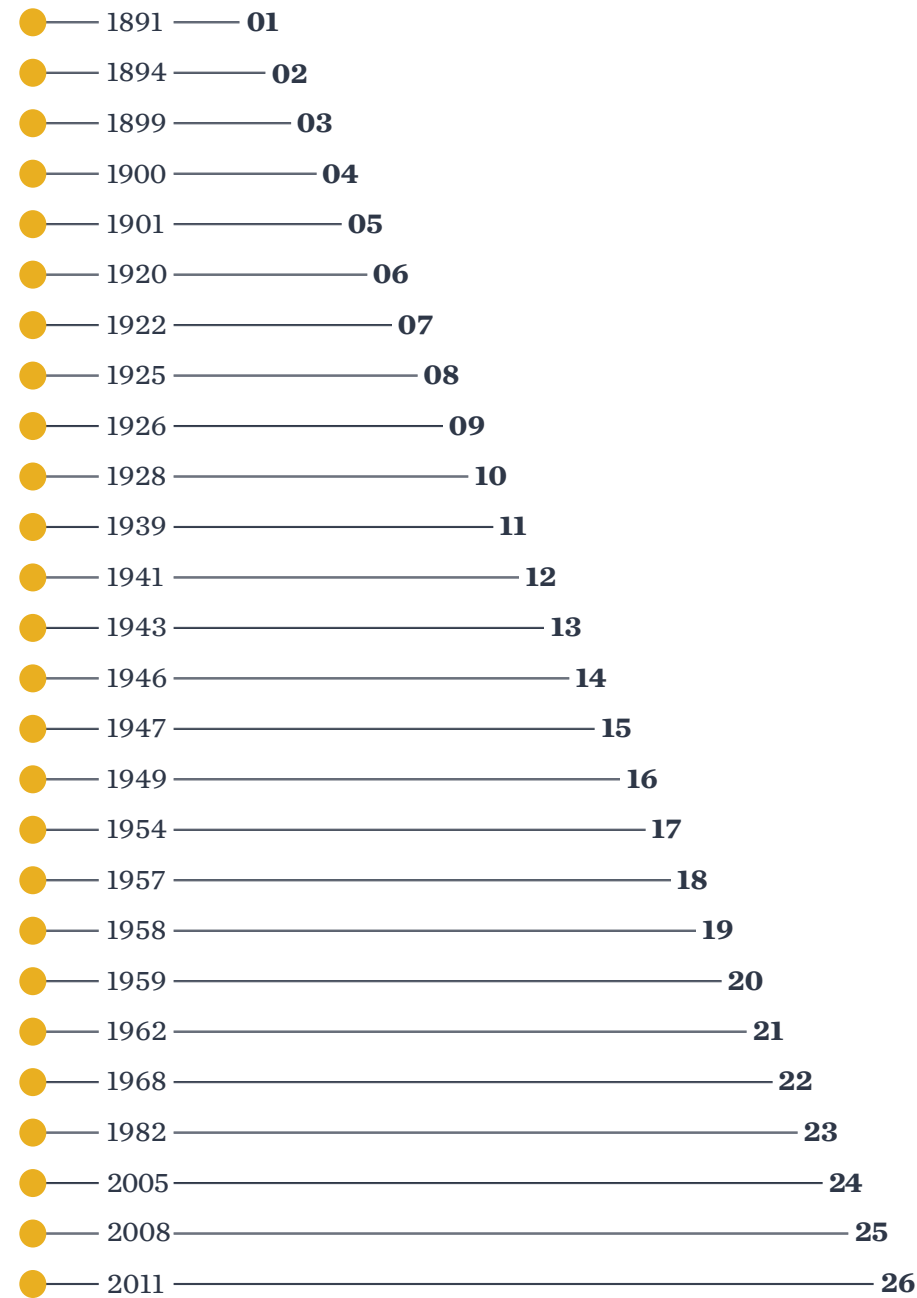
Additionally, you will have unparalleled professional opportunities with Moody Radio and Moody Publishing. The Moody Bible Institute is remarkable in the way students have access to two such iconic media establishments.

The paths through this program and beyond are as varied as the talents of our remarkable students. Be faithful in the stewardship of your gifts and the chance to be a part of this community. Make full use of the opportunities available to you. Be diligent, collaborative, and creative. The world needs Christ in you. ▲

HISTORY

You are joining a legacy of innovative communicators. The Moody Bible Institute has been involved in communicating God's Word since its inception. Not only have

we trained students for ministry in the fields of communications, but we have been pioneers in using communications tools to reach the world for Jesus Christ.



An icon of ministry communications is that of the missions radio specialist. Imagine having the skills to fly yourself into unreached areas of the world with a crate full of technical equipment and the skills to set up a radio station and begin accurately broadcasting

God's truth in creative ways to people who have never heard the Gospel. Your "crate" may be a backpack, and your airwaves might be new media technology, but your mission and character is the same. You are continuing a legacy of ministry media specialists. ♣

01 The Institute Tie, a biweekly publication by former students to document the goings on of the Institute, begins.

02 The Bible Institute Colportage Association is founded by Mr. Moody.

03 BICA incorporated.

04 The Institute Tie is now published as a copyrighted monthly magazine.

05 The Institute Tie becomes The Christian Workers Magazine.

06 The Christian Workers Magazine becomes The Moody Monthly.

07 BICA begins supplying books free of charge to schools. Note: The arm of BICA in charge of the free distribution of materials is called the Colportage Department.

08 First Institute radio broadcast over WGES.

09 WMBI, Moody's first radio station, goes on the air; Radio School of the Bible begins.

10 WMBI goes on the air via its new 5,000 watt transmitter at Addison.

11 First Radio Broadcasting course offered.

12 The Bible Institute Colportage Association becomes Moody Publishers; WMBI has its first full day of programing.

13 Moody begins FM radio broadcasts.

14 First Sermons from Science Film with the Moody Institute of Science launched, God of Creation. The film was innovative using Irwin Moon's own time-lapse technique to photograph many natural phenomena for the first time in history.

15 BICA starts a program to assist in the creation of literature on foreign soils by partnering with various missions.

16 Missionary Technical Course created. The first of its kind, its purpose was to prepare specialists who could utilize skills in mission field operations in the areas of aeronautics, radio communication, and photography.

17 Two new majors offered: aviation flight and mechanics; radio and communications.

18 Colportage Department renamed the Moody Literature Mission; MIS is the first ever to record the beating and working of the human heart in its film Red River of Life, a huge scientific discovery.

19 MBI purchased WCRF in Cleveland, Ohio and shortly thereafter, WDLM in Moline, Illi. These purchases were the catalyst for a network that would grow to include 35 stations in the continental U.S.

20 Moody Literature Mission begins a distribution program for public libraries.

21 MIS Sermons from Science exhibit at the Seattle's World Fair.

22 Communications Major is first offered.

23 Moody Radio begins satellite-feed broadcasting system.

24 All Moody stations are streaming their signal worldwide.

25 Moody Broadcasting Network becomes Moody Radio.

26 Moody Media Lab introduced.

WHY THEOLOGICALLY TRAINED MEDIA ARTISTS?

Theologically trained media artists, communicators, and creative directors are essential for gospel communication. Due to the immense culture making and influential potential of art and modern media, ministry communicators must be among the most theologically trained and biblically grounded.

The complexities of crafting theologically accurate messages using classic and modern media should not be underestimated. A robust theology must be entwined with biblically informed media ecology before being applied to communication practices.

For example, the reasons to choose one media form over another due to how a medium changes a message by its very nature requires skilled caretakers to guide the creative process. To accurately communicate God's story requires fluency in how specific media affects the message and interacts with a particular culture. In order to ensure the intended message is received, one must first understand how to use these powerful tools in a way most glorifying to God. Modern media offers far too great of potential to wield them poorly.

MOODY MEDIA LAB

The Communications program strives to create a culture and space that encourages innovation and collaboration across disciplines at Moody. We call this creative environment the Moody Media Lab.

The language of the "lab" is meant to bring to mind the classic collaborative and exploratory nature of the academy. A creative laboratory environment drives a culture of exploration that sets the pace and defines the future. We are not merely a "tech school" servicing the status-quo. Our question will be "What's possible?" We aspire to be a "research and development" department for ministry media worldwide.

The Media Lab provides a space for our students to

What's more, God's stories are best told through theologically trained communications professionals who understand how to craft authentic messages alongside other ministry practitioners. Hiring technicians to execute a message/vision they do not fully believe in or understand is simply ill-advised. As is merely applying popular techniques or "best practices" without a proper understanding of the context, the message, and the medium.

Perhaps most importantly, to theologically equip creative men and women is to celebrate the heart of a creative God. Unleashing the vision of prophetic voices who are gifted to manifest beauty, emotion, and the human condition in a way that communicates clearly what we all feel vaguely; making unseen Truth tangible, and pointing heads and hearts to their Creator in powerful ways. How could we not invest in using creative media arts to glorify God?

Exodus 35:31-32: "...and he has filled him with the Spirit of God, with skill, with intelligence, with knowledge, and with all craftsmanship, to devise artistic designs..." ▲

drive and impact the ever-changing media needs of the Church. We do not simply teach technical skills in a vacuum. Our students are not merely technicians. Nor do we train students to only mediate the messages of others. Our students are the message makers, signal shapers, content creators, and prophetic voices.

"The Starfield" ▶

At the narrowest end, the Lab is a creative agency. The media lab functions as a student agency employing teams of advanced students for specific projects and clients. We encourage interaction with partner organizations and ministries and val-





ue students collaborating within and across skill sets (and even majors) on both experimental and real world projects.

The Moody Media Lab represents more than the Communications Department alone. Acting as a

Moody is literally the kind of place where an idea you had in a class can become a directed study, yielding work that attracts the attention of Moody Publishers, leading to your first book

synergistic hub with Moody Radio, Moody Publishing, and ETS, the Media Lab is a creative home and “think-tank” for the entire institution.

You are the Moody Media Lab. Be the Media Lab: MoodyMediaLab.com. ▲

being published before graduation, and finding yourself featured on Moody Radio through regular guest appearances. It happens. How amazing is that.

DISTINCTIVES

We hope every Moody Communications graduate exhibits these distinct qualities:

Biblically Grounded: To creatively communicate God’s story, each of us must first be grounded in biblical truth, so we might be theologically accurate caretakers of The Message. We are proud of the fact that you are not just a Communications major. You are a Bible major as well. Your biblical studies at Moody are not isolated from your Communications studies. They must become uniquely and wholly integrated by you and through your ability to see communications with a biblical framework.

On Mission: Our program exists to serve the life and mission of the Church — through both localized communities and globalized connectivity — in as many creative

◀ “The Earth”

combinations as are conceivable. You may find yourself using your communication talents in many different ways to support yourself and/or your ministry, but at the end of the day we hope to see each of you “on mission” and using your gifts for the sake of the Gospel.

Storytellers: The exact technique or technology might change, but we are all united as storytellers. God created story, and he filled his Word with narrative. A story has

unparalleled power to move an audience and to cross cultural lines. Story is the main tool of the artist. Become faithful storytellers of how God is at work in the world.

Global Citizens: The world lives in Chicago. You now live in one of the most content rich environments you could imagine. Throw yourself with reckless abandon into the work of God in this city. Go see, hear, and tell the stories of His countless agents who call this place “home.” This is your home too. You are an urban minister. Moody is not a walled fortress, but a part of the fabric of Chicago. Weave yourself in.

Servant Communicators: Moody Communications students are to be front-line, relational storytellers who are not distanced or disconnected, and never put technology between them and those they serve. Become servant communicators who come alongside ministries and from within those relationships share their story and expand their media capability.

Prophetic Voices: Artists have prophetic permission. The artist is expected to step into things that make other people uncomfortable. Advocates for the vulnerable and the abused. Journalists who are motivated by God’s heart for the oppressed and who challenge power structures. Speakers and performers who call the Church and the world back to the heart of God. Artists

who challenge the norm and proclaim the new reality of Christ and His Kingdom. Embrace your voice and be bold communicators of Truth.

Content Creators: You are the message makers. Far more than mere technicians mediating the messages of others. We believe each of you is here because God has not only given you an important voice but also gifted you with the talents and powerful tools to communicate God's truth to mass audiences.

Media Experts: To accurately communicate God's story, each of us must also know how specific media affects the message and interacts with a culture. A medium is not neutral. Cultural context changes everything. To ensure the intended message is clearly received, you must first understand the "shape" of each medium's "lens" and how to wield these powerful tools in a way that is most glorifying to God.

Writers: The bedrock of great storytelling is great writing. So no matter your medium of choice, everyone in our program will be trained as writers first.

Collaborators: You must be willing and learn how to work with others humbly in a collaborative environment. Never letting pride or ego or talent separate you from serving along side others or interfere with message.

Professional: To have an affect with your craft you must become technically excellent and relationally mature. You must also possess a determined pursuit of creative excellence — from wordsmithing, to production schedules, to media capture.

Problem Solvers: The media landscape is ever-changing and often mystifying. Local ministry leaders need the expertise of our graduates to guide them through good media choices. Moody graduates don't just use a medium "because it is there" or merely execute what they've been "told," but instead guide the creative process to

ensure right mediums are used in the right ways and for the right costs. We want to equip you with the ability and confidence to solve media equations wherever you might find them.

Adaptable: The entire communications field, especially in a ministry context, needs communicators who can adapt to both context and technology. That means learning how to be self-taught, able to do more with less, and know how to "get it done" regardless of circumstances. Become fully self sufficient learners who know how to go deep and invest in what you are good at. Then re-evaluate and repeat.

Risk Takers: The artist is a risk-taker who goes into new territory first in order to illuminate it. Become media artists who are not influenced by what is popular or what gets watched/published. Live a brave life of au-

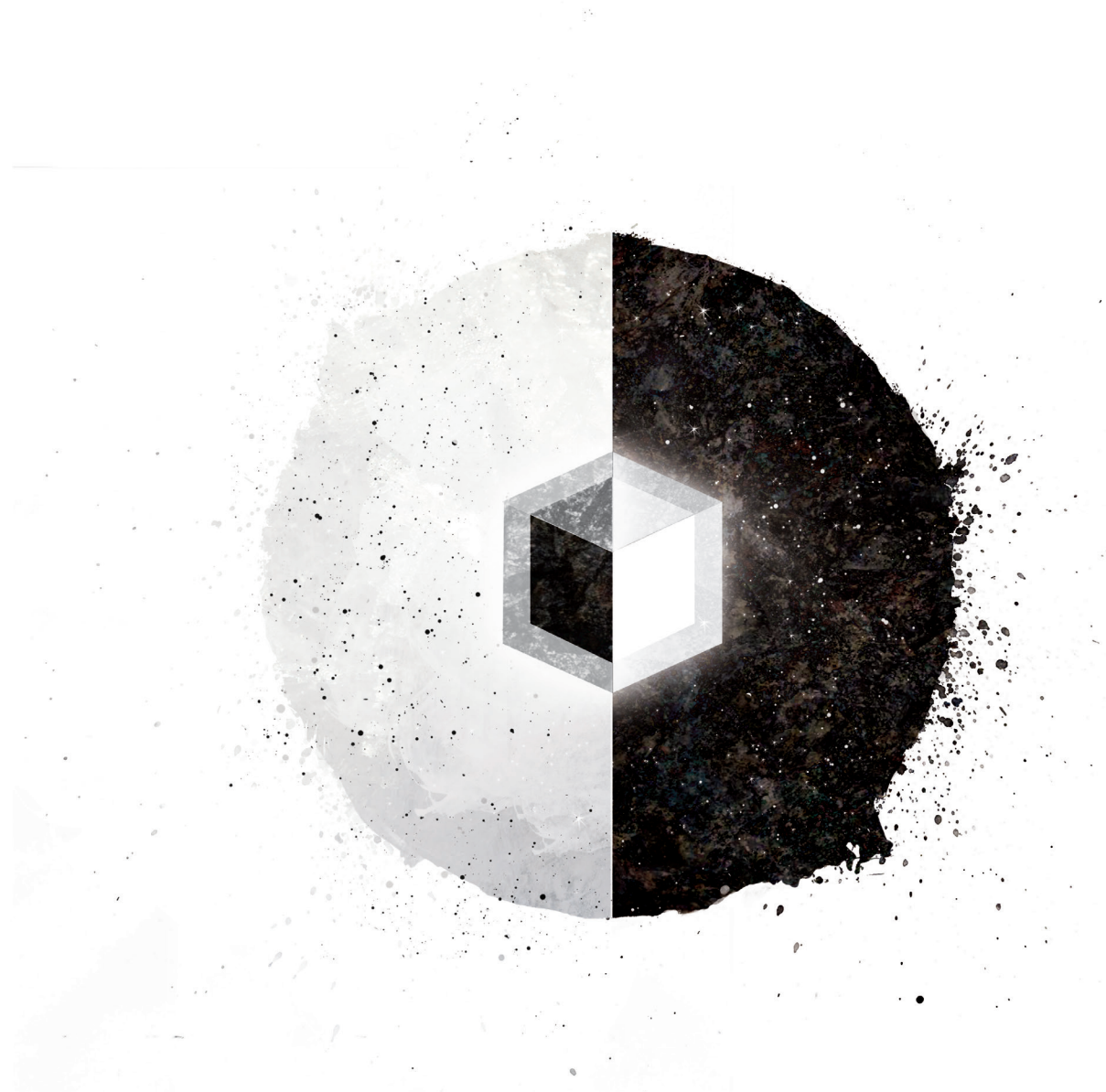
"The Atmosphere" ▶

thentic, intellectual creativity. Nurture creativity that is never copied, knocked off, or reactionary.

Faithful: All is for nothing if we are not persevering to honor Christ above all and in all. What does that look like? That question is the journey of this program.

"...Even in literature and art, no man who bothers about originality will ever be original: whereas if you simply try to tell the truth (without caring a two pence how often it has been told before) you will, nine times out of ten, become original without ever having noticed it. The principle runs through all life from top to bottom. Give up yourself, and you will find your real self. Lose your life and you will save it. Submit to death, death of your ambitions and favourite wishes every day and death of your whole body in the end: submit with every fibre of your being, and you will find eternal life. Keep back nothing. Nothing that you have not given away will be really yours..." ~ C.S. Lewis ▲





YOUR GROWTH

Identity in Christ: Not you or your talent, but Christ who lives in you. Pointing to the Creator and Savior. Servant communicators.

Creative Identity: Understanding your creative talents in relation to your calling. Connecting spirituality and creativity.

Professional Identity: Developing maturity and knowing the intricacies of a professional environment. Becoming excellent at your craft.

We encourage students to be T-shaped. That is, people who are both generalists (highly skilled at a broad set of valuable things—the top of the T) and also experts (among the best in their field within a narrow discipline—the vertical leg of the T). This recipe is

◀ “The Elements”

important for success in Communications and life. An expert who is too narrow has difficulty collaborating. A generalist who doesn’t go deep enough in a single area ends up on the margins, not really contributing as an individual.

Because of the talent diversity here at Moody, it’s easy to become stronger at things that aren’t your core skill set. You just need to take the initiative to do so. Be a self-motivated learner. Never stop putting more tools in your toolbox.

Permission to fail: The last thing we want is for the curriculum to limit you. If you can easily meet every challenge put in front of you then we’re doing something wrong and probably hindering your creative development. Instead, we want to equip you and then get out of the way while supporting you so we can all see what you are capable of. The creative

See the above section on distinctives. How are you doing filling out your mature major profile?

- | | |
|---|--|
| <input type="checkbox"/> Biblically grounded | <input type="checkbox"/> On Mission |
| <input type="checkbox"/> Storyteller | <input type="checkbox"/> Global Citizen |
| <input type="checkbox"/> Servant Communicator | <input type="checkbox"/> Prophetic Voice |
| <input type="checkbox"/> Content Creator | <input type="checkbox"/> Media Expert |
| <input type="checkbox"/> Writer | <input type="checkbox"/> Collaborative |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Problem Solver |
| <input type="checkbox"/> Adaptable | <input type="checkbox"/> Risk Taker |
| <input type="checkbox"/> Faithful | |

You have to want to grow! Take personal responsibility for your own development. If anyone can keep you from writing, or staying up all night learning photoshop for example, or if you only create because you were assigned to, then this might not be the major for you. ▲

process is hard. Failure is an integral part of taking risk. Everyone here gets it. Go for it. Aim to please God and the rest will take care of itself. God is not judging whether we’ve been successful based on the outcome, but based on our willingness to hear his voice and our response in obedience. To be a Christian means to make sacrifices and take risks.

YOUR PROFESSORS

Your Moody Communications professors are here because they love God, they love students, and they love their craft. They are passionate about training the next generation of Christian communicators to share God's truth in beautiful ways. And they are here for you. Get to know them well.

You've been assigned to one faculty member, in particular, who is your advisor. Find out who your advisor is by checking the list outside any Communication faculty member's office, and make an appointment to introduce yourself. (Offering to

A Culture of Constructive Critique: Constructive criticism is the process of offering well-reasoned opinions about the work of others, usually involving both positive and corrective comments. In collaborative work, this kind of critique is a valuable tool in raising and maintaining performance standards. Many of your Communications courses will be taught using the workshop method, where structured peer critique sessions will happen in the classroom. In addition, you will undoubtedly participate in projects or work on a staff where this sort of mu-

take your advisor to coffee is never a bad idea.) You can meet with your advisor at any time to talk about your classes, your calling in ministry, or your life.

All Communications students are required to meet with their advisor after taking the Core Tools: Images and Words block in order to begin charting a path through the program. This important meeting will ensure that the training you receive at Moody best prepares you for the ministry you believe God is calling you to. ▲

tual critique is necessary. While giving and receiving honest feedback about our work may initially feel uncomfortable, we trust that you will quickly see the value in the process. We are all on the same team. And we all have the same goal: a genuine desire to see everyone's skills improve. So in order to thrive in this Culture of Constructive Critique, we all must learn to look objectively at our own creation. We must adopt a humble attitude that is open to feedback. And we must practice speaking the truth in love (Ephesians 4:15).

YOUR PEERS

You are now surrounded by students from all over the country and the world with diverse creative gifts and callings. Your fellow students are possibly the most important asset that you now have. From within this cohort you will form bonds, experience spiritual depth, have important cross-cultural relationships, and find creative partners for life.

"What the artist gains from other artists is courage by association. Depth of contact grows as fears are shared - and thereby disarmed - and this comes from embracing art as a process, and artists as kindred spirits."
~ Art and Fear

Make the most of this unique season of camaraderie amid fellow creatives. Chase after the heart of a creative God together. Form teams, find partners, start groups...invest in one another, share

"The Civilization" ▶

experiences and expertise, trade technique and technology. Be inventive and don't wait for permission. Get a group of photographers together and go bless an under resourced ministry with outstanding images. Create the latest viral spoken word video. Begin a writers group and launch a literary journal. Join the campus ra-



dio and develop your voice. Sign on for the Arch yearbook, the Standard newspaper, the Drama teams, the Debate Society, the Art Club, or any one of the emerging groups. This is a community in action. Don't just stand there...join in and create something!

CHOOSE YOUR OWN ADVENTURE

An integrated media program such as ours requires a lot of intentionality on your part to get the most out of your time here. For example, even though we don't have a signified radio major you can graduate ideally trained to work in radio. Or, we are not training specifically for large church media production, but if that is what you are called to do, then you can become an ideal candidate for that kind of work within the program. Conversely, if you are not careful/focused, you can also find yourself not really qualified for anything specific. Your professors are here to help you choose your own adventure through the Communications program.

Technically, you are a double major in Bible and Communications. That creates a condensed program of 32 credits to learn all you can. In some disciplines we have only one dedicated course — at the most, three. What's that about? You can't become an expert in such few courses. Good news: not only does no one expect you to, but communications practices are also best learned outside the classroom. Our integrated media program makes it possible

◀ "The Laboratory"

to learn more in less time and is designed to create vastly more learning opportunities through projects and practicums. It's not about the number of classes, but about how you maximize your time and the opportunities available to you.

The adventures you can choose through this major are about much more than simple course selection.

"An artist is a nourisher and a creator who knows that during the act of creation there is collaboration. We do not create alone." ~ Madeleine L'Engle

Proverbs 27:17. As iron sharpens iron, so one man sharpens another. ▲

Our program allows for near infinite customization due to the way you can focus your work around a specific ministry area. For example, all of your work could have a distinct relation/application to youth ministry or justice ministry. To think you must choose between communications and another ministry area may be a false dichotomy. This major is interdisciplinary by nature. You are encouraged to bring the theology, practices, and stories of all your ministry passions to bear in your creative work.

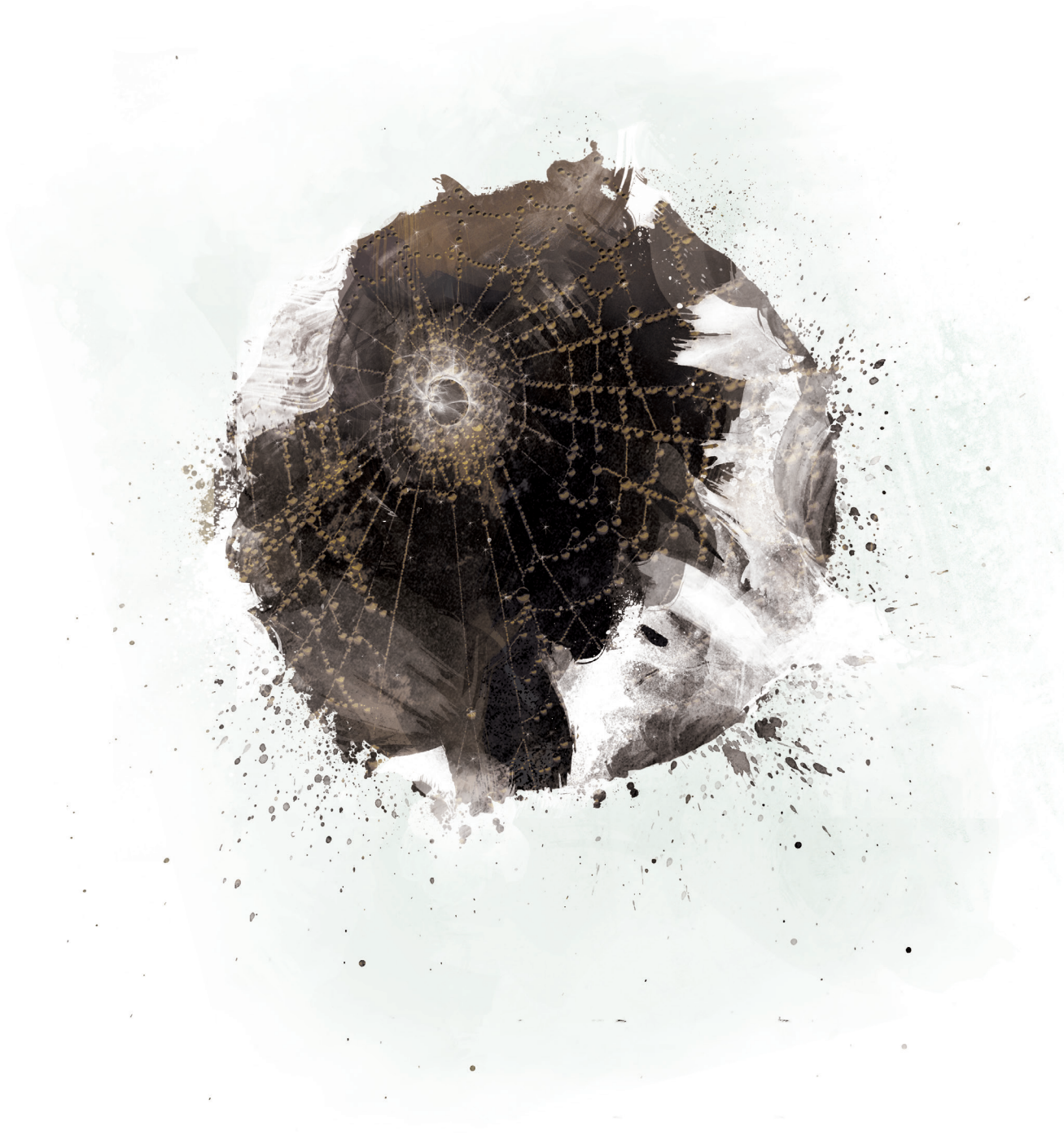
A little thinking ahead can go a long way. Here's a quick walk through:

Freshman: Second semester Freshman year you need to take Intro to Communications. This is also where you will formalize your academic portfolio.

Sophomore: First (ideally) or second semester Sophomore year you must take Core Tools: Images and Words — the main gateway prerequisite into all of the technical courses.

Junior: Your junior year should be filled with electives and media lab projects that progress you through the emphasis of your choosing. You should consider taking Biblical Perspectives of Media and Culture to more fully integrate your creativity and spirituality.

Senior: Beginning your Senior year you should begin your senior project and finalizing your academic portfolio. You should be working on advanced projects and leading practicum teams. You must take Senior Seminar your final semester, where you will finish and submit your senior project as well as undergo a portfolio review.



At some point in your adventure you will self-identify your passion areas and specific technical skill sets. “I am a writer.” “I am a filmmaker.” As you will learn in the program, no one is truly any one thing anymore, but it is important to lead with a clear professional identity.

The pathways through this program are as varied as the talents of our remarkable students. See the Communications Course Catalog for options and opportunities: [Communications Department BlackBoard > Department Information > Communications Course Catalog.](#) ▲

Perhaps you came to Moody with a lot of experience in a certain area — say, photography for example. In that case you may have no need or interest in taking Introduction to Photography. In fact, please don’t cop out like that. That’s the beauty of our portfolio based program. If you have a strong photography portfolio there’s no reason why you

can’t get started on advanced projects right away. If it is a good fit, then by all means, take the intro course, but the idea that someone might take an intro course in an area that he or she is experienced in and then not use that time to create some of their best work, instead settling for the level of the class, is regrettable.

The Communications curriculum is built on a philosophy of media integration and constructive collaboration. This means that while you may be focused on a particular communications practice, all courses are deemed and designed to be beneficial for your development. You would do well to think outside the box and

look at courses more traditionally associated with another area. For example, you may learn all about project management through a course exhibiting those skills sets via live broadcast programming. Or, if you truly want be a better storyteller, a drama course may add more than you ever expected.

Our class time is reserved for the integration of faith and creativity, your personal development, and investing in peer critique. We want your in-class hours to be filled with lively discussion and interaction regardless of the skills being learned.

For example: our more technical courses may have a decentralized lecture, or contain online blocks, in order to keep things like watching videos and software tutorials out of our invaluable time with one another.

PROJECTS

Obviously, media projects are going to be a big part of your life and the type of projects you choose will be how you build and balance your skill sets. Maximizing your projects and creatively combining them with other opportunities goes a long way in making the most of your time at Moody. Projects happen in a variety of ways:

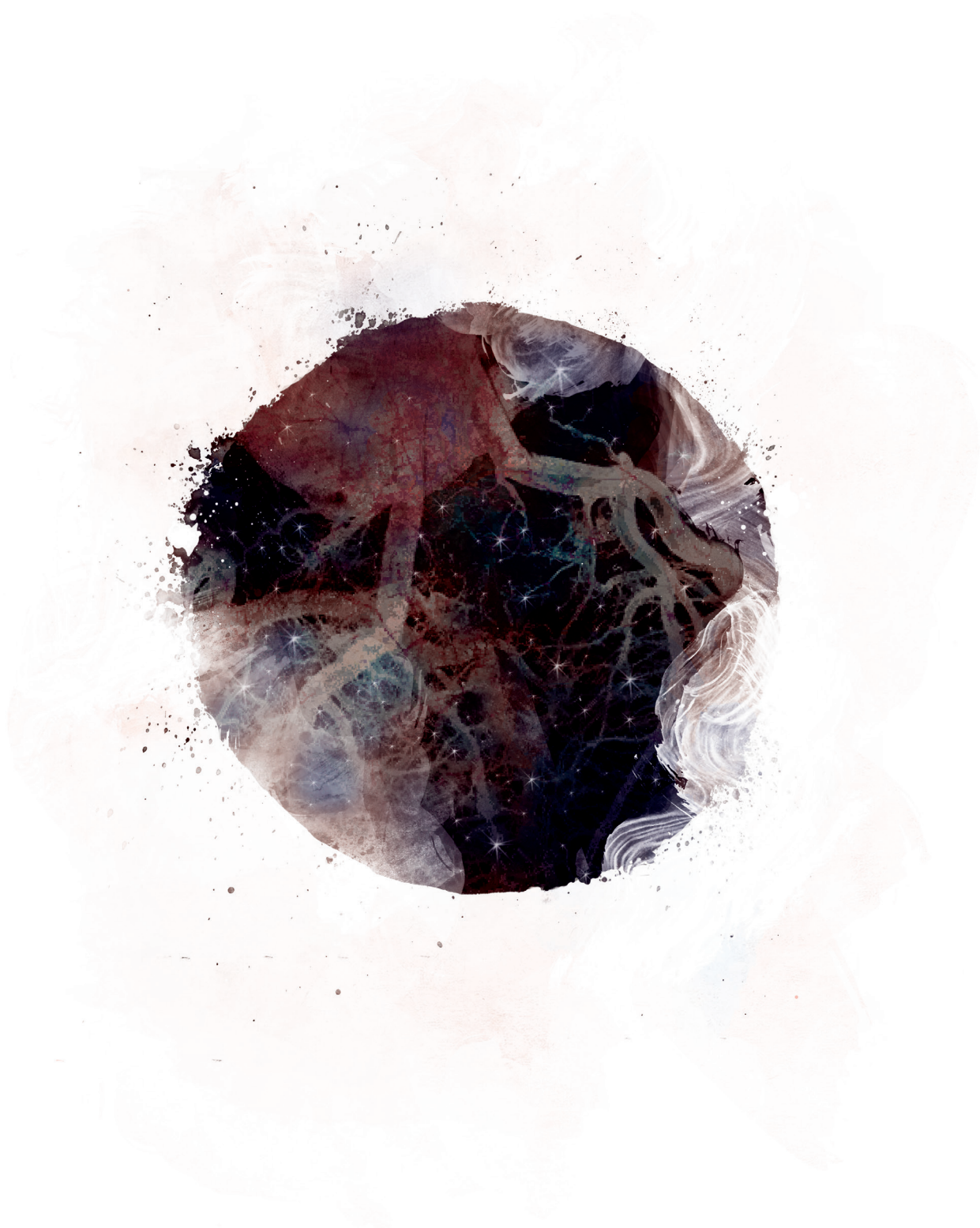
Class projects: Most of your courses will have at least one portfolio worthy project. Increasingly, in

“The Artist” ▶

the advanced classes, you will be able to select real world client projects as your class project.

Directed Studies: Have a great idea and need the





time to bring it to life? Directed studies projects are done independently and under direct advisement. Talk to your advisor about proposing a directed study. **Advanced Media Lab Project Teams:** You have the opportunity to put a team together around an ambitious new idea and bring it to life together as a group directed study. Submit a proposal to the department chair.

Practicums: Our media teams provide ample opportunity for advanced projects.

Side Projects (client or passion): Always be creating. Have side projects. Begin working for others. Use this college time to explore to your heart's desire.

◀ "The Heart"

Capstone: The grand summation of your program. Most likely your largest project. In special cases you can team up with others. See more information below.

FYI: you can only take 6 credits total between practicums, directed studies, and media lab projects. The rest is sometimes paid, often voluntary (Pro-bono work is a part of the real world, sometimes you have to be willing to work for free).

PRACTICUMS

Classroom learning can only accomplish so much. A central aspect of this program is the various practicum, or pre-professional, team environments. Every student should maximize their time on these integrative media teams. You will learn far more than you imagine. Our collaborative program, interaction with

Choosing projects: we are constantly sent requests for students to work on all manner of media projects at every level. Real world projects are a great way to learn and a big part of this program. The more you work on projects for clients the better. We keep a list of these projects on the intranet for you to pull from: **Communications Department Blackboard > Moody Media Lab > Project Pool.**

However, just working on projects with clear client boundaries is insufficient, even tragic. We want you to be free to be purely creative for the sake of being creative. To come up with your own ideas. To be innovative. Is there something about Christian media that drives you crazy? Critique by creating. Do you have vision to bring something beautiful into the world simply as an act of worship? Do so boldly.

Furthermore, it's not only media art projects that we are after here. We also want you to make academic contributions to the media and culture conversation. A lot of research and teaching is needed in the ever evolving media landscape. You and your generation are the emerging experts. Academic research projects are also highly encouraged. ▲

other majors, and service to the Institute all converge in 6 cornerstone practicum groups (below).

Some of your most advanced creative work will be done within practicum teams. As with everything else, the work you do here absolutely belongs in your portfolio. ▲

- **Media Lab Agency Team:** advanced integrated media production, project management, agency development.
- **Moody Campus Radio:** station management, audio production, marketing, web based media distribution.
- **ARCH yearbook:** editorial photography, creative nonfiction, graphic design, team management.
- **Moody Standard:** journalism, nonfiction writing, graphic design, online publishing, team management.
- **Speech & Drama Core:** public speaking, vocal performance, drama production, acting, drama as ministry.
- **ETS Video:** advanced video production, creative writing, multi-camera event production.

YOUR PORTFOLIO

This is a portfolio based program. You are defined more by your portfolio than your “year.” If you do not already have one, you will begin creating a professional portfolio in Intro to Communications, which culminates with your Capstone project Senior year. This portfolio is essential to your advisement, professional development, and qualification to work on advanced and/or directed study projects. Not only will your portfolio be reviewed regularly, but in order to graduate you will also undergo a formal review and make a “defense” of your major in Senior Seminar.

To facilitate this, each of your courses has been designed to include at least one stand-alone piece that

YOUR CAPSTONE PROJECT

The culmination of your work in the Communications program is a senior level project based on the student’s interests, course work, experience, skills, and future career goals. Capstone projects should be started at the beginning of your senior year and finalized in Senior Seminar. These projects are for you to initiate — don’t wait for an “assignment.” Consider yourselves assigned.

Dream big. This is your chance to not only show what you are capable of, but also invest in a passion project and bring to life something truly all your own.

In order to qualify as a Capstone these projects will need to be very sizable. Ideally, the idea for your Capstone will come to you as you work through your courses, PCMs, practicums, etc. Perhaps you will make a connection with one of our ministry partners and begin brainstorming new possibilities together. Or maybe you will try something early in your studies here that you want to revisit in full once you have the skills and the time to really see it through.

Projects should strike a good balance between serving

can be included in your portfolio. More than completed tutorials or mere assignments, these are substantial pieces that (if you put in the effort) you can be proud of showcasing to ministries and potential employers. Graduating from Moody with a strong portfolio will be invaluable to your future.

It is imperative to be proactive about creating, adding to, and maintaining your portfolio. Additions outside of/beyond your coursework are highly encouraged and expected.

[Communications Department BlackBoard](#) > [Department Information](#) > [Portfolio Guide](#). ▲

a real world need for a “client” and being something new that is a unique expression of your creative talents. This is not just executing a client project, nor is this to be purely exploratory. In special cases, for the right idea that matches the right students, you can team up with other seniors or even manage an underclass team to bring something even bigger to life.

If you keep the idea of a Senior Capstone in the back of your mind, a great idea will come to you. If you wait until Sr. Seminar to try to come up with some-

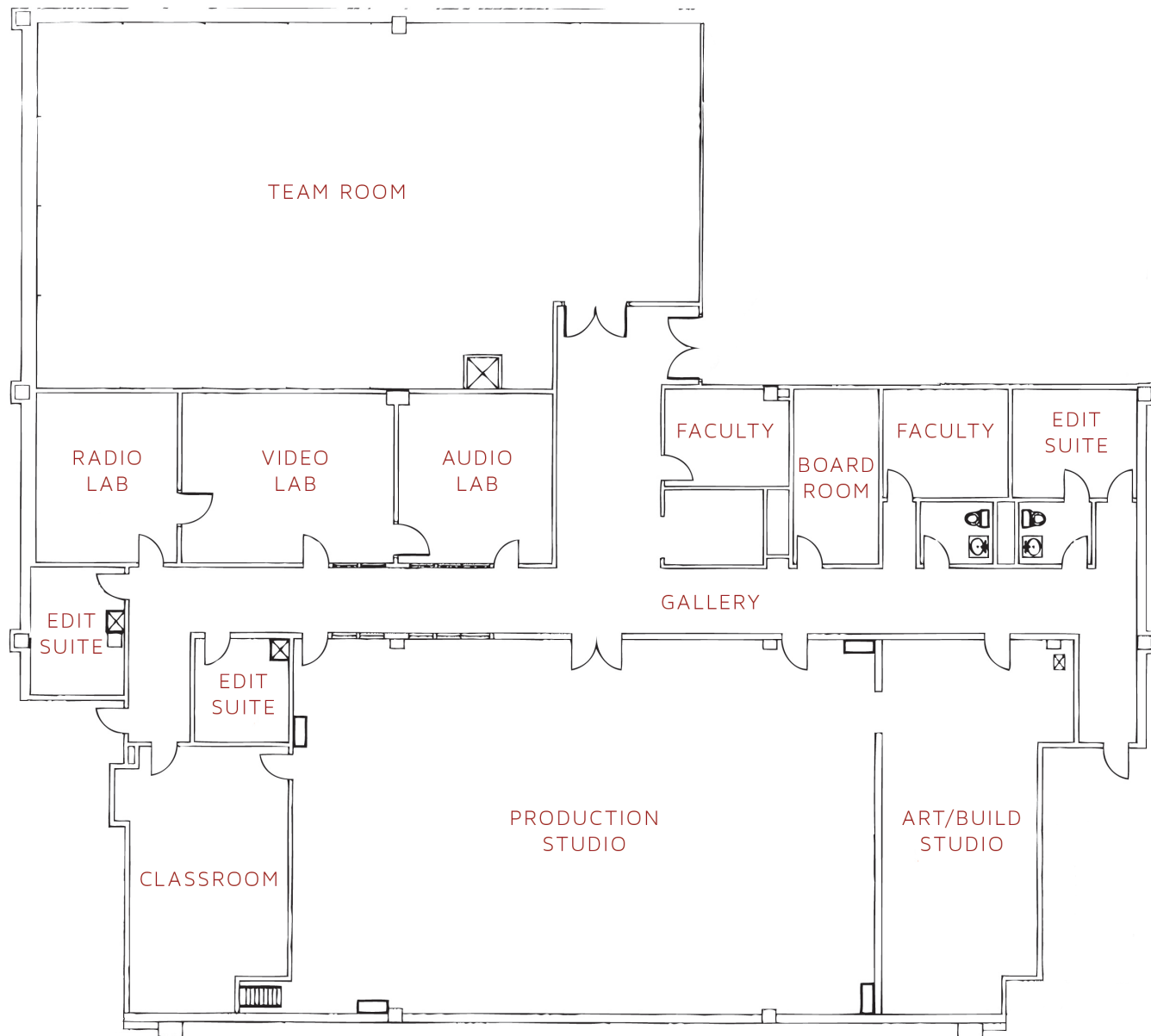
“The Return” ▶

thing, you will most likely find yourself falling way short of your capabilities and the program’s expectations. Fear not; talk with your advisor and they will keep you thinking in the right direction.

We will not put the Moody name on any student who does not complete a Capstone project we can all celebrate and be proud of.

[Communications Department BlackBoard](#) > [Department Information](#) > [Capstone Form](#). ▲





OUR SPACE

We have been blessed with exceptional creative space and technology. Countless people have donated money and worked to make our program the best learning environment possible. You'll find our integrated media production space on the fourth floor of the Sweeting building. You will need to press the special call button to the right of the first elevator in order to access the fourth floor.

Once there, you will find students across disciplines (and even majors) hanging out and working together on a variety of projects in meeting spaces, production studios, and editing suites. Integrative space allows for constant "cross-pollination" of creativity. Have an idea for a video? Well, there's a videographer, and over there's a writer, and there's a talented actor — all in the same space as a film studio and an audio lab. People, their ideas, and the resources to bring them to life. A beautiful sight.

OUR TECHNOLOGY

Clearly communications practices have become very technological. From writers to videographers, we all need access to advanced computers and media production equipment. Moody has invested a lot into technology on your behalf. Musicians need their instruments. Artists their brushes. We see this technology as the tools of the trade — vastly influential tools to wield and understand both technically and philosophically.

We've selected technology that reduces barriers to entry. We do not want anyone to be unable to embrace their creative calling because they cannot afford the basic tools. We have also invested in professional technology that would be far too costly for any individual to gain access to on their own — such as our production studio and advanced camera equipment.

As a practical ministry training institution, we have

One day you might arrive to find hip-hop artists recording tracks for an audio bible. On another day an author might be doing a workshop on creative non-fiction. Or, you might find a filmmaker using the studio to film interviews for a new documentary and be invited to help out. It's a creative adventure.

This space is yours. A sandbox for creative exploration. Take ownership of this space. Share. Treat it professionally. Take care of it. If you see someone climbing the walls or mistreating anything, call them on it. Get certified to use the technology and gain access to the various labs. Ask faculty and upperclassmen to help you with your work or just to figure out what something is or does. Our space is a blessing and a privilege. Let's honor the sacrifices people have made to give you this opportunity. ▲

a bias toward the kind of equipment that most of you will need to serve the majority of ministry needs — we call this the "backpack specialist." Everyone will be introduced to this level of production technology and show the ability to "get it done" with what you have at your disposal. Some of you will go much, much further into high-level media equipment, and we want to help you get there in every way possible.

Of course, we can't possibly have it all or the exact technological tools you prefer. At some point you will need to purchase your own palette of creative instruments. These days, no single answer or product is right for everyone. A good rule of thumb is this: invest when you are absolutely sure about what you need/want. In the meantime, make good use of all that Moody has provided for you.

This technology is here for you to use. A lot of people have worked very hard and donated much to make

this possible. We don't consider it good stewardship for anything to collect dust. What's more, new technological advances are always just around the corner that we will want to explore as well. You should feel like this technology is here for you, because it is. That said, it is not a free for all. You will need get certified and approved to use most of the equipment, studios, and labs. This will happen through your courses and through short ETS clinics.

The part of the Institution that manages all this equipment is Education Technology Services (Located on Sweeting 1). Because of our heavy technological needs, ETS is a vital dimension to our program. ETS is staffed with professionals that create and produce much of Moody's impressive media and events — from film and audio production down to the wires and hardware that make it all possible. The benefit of having such elite technical talent on

hand cannot be overstated. We all have a lot to learn from what they do.

ETS is not an equipment rental house or mere gatekeepers of the "good stuff." They are partners in your education and work tirelessly for your benefit. Good communication and relationships with ETS will go a long way to making sure your projects go smoothly. ETS staff are there to help you with your questions. As you come up with ideas for the kind of technology you would like to use, ETS would love to brainstorm possibilities and see them through alongside your professors.

Let's all be thankful for the technology we have been blessed with and collaborate about what we should invest in moving forward.

Turn grumbles into ideas. ▲

ETS works with the Communications faculty to help provide technology that meets course needs and ensure the equipment is usable for Communications students when they need it. Due to the high demand for technology equipment, ETS manages the checkout of equipment through the Communication Student Equipment Request form (ets.moody.edu/equipmentRequest) and

helps enforce usage policies to ensure that all students have appropriate access and a sense of equal opportunity to fully functioning equipment. ETS provides basic certification for the equipment and is able to assist with consultation on various functionalities of technology equipment and best practices for setup and use of the equipment.

INTERNSHIPS

A vital aspect of the Communications program is your internship. We want all of our students to secure internships that excite them, and we work hard to provide a variety of opportunities for you to choose from. Our goal is to place you in an internship position that fits your gifts and future goals. Because of the diverse nature of the media field, though, many students also make their own connections and propose their own unique internship experiences. We welcome your ideas!

When you begin your Junior year, you will want to begin thinking about your internship. Frequent the internship section in the intranet: [Communications Department BlackBoard > Internship Program](#). To get started, read the "Step-by-Step Instructions" document. Peruse our database of churches and organizations. There is an electronic database on Blackboard as well as a Big Blue Notebook full of possibilities. New opportunities are continually posted on Blackboard

Talk with the Communications faculty and the Internship Coordinator to get additional ideas. Dream about your ideal job and research the organizations that you would most love to be a part of. Your primary internship should be with a ministry organization or church. However, there is a lot

WORKING WITH THE DEPARTMENT

In addition to our paid practicum groups the Comm program offers special opportunities to be paid while working with the department:

Teaching Assistants: Every professor is able to hire a student as his or her teaching assistant for 3 hours per week. The duties vary with each professor. These prized roles give unmatched access to department resources and the professor's direct mentoring. Inquire with the professor of your choosing.

Internship Aide: Each year the department hires a student for a minimum of 3 hours per week to help coordinate our internship program. This po-

YOUR FUTURE

A job at a church? We can't promise that. We're not even entirely sure what that means. However, what we can guarantee is that you will become more useful for the Kingdom no matter where God sends you. At no point will you ever come to a ministry or community with your media talents to hear "we're all set, no need here." There are endless needs for someone with your abilities at every ministry.

There are also near infinite ways to use your creative gifts to serve. No matter what that ends up looking like for you, we hope to see every one of you serving

to learn from professional media and communications firms — best practices that can be brought to your future ministry work. To that end, many of our students choose to do a second internship in such a firm for directed study credit. ▲

sition offers unparalleled access to our partners as this person will be networking with ministries all over the world on behalf of the program. Highly detail-oriented students should inquire with the department chair.

Laureate Storyteller: Each year the department awards a position of honor to one student as our "laureate storyteller." This is a position of both honor and service to the department. The recipient will be given 3 hours per week to tell the story of our program through our various media outlets. Faculty will nominate students on a regular basis. Inquire with the department chair. ▲

in a localized ministry — engaging in those relationships, and from within that content rich environment, telling their story or enhancing their media capabilities through your communications talents.

Placement: our goal is to have most/all Communications majors placed with ministries/employers before graduation through regular interaction with professionals partnering with the Media Lab throughout your time here. We are constantly seeking exciting client/mentor relationships with top Christian professionals. ▲

APPENDICES

F.A.Q.	029
EXPLANATION OF ART PIECES.....	032
ART INDEX.....	033
CREDITS.....	033

F.A.Q.

Question: I do not have today's assignment ready, can I turn it in later?

Answer: No. The department deadline policy:

Deadlines matter. Meeting deadlines is a central aspect of the communications profession as well as an issue of personal discipline. Missing a deadline tells the other person/employer/client that his or her priorities don't matter, that you are not organized, both of which undermine your credibility. If everyone knows that you are the person who will always hit the deadline, you will be working for life. We want to help you develop the professionalism, reliability, and time management skills required to meet deadlines.

The policy: Major papers and projects will not be accepted after the deadline. No exceptions. You will receive a zero, no credit, for the assignment. An extension may be granted under special circumstances at the professor's discretion if you request it in advance of the deadline (e.g. not the night before).

Communications majors meet deadlines.

Question: My laptop/hard drive crashed. What do I do?

Answer: First, let's be clear: you will experience a crash of some kind and lose any data not backed up. No one is immune from laptop thievery, system crash, corrupted hard drive, or natural disaster. Plan on it! Seriously, plan for it. It is your responsibility to back up all of your files. The "resources" folder has more information to get you started on backing up your work.

What's more, the digital dog eats homework. "Crashes" seem to happen and this question gets

asked most right before an assignment is due. In this day and age there is no excuse for not having backups of all your files. Particularly in the communications field, it is unprofessional and unacceptable to not have a good back-up workflow. Therefore, a crash WILL NOT be accepted as an excuse or reason for extension except in extreme circumstances.

Question: What is a directed study?

Answer: Directed studies (aka independent studies) are 400-level courses typically reserved for seniors. If a student has an idea for in-depth study within the Communications emphasis that is not offered in any other course at Moody, the student may propose the idea to a professor. If the professor agrees to add this to his or her schedule, then the student needs to create a syllabus with 400-level requirements, which then gets submitted to the advising professor, revised, and finally approved by the department chair.

Question: Does the Communications department offer an interdisciplinary option?

Answer: No, we do not. In other words, you can't be a Communications major and then take a few courses in another department as your interdisciplinary. However, check with the department in which you are interested, and if it offers an interdisciplinary option, then you could consider making that your major and making Communications your interdisciplinary. Feel free to talk to any Comm professor about this if you are wondering what would be best for you.

Question: Should I study abroad?

Answer: Yes. Every student should study abroad. As a value of the department and of Moody as a whole, we would like to see every student expe-

rience life and ministry overseas. We will work with you in every way possible to ensure your semester abroad is seamlessly integrated with your major studies here on campus. Contact Professor Quiggle for study abroad opportunities.

Question: What is a practicum?

Answer: The Communications practicum electives are school-centered media experiences led by a faculty advisor from the Communications department. They represent a semester-long commitment to one specific media experience with contracted time obligations. Practicums enable students to hold a wide variety of positions in media, getting hands-on experience that they might not yet have at an internship or in the professional field. Practicums also allow students to take positions of leadership and develop skills in teamwork and staff development.

Practicums may or may not be paid staff positions. Although college credit given is in direct relationship to hours of commitment, most practicums have a minimum time commitment of 120 hours. Students are allowed up to 6 hours of practicum credit as Communications electives.

Practicums are a central part of the Communications program. All students are strongly encouraged to maximize practicum experience. Practicums include: MCR, ARCH yearbook, Moody Standard, Media Lab Agency Team, Speech and Performance Core, and ETS video.

Question: Can I take a course in a different department and have it count as a Comm elective?

Answer: In special cases, where the course is both a unique fit for your particular career/ministry path and is communications or contextually centric,

up to 2 courses are allowed to be counted towards your Communications electives. This option must be recommended under direct advisement and approved by the the department chair.

Question: Are there Communications PCM's?

Answer: In the sense of serving in a practical Christian (S.E.E.D.) ministry alongside everyone else and by engaging in those relationships and from within that content rich environment you share their story or enhance their media capabilities through your communications talents, yes. There are endless needs for someone with your abilities at every ministry. In the sense of only creating media as ministry or for a ministry organization from a "safe" distance, no. No one is permitted to put a computer screen between them and service, evangelism, encouragement, or discipleship.

Question: Did you get my email?

Answer: We did get your email (as long as it didn't get lost in the junk folder) and are working on replying to you as soon as possible. Keep in mind, with the daily rush of classes and meetings, it may not be until the evening (or even the next day) before we get a chance to sit down to read it and compose a proper response. Additionally, the sheer volume of emails we receive each day is enough to cause a considerable delay. Don't always expect rapid back and forth via email as you might with friends. Furthermore, a little formality in your initial email will go a long way (especially if you have not already developed a report with the professor). Far too many emails from students are beginning to look like a text message you might send your roommate. This is not appropriate. Take the time to write a well articulated message and be sure to include your full name in the signature.

Question: What did I miss?

Answer: What a great question, so glad you asked. It is the responsibility of the student to get caught up on material missed while absent from class. Your professor won't track you down to make sure you are aware of the details covered each day. You are accountable. "I wasn't there that day" is no excuse for incorrect assignments or missed deadlines. By all means, ask the professor for important information — we like it when you do. Get notes from a classmate. Be proactive.

Question: Can I meet with you?

Answer: Absolutely. Looking forward to it. Every professor has office hours posted outside his/her office door. We do all we can to be present and available to you during those times. However, in reality, your professors are constantly being pulled in several directions at once and may be in/at another meeting or needing to prepare for the next class/meeting. Please feel free to drop by, but it is best to email your professor to set up a time. If you do drop by and someone else beat you to it, make your presence known and respect the other person's time.

Question: What class should I take?

Answer: That depends on you. There are many paths through the program and we want to help you optimize your course work for your ministry/creative goals. This program requires intentionality on your part. You are highly encouraged to meet with your advisor to discuss options. In fact, every student is required to meet with an advisor after taking the Core Tools courses in order to put a plan together. There's no reason to wait. To get started, review the optimal schedule available in the catalog or outside the chair's office (Fitz 304).

Question: The class I need/want is full, can you enroll me?

Answer: The chair is the only one who can waive you into a course, but it is the instructing professor's decision whether to permit you to do so. Classes do not have waiting lists and there are good reasons courses have enrollment caps — such as the ability of the instructor to adequately teach, counsel, and evaluate a certain number of students each semester. Not to mention available seats in the classrooms. The chair will not put you into a course without consulting the professor for approval. This means you can aid the process by seeking the professor's permission first and forwarding the response to the chair. Tip: ask politely, this is no time to insist or make demands. If the answer is no, there are always other options.

Question: Should I buy a laptop/camera/design software, etc.?

Answer: Maybe. When the time is right, yes. Musicians need their instruments. Artists need their brushes. As much as Moody has invested in technology for your use and development, it will become essential for you to begin purchasing the tools of your craft. These days no single answer or product is right for everyone. A good rule of thumb is this: invest when you are absolutely sure about what you need/want. In the meantime, make good use of all that Moody has provided for you. As with everything else, your professors and upperclassmen would love to help you make the right decisions.

[Communications Department BlackBoard](#) > **[Department Information](#) > **[FAQ](#)**. ▲**

EXPLANATION OF ART PIECES

The Creation: God is the first Creative, the One who formed and molded everything into its present shape. Grand design is evident in the beautiful complexity of creation.

The Starfield: The first Creative laid out His canvas — the universe itself. The field of stars, too large for any human being to explore in its entirety, is His sprawling handiwork. Stars, planets, and nebulae sprang from His brush, swirling together into an array of exploding hues.

The Earth: Our gaze from space is narrowing, and one particular terrestrial ball glows crisply. God made this place for humans to dwell. It is here that mankind grows and learns and lives and dies.

The Atmosphere: We are entering the terrestrial sphere. Dew and haze envelop the senses. This shell of protection enables the perfect conditions to foster life.

The Elements: God supplied raw materials for us to find and use in our development. Combined in differing quantities by various processes, these elements allow us to build.

The Civilization: Steel, concrete, and wood merge to form the domes of society. We use elements to keep us safe and dry from other elements. We design intricate blueprints for our houses, workplaces, and assemblies.

The Laboratory: The laboratory is a place of trial and error. It is an elaborate web of wires, lenses, pencils, paints, and airwaves. As we gather together in community, the whole is greater than the sum of individual parts. Separate we are single strands of thread; together we form a glorious web of splendor and support.

The Artist: The laboratory is comprised of people — men and women — together on a divine quest. Mortals are the successive creatives; we take our cues from the first Creative. And we are most creative when we are most in tune with His leading and His love.

The Heart: The heart represents the whole of a person. Complexity is abundant here: vile corruption and Spirit-wrought valor exist contemporaneously. The actions of a man flow from the deep-rooted beliefs in his heart. From the heart flows creativity. In the heart is life.

The Return: Art is always done for a purpose, and our purpose is to return the fruit of our labor back to our Lord. Believers have been joined to Jesus Himself, and this allows us to participate in the divine Father-Son relationship by means of the Holy Spirit. In this Trinitarian salvation we rejoice and find our identity. We return our creations back to the first Creative in worship.

~ Matt Snyder 🏹

ART INDEX

01	"THE CREATION".....	002
02	"THE STARFIELD".....	007
03	"THE EARTH".....	008
04	"THE ATMOSPHERE".....	011
05	"THE ELEMENTS".....	012
06	"THE CIVILIZATION".....	015
07	"THE LABORATORY".....	016
08	"THE ARTIST".....	019
09	"THE HEART".....	020
10	"THE RETURN".....	023



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