

PROGRAMS OF STUDY

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Arts, AV Technology & Communications

PROGRAMS OF STUDY

ARTS, A/V TECHNOLOGY & COMMUNICATIONS

DIGITAL MULTIMEDIA DESIGN 350

*Associate in Applied Science degree (A.A.S.)
67 Credit Hours (CH)*

The Digital Multimedia Design Program is designed to prepare students for entry-level positions in the field of interactive and multimedia design and for possible transfer into a four-year institution. Requirements for a major in Digital Multimedia Design will equip students with the necessary skills, both technically and aesthetically, to create digital multimedia presentations. Output can be delivered on CD, DVD, video, or in the form of web pages over the Internet.

The program has three required areas of specialization:

1) Video & Sound, 2) 3D Graphics, and 3) Interactive Media.

Note: Also see individual Basic Certificate programs for Video & Sound 352, 3D Graphics 353, and Interactive Media 354.

General Education	16 CH
Biology (023) or Physical Science (076)	3
<i>Any IAI approved course</i>	
English (035)	
101 Composition	3
Fine Arts (042)	
107 History of Architecture, Painting, and Sculpture I	3
Math (045)	
118 General Education Math or higher	4
Social Science (088)	3

Students should meet with a college Academic Advisor for selection of remaining course requirements for the general education portion of the A.A.S. degree.

See page 51 for A.A.S. general education degree requirements.

Required Program Core	24 CH
Art (010)	
131 General Drawing	3
142 Figure Draw and Composition	3
144 Two Dimensional Design	3
145 Three Dimensional Design	3
Digital Multimedia (138)	
168 Advanced Computer Art I	3
299 Portfolio Development	3
Fine Arts (042)	
104 The World of Cinema	3
108 History of Architecture, Painting and Sculpture II	3

Specialization Areas

1) Video & Sound	9 CH
Digital Multimedia (138)	
115 Digital Soundtrack	3
179 Video I	3
279 Video II	3

2) 3D Graphics	9 CH
Digital Multimedia (138)	
105 Animation	3
121 3D Graphics I	3
221 3D Graphics II	3
3) Interactive Media	9 CH
Digital Multimedia (138)	
131 Multimedia I	3
231 Multimedia II	3
233 Multimedia III	3
TOTAL PROGRAM MINIMUM CREDIT HOURS	67 CH

DIGITAL MULTIMEDIA DESIGN 351

Advanced Certificate (A.C.) 36 Credit Hours (CH)

Required Program Core	27 CH
Art (010)	
131 General Drawing	3
142 Figure Draw and Composition	3
144 Two Dimensional Design	3
145 Three Dimensional Design	3
CIS (032)	
120 Introduction to Microcomputers	3
Digital Multimedia (138)	
168 Advanced Computer Art I	3
Fine Arts (042)	
104 The World of Cinema	3
107 History of Architecture, Painting and Sculpture I	3
108 History of Architecture, Painting and Sculpture II	3

Specialization Areas	9 CH
<i>Choose <u>one</u> area of specialization from the three listed below:</i>	

1) Video & Sound	
Digital Multimedia (138)	
115 Digital Soundtrack (3)	
179 Video I (3)	
279 Video II (3) <u>OR</u>	

2) 3D Graphics	
Digital Multimedia (138)	
105 Animation (3)	
121 3D Graphics I (3)	
221 3D Graphics II (3) <u>OR</u>	

3) Interactive Media	
Digital Multimedia (138)	
131 Multimedia I (3)	
231 Multimedia II (3)	
233 Multimedia III (3)	

TOTAL PROGRAM MINIMUM CREDIT HOURS	36 CH
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PROGRAMS OF STUDY

ARTS, A/V TECHNOLOGY & COMMUNICATIONS

DIGITAL MULTIMEDIA: VIDEO & SOUND 352

Basic Certificate (B.C.) 18 Credit Hours (CH)

Required Program Core 18 CH

Art (010)	
144 Two Dimensional Design	3
CIS (032)	
120 Introduction to Microcomputers	3
Digital Multimedia (138)	
115 Digital Sound Track	3
168 Advanced Computer Art I	3
179 Video I	3
279 Video II	3

TOTAL PROGRAM MINIMUM CREDIT HOURS 18 CH

DIGITAL MULTIMEDIA: 3D GRAPHICS 353

Basic Certificate (B.C.) 21 Credit Hours (CH)

Required Program Core 21 CH

Art (010)	
144 Two Dimensional Design	3
145 Three Dimensional Design	3
CIS (032)	
120 Introduction to Microcomputers	3
Digital Multimedia (138)	
105 Animation	3
121 3D Graphics I	3
168 Advanced Computer Art I	3
221 3D Graphics II	3

TOTAL PROGRAM MINIMUM CREDIT HOURS 21 CH

DIGITAL MULTIMEDIA: INTERACTIVE MEDIA 354

Basic Certificate (B.C.) 18 Credit Hours (CH)

Required Program Core 18 CH

Art (010)	
144 Two Dimensional Design	3
CIS (032)	
120 Introduction to Microcomputers	3
Digital Multimedia (138)	
131 Multimedia I	3
168 Advanced Computer Art I	3
231 Multimedia II	3
233 Multimedia III	3

TOTAL PROGRAM CREDIT HOURS 18 CH

MEDIA COMMUNICATIONS 083

Associate in Applied Science Degree (A.A.S.)

63 Credit Hours (CH)

The Media Communications program is a modification and extension of the former Radio & TV Broadcasting Program. The program offers an Associate in Applied Science degree with which students may choose specialized courses that qualify them in the following areas: 1) Audio/Video/Internet Production (AVIP), which includes Television; 2) Radio Production/Broadcasting; 3) Media Sales and Marketing; and 4) Interactive Media Design. All areas emphasize the use of technology, including computers. Therefore, computer literacy is required for successful completion of this program. The program prepares graduates for entry level positions in related fields and for possible transfer to a four-year institution.

General Education 15 CH

Students should meet with a college Academic Advisor for selection of specific course requirements for the 15.0 credit hour minimum general education portion of the A.A.S. degree.

See page 51 for A.A.S. general education degree requirements.

Required Program Core 24 CH

(for all Specialty Areas 1 through 4)

Business (030)	
141 Business Math	3
Media Communications (011)	
145 Introduction to Media Communications	3
190 Language, Media and Culture 3	
271 Intro to Interactive Media (Internet)	3
295 Practicum Internship	6
298 Audio Video or Internet Capstone Project	3
Speech (095)	
101 Fundamentals of Speech Communications	3

Students may select one of the four specialty areas:

SPECIALTY AREA (1) AUDIO/VIDEO/INTERNET/PRODUCTION (AVIP)

Students will learn to create short video and audio projects and learn all facets of video and audio production from program design (pre-production), and hands-on recording (production) through the editing process (post-production). Students will take courses in webcasting and streaming media using state-of-the-art digital technology, facilities, and instruction. By the end of the program, students will have basic knowledge of lighting, camera operation, storyboarding and basic scripting, editing, sound, and producing techniques. Students will assume roles as producers, directors, camera operators and video editors. Pre-and post-production, scripting, graphics, lighting, legal requirements, and nonlinear video editing skills will be emphasized.

PROGRAMS OF STUDY

ARTS, A/V TECHNOLOGY & COMMUNICATIONS

Required Specialty Area (1) Courses for Audio/Video/Internet/Production (AVIP)

Media Communications (011)

- 170 History of Television
- 203 Media Writing
- 231 TV Production I
- 232 TV Production II
- 240 Mini-Cam and Videotape Editing

15 CH

Elective Courses for Radio Production and Broadcasting

Select two courses from the following:

- 3 English (035)
- 3 105 Business Writing (3)
- 3 107 Report Writing (3)
- 3 Entrepreneurship (143)
- 3 201 Introduction to Entrepreneurship (3)
- 3 202 Opportunity Recognition Development (3)
- 3 204 Entrepreneurial Marketing & Sales (3)
- 3 Media Communications (011)
- 3 224 Broadcast Performance (3)
- 3 261 Project Management & Team Dynamics (3)
- 3 Speech (095)
- 3 160 Business and Professional Speech (3)

6 CH

Elective Courses for Audio/Video/Internet/Production (AVIP)

Select three courses from the following.

Entrepreneurship (143)

- 201 Introduction to Entrepreneurship (3)
- 202 Opportunity Recognition Development (3)
- 204 Entrepreneurial Marketing and Sales (3)
- Media Communications (011)
- 234 Producing for Television (3)
- 241 Video Editing (3)
- 242 Television Graphics (3)
- 244 Advanced Videography, Gripping and Lighting Techniques (3)
- 245 Advanced Production Workshop (3)
- 260 Media Sales and Marketing (3)
- 261 Project Management & Team Dynamics (3)
- 270 Introduction to Radio and TV Programming (3)
- 272 Advanced Audio/Video Production for Interactive Media (3)
- Speech (095)
- 160 Business and Professional Speech (3)

9 CH

SPECIALTY AREA (3)

MEDIA SALES AND MARKETING

The curriculum for Sales and Marketing as part of the Media Communications program is designed to put graduates on the front lines of the business world and, more specifically, to prepare students to understand and communicate the value of media properties (TV, radio, newspaper and Internet). Each course in the Sales and Marketing program is focused and detailed, yet part of a broad-based curriculum that balances relevant management principles with hands-on marketing procedures and techniques.

SPECIALTY AREA (2)

RADIO PRODUCTION AND BROADCASTING

The Radio Production/Broadcasting course of study provides a comprehensive overview of the Media Communications industry with a concentration in radio. The program provides a real world, hands-on overview of the art and business of radio broadcasting, while developing in-depth knowledge and skills regarding the total operation of a radio station, including the history of radio broadcasting from its inception to the latest radio technology. The program will train students in the areas of on-air talent, production, programming, or business, which includes radio marketing, promotions, and sales.

Required Specialty Area (2) Courses for Radio Production and Broadcasting

Media Communications (011)

- 102 Announcing
- 160 History of Radio Genres
- 203 Media Writing
- 221 Radio Production I
- 222 Radio Production II
- 260 Media Sales and Marketing

18 CH

Required Specialty Area (3) Courses for Media Sales and Marketing

Business (030)

- 231 Principles of Marketing 3
- 236 Advertising 3
- 237 Selling 3
- English (035)
- 105 Business Writing or
- 107 Report Writing 3
- Entrepreneurship (143)
- 201 Introduction to Entrepreneurship 3
- Media Communications (011)
- 260 Media Sales and Marketing 3
- Speech (095)
- 160 Business and Professional Speech 3

21 CH

Elective Courses for Media Sales and Marketing

3 CH

Select one course from the following:

- 3 Business (030)
- 3 230 E-Business Marketing (3)
- 3 272 Sales Management (3)
- 3 Entrepreneurship (143)
- 3 202 Opportunity Recognition Development (3)
- 3 204 Entrepreneurial Marketing & Sales (3)
- 3 Psychology (087)
- 3 206 Business and Industrial Psychology (3)
- 3 Speech (095)
- 3 102 Public Speaking (3)

PROGRAMS OF STUDY

ARTS, A/V TECHNOLOGY & COMMUNICATIONS

SPECIALTY AREA (4) INTERACTIVE MEDIA DESIGN

Students will learn the basic principles of graphic design and e-design as they relate to designing for the Internet and multimedia. The program will introduce time-based interactive design, animation, audio, and digital video. The students will learn to create interactive experiences, develop original concepts, and take a project from storyboarding to production. Narrative, linear, and non-linear structures will be analyzed as well as advanced navigation schemes and dynamic web strategies.

Required Specialty Area (4) Courses for Interactive Media Design 21 CH

Visual Communications (009)	
102 Web Design I	3
103 Commercial Photography	3
122 Graphics Software	3
132 Publication Design	3
201 Design Management	3
202 Web Design II	3
212 Motion Graphics I	3

Elective Courses for Interactive Media Design 3 CH

Select one course from the following:

Art (010)

141 Intro to the Visual Arts (3)

Entrepreneurship (143)

201 Intro to Entrepreneurship (3)

202 Opportunity Recognition and Development (3)

204 Entrepreneurial Marketing and Sales (3)

Media Communications (011)

203 Media Writing (3)

241 Video Editing (3)

272 Advanced Audio & Video Production for
Interactive Media (3)

Psychology (087)

206 Business and Industrial Psychology (3)

(Prerequisite: Psych 201)

MUSIC BUSINESS 093 Basic Certificate (B.C.) 21 Credit Hours (CH)

Students enrolled in the Music Business certificate program will study the techniques and standards needed for a career as a manager, publisher, professional musician, or agent. Completion of the Music Business program can lead to employment with such businesses as recording companies, management firms, publishing companies, music festivals, or music production companies. Practical experience within the music industry is included. The field is highly competitive, but employment opportunities are expanding rapidly.

Required Program Core 21 CH

Business (030)	
111 Introduction to Business	3
231 Marketing	3
Music (060)	
102 Music Theory I	3
105 Group Piano I	2
111 Aural & Keyboard Skills I	2
120 Introduction to Music Business	3
221 Music Literature and History	3
225 Individual Project/Service Learning	2

TOTAL PROGRAM MINIMUM CREDIT HOURS 21 CH

MUSIC TECHNOLOGY 094 Basic Certificate (B.C.) 26 Credit Hours (CH)

The basic certificate in Music Technology offers the study of techniques and standards needed for careers as a recording engineer, producer, professional musician, or composer/arranger. Completion of the certificate program can lead to employment with such businesses as advertising agencies, recording studios, recording companies, video game companies, publishing companies, radio stations, or as a free-lance artist. The field is highly competitive, but employment opportunities are expanding rapidly.

Required Program Core 26 CH

Digital Multimedia (138)	
115 Digital Soundtrack	3
Music (060)	
102 Music Theory I	3
103 Music Theory II	3
105 Group Piano I	2
106 Group Piano II	2
111 Aural & Keyboard Skills I	2
112 Aural & Keyboard Skills II	2
204 Commercial Music Workshop I	2
205 Commercial Music Workshop II	2
221 Music Literature and History	3
225 Individual Project	2

TOTAL PROGRAM MINIMUM CREDIT HOURS 26 CH

PROGRAMS OF STUDY

ARTS, A/V TECHNOLOGY & COMMUNICATIONS

THEATER ART 085

*Associate in Applied Science degree (A.A.S.)
62 Credit Hours (CH)*

The study of acting, stagecraft, make-up, other technical skills of theater production can lead to employment as a set builder, apprentice set painter, stage designer, assistant to costumer or make-up artist, light and sound technician, or assistant to the manager.

General Education

15 CH

Students should meet with a college Academic Advisor for selection of specific course requirements for the 15.0 credit hour minimum general education portion of the A.A.S. degree.

See page 51 for A.A.S. general education degree requirements.

Required Program Core

40 CH

Theater Art (099)

130 Stagecraft	3
131 Introduction to Theater	3
133 Acting I	3
134 Theater in the Modern World	3
136 Make-Up Stage Screen and TV	2
137 Stage Lighting	3
138 Topics in Theater	3
140 Sound for Theater	3
141 Costumes and Wardrobe	3
230 Stage Management	4
233 Theater Design	3
235 Acting II	3
237 Theater Production and Management	4

Electives

(minimum) **7 CH**

The following Theater Arts course is recommended:
(Consult with a college Academic Advisor for other elective course selections.)

135 Theater and Special Projects (1)

TOTAL PROGRAM MINIMUM CREDIT HOURS 62 CH

THEATER TECHNOLOGY 086

Advanced Certificate (A.C.) 35 Credit Hours (CH)

Required Program Core

35 CH

Theatre Art (099)

130 Stagecraft	3
131 Introduction to Theater	3
132 Theater Production, Direction and Management	4
133 Acting I	3
134 Theater in the Modern World	3
135 Theater and Speech Projects	1
136 Make-up Stage Screen and TV	2
137 Stage Lighting	3
143 Acting Workshop	2
144 Practice in Modern Theater	2
232 Theater Workshop	3
Cooperative Work Experience (008)	6

TOTAL PROGRAM MINIMUM CREDIT HOURS 35 CH

VISUAL MEDIA COMMUNICATIONS 165

*Associate in Applied Science degree (A.A.S.)
60 Credit hours (CH)*

The Visual Media Communications program is a creative hybrid learning environment that challenges students to acquire competent skills in art, graphics, website, and animation design. Students train as visual designers and entrepreneurs in the visual communication industry.

The program offers a 60 credit hour A.A.S. with a concentration in Graphic Design. Graduates are prepared to transfer to a four-year institution. Graduates real world design projects will be documented in a website and traditional portfolio for future employment and client presentations.

General Education

15 CH

English (035)

101 Composition 3

Mathematics (045)

118 General Education Mathematics 4

Fine Arts (042)

107 History of Architecture, Painting & Sculpture 3

Students should meet with a college Academic Advisor for selection of remaining course requirements for the general education portion of the A.A.S. degree.

See page 51 for A.A.S. general education requirements.

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ARTS, A/V TECHNOLOGY & COMMUNICATIONS

Required Program Core	33 CH	VISUAL MEDIA COMMUNICATIONS/ANIMATION 194	
Visual Communications (009)		<i>Basic Certificate (B.C.) 15 Credit Hours (CH)</i>	
101 Introduction to Visual Communications	3	Required Program Core	15 CH
102 Website Design I	3	Visual Communications (009)	
103 Commercial Photography	3	102 Website Design I	3
110 Production Printing	3	134 Logo Identity Design	3
122 Graphic Software	3	122 Graphic Software	3
132 Publication Design	3	202 Website Design II	3
134 Logo Identity Design	3	212 Motion Graphics I	3
201 Design Management	3	TOTAL PROGRAM MINIMUM CREDIT HOURS	15 CH
202 Website Design II	3		
212 Motion Graphics I	3		
224 Digital Typography	3		
Electives (<i>Recommended</i>)	12 CH	VISUAL MEDIA COMMUNICATIONS/PAGE LAYOUT 192	
Art (010)		<i>Basic Certificate (B.C.) 15 credit hours (CH)</i>	
131 General Drawing (3)		Required Program Core	15 CH
144 Two-Dimensional Design (3)		Visual Communications (009)	
CIS (032)		103 Commercial Photography	3
181 Web Development I/Basic Web Tech. (3)		122 Graphic Software	3
Cooperative Work Experience (008)		132 Publication Design	3
CWE 108 (6)		134 Logo Identity Design	3
Media Communications (011)		224 Digital Typography	3
271 Introduction to interactive Media (3)		TOTAL PROGRAM MINIMUM CREDIT HOURS	15 CH
TOTAL PROGRAM MINIMUM CREDIT HOURS	60 CH		
		VISUAL MEDIA COMMUNICATIONS/ WEB PAGE DESIGN 193	
VISUAL MEDIA COMMUNICATIONS 166		<i>Basic Certificate (B.C.) 15 Credit Hours (CH)</i>	
<i>Advanced Certificate (A.C.) 30 Credit Hours (CH)</i>		Required Program Core	15 CH
Required Program Core	18 CH	Visual Communications (009)	
Visual Communications (009)		102 Website Design I	3
101 Introduction to Visual Communication	3	132 Publication Design	3
103 Commercial Photography	3	202 Website Design II	3
122 Graphic Software	3	212 Motion Graphics I	3
132 Publication Design	3	224 Digital Typography	3
134 Logo Identity Design	3	TOTAL PROGRAM MINIMUM CREDIT HOURS	15 CH
224 Digital Typography	3		
Electives (<i>Recommended</i>)	12 CH		
Cooperative Work Experience (008)			
CWE 108 (6)			
Visual Communications (009)			
102 Website Design I (3)			
201 Design Management (3)			
TOTAL PROGRAM MINIMUM CREDIT HOURS	30 CH		