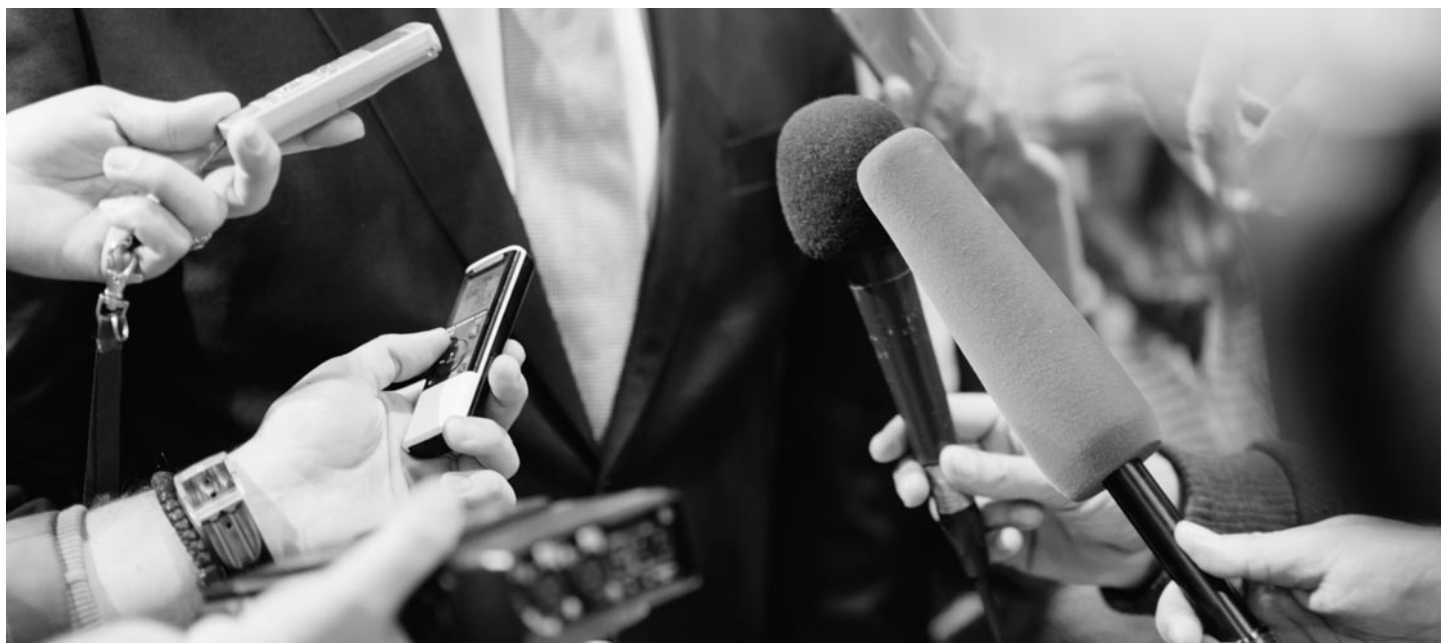


# MEDIA COMMUNICATIONS, ASSOCIATE IN APPLIED SCIENCE



College(s): KK

Program Code: 0083

The Associate in Applied Science degree program in Media Communications is a modification and extension of the former Radio and TV Broadcasting Program. Students may choose specialized courses that qualify them in the following areas:

1. Audio/Video/Internet Production (AVIP), which include 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.

In the **Audio/Video/Internet Production (AVIP)** specialty area, you 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). You will take courses in web-casting and streaming media using state-of-the-art digital technology, facilities, and instruction. By the end of the program, you 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.

The **Radio Production/Broadcasting** course of study provides a comprehensive overview of the Media Communications industry with a focus 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.

## Program Requirements - Audio/Video/Internet Production (AVIP) Track

Code	Title	Hours
<b>General Education Coursework <sup>1</sup></b>		
ENGLISH 101	Composition	3
MATH 118	General Education Math (or higher Mathematics)	3
	Fine Arts & Humanities course	3
	Select six additional credit hours of IAI approved courses in addition to the above courses	6
<b>Required Program Core</b>		
MEDIACM 145	Intro To Media Communication	3
MEDIACM 203	Media Writing	3
MEDIACM 223	Advanced Broadcast Writing	3
MEDIACM 265	Digital Media Entrepreneurship	3
MEDIACM 271	Intro to Interactive Media	3
MEDIACM 298	Audio, Video or Internet Capstone	3
<b>Required Specialty Courses</b>		
MEDIACM 231	TV Production I	3
MEDIACM 232	TV Production II	3
MEDIACM 240	Minicam & Videotape Editing	3
MEDIACM 250	Mini-Cam & Video Editing II	3
MEDIACM 280	Advanced Editing, Graphics, and Animation	3

DMD 115	Digital Audio	3
COM DSGN 102	Website Design I	3
<b>Required Work-Based Learning Courses</b>		
MEDIACM 295	Practicum Internship	3
<b>Program Electives</b>		
Select a minimum of 3 credit hours of the following recommended courses or others as suggested by a College Advisor:		3
MEDIACM 102	Announcing	
MEDIACM 234	Producing for Television	
MEDIACM 245	Advanced Production Workshop	
COM DSGN 104	Digital Photography	
COM DSGN 202	Website Design II	
<b>Total Hours</b>		<b>60</b>

<sup>1</sup> One course must fulfill the Human Diversity (HD) requirement

## Program Requirements - Radio Production/Broadcasting Track

Code	Title	Hours
<b>General Education Coursework</b> <sup>1</sup>		
ENGLISH 101	Composition	3
MATH 118	General Education Math (or higher Mathematics)	3
Fine Arts & Humanities course		3
Select six additional credit hours of IAI approved courses in addition to the above courses		6
<b>Required Program Core</b>		
MEDIACM 145	Intro To Media Communication	3
MEDIACM 203	Media Writing	3
MEDIACM 223	Advanced Broadcast Writing	3
MEDIACM 265	Digital Media Entrepreneurship	3
MEDIACM 271	Intro to Interactive Media	3
MEDIACM 298	Audio, Video or Internet Capstone	3
<b>Required Specialty Courses</b>		
MEDIACM 102	Announcing	3
MEDIACM 221	Radio Production I	3
MEDIACM 222	Radio Production II	3
MEDIACM 245	Advanced Production Workshop	3
MEDIACM 252	Audio Engineering I	3
DMD 115	Digital Audio	3
SPEECH 101	Fund Of Speech Communicatn	3
<b>Required Work-Based Learning Courses</b>		
MEDIACM 295	Practicum Internship	3
<b>Program Electives</b>		
Select a minimum of 3 credit hours of the following recommended courses or others as suggested by a College Advisor:		3
COM DSGN 104	Digital Photography	
ENGLISH 105	Business Writing	
ENGLISH 107	Report Writing	
SPEECH 160	Business & Professional Speech	
<b>Total Hours</b>		<b>60</b>

<sup>1</sup> One course must fulfill the Human Diversity (HD) requirement

## Semester-by-Semester Program Plan for Full-Time Students - AVIP Track

This is an **example course sequence** for students interested in earning a degree in Media Communications: Audio/Video/Internet/Production (AVIP). If this pathway is followed as outlined, you will earn an Associate in Applied Science (AAS) Degree in Media Communications. It does not represent a contract, nor does it guarantee course availability. One course will satisfy the Human Diversity (HD) requirement, and is labeled with an (HD) in the sequence below.

All plans can be modified to fit the needs of part-time students by adding more semesters.

Course	Title	Hours
<b>Semester 1</b>		
ENGLISH 101	Composition <sup>1</sup>	3
MEDIACM 145	Intro To Media Communication	3
MEDIACM 203	Media Writing	3
MEDIACM 231	TV Production I	3
MEDIACM 240	Minicam & Videotape Editing	3
<b>Hours</b>		<b>15</b>
<b>Semester 2</b>		
Social and Behavioral Sciences course <sup>1</sup>		3
DMD 115	Digital Audio	3
MEDIACM 223	Advanced Broadcast Writing	3
MEDIACM 232	TV Production II	3
MEDIACM 250	Mini-Cam & Video Editing II	3
<b>Hours</b>		<b>15</b>
<b>Semester 3</b>		
MATH 118	General Education Math <sup>1</sup>	4
MEDIACM 271	Intro to Interactive Media	3
MEDIACM 280	Advanced Editing, Graphics, and Animation	3
MEDIACM 295	Practicum Internship	3
COM DSGN 102	Website Design I	3
<b>Hours</b>		<b>16</b>
<b>Semester 4</b>		
MEDIACM 265	Digital Media Entrepreneurship	3
MEDIACM 298	Audio, Video or Internet Capstone	3
Fine Arts & Humanities course <sup>1</sup>		3
Human Diversity (HD) course <sup>1</sup>		3
Program Elective (p. 2) <sup>2</sup>		3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>61</b>

<sup>1</sup> General Education Requirement

<sup>2</sup> Program Elective (p. 2)

## Program Electives

Code	Title	Hours
MEDIACM 102	Announcing	3
MEDIACM 234	Producing for Television	3
MEDIACM 245	Advanced Production Workshop	3
COM DSGN 104	Digital Photography	3
COM DSGN 202	Website Design II	3

Choose your courses with your College Advisor.

## Semester-by-Semester Program Plan for Full-Time Students - Radio Production/Broadcasting Track

This is an **example course sequence** for students interested in earning a degree in Media Communications: Radio Production and Broadcasting. If this pathway is followed as outlined, you will earn an Associate in Applied Science (AAS) Degree in Media Communications. It does not represent a contract, nor does it guarantee course availability. One course will satisfy the Human Diversity (HD) requirement, and is labeled with an (HD) in the sequence below.

All plans can be modified to fit the needs of part-time students by adding more semesters.

Course	Title	Hours
<b>Semester 1</b>		
ENGLISH 101	Composition <sup>1</sup>	3
MEDIACM 102	Announcing	3
MEDIACM 145	Intro To Media Communication	3
MEDIACM 203	Media Writing	3
MEDIACM 221	Radio Production I	3
Hours		15
<b>Semester 2</b>		
MATH 118	General Education Math <sup>1</sup>	4
MEDIACM 222	Radio Production II	3
MEDIACM 223	Advanced Broadcast Writing	3
DMD 115	Digital Audio	3
Human Diversity (HD) course <sup>1</sup>		3
Hours		16
<b>Semester 3</b>		
MEDIACM 271	Intro to Interactive Media	3
MEDIACM 245	Advanced Production Workshop	3
MEDIACM 252	Audio Engineering I	3
Fine Arts & Humanities course <sup>1</sup>		
SPEECH 101	Fund Of Speech Communicatn	3
Hours		12
<b>Semester 4</b>		
MEDIACM 265	Digital Media Entrepreneurship	3
MEDIACM 295	Practicum Internship	3
MEDIACM 298	Audio, Video or Internet Capstone	3
Social and Behavioral Sciences course <sup>1</sup>		3
Program Elective (p. 2) <sup>2</sup>		3
Hours		15
Total Hours		58

<sup>1</sup> General Education Requirement

<sup>2</sup> Program Elective (p. 3)

### PROGRAM ELECTIVES

Code	Title	Hours
ENGLISH 105	Business Writing	3
ENGLISH 107	Report Writing	1-3
SPEECH 160	Business & Professional Speech	3
COM DSGN 104	Digital Photography	3

Choose your courses with your College Advisor.