

COMMUNICATION MEDIA

COMMUNICATION TECHNOLOGY

The Communication Technology program was designated as “promising” by the “Sharing What Works: Exemplary and Promising Career and Technical Education (CTE) Programs” project. It was provided in recognition of the programs outstanding work and contributions to the field of career and technical education by the National Dissemination Center for Career and Technical Education.

COMMUNICATION MEDIA DEPARTMENT

Location:

Ed Beatty Hall, Room 116M
970.339.6252

Program Chair,

Advisors and Faculty:

James Crandall, 970.339.6339

AUDIO PRODUCTION

(Associate of Applied Science Degree)

(AAS CM14)

This program is designed to provide students the skills and knowledge necessary to qualify for entry-level positions in the field of audio production, i.e. Broadcast Audio Technician, Audio Editor, Production Assistant, Audio Studio Engineer. Emphasis is placed on acoustic theory, field and studio recording, microphonics, mixing, mastering, sweetening, sound effects, mastering and distribution of audio products.

CORE COURSES

JOU 105	Introduction to Mass Media	3
FVM 208	Sound for Film/Video	3
MGD 163	Sound Design I	3
	OR	
MUS 165	MIDI I	2
RTV 108	Principles of Audio	3
RTV 210	Audio Mixing	3
RTV 283	Internship-Radio Station/Audio Prod. II	3

GENERAL EDUCATION COURSES

PSY 100	Psychology of Workplace Relationships	3
	OR	
HUM 103	Intro to Film Art	3
	OR	
LIT 115	Intro to Literature	3
ENG 121	English Composition	3
	OR	
ENG 131	Technical Writing	3
MAT 108	Technical Mathematics	4
	OR	

MAT 107	Career Math	3
	OR	
MAT 121	College Algebra	4
PSY 101	Introduction to Psychology	3
	OR	
SOC 101	Introduction to Sociology	3
COM 115	Public Speaking	3
Total Elective Credits:		26-27
Total credits for A.A.S. Degree:		60

BROADCAST MEDIA PRODUCTION

(Associate of Applied Science Degree)

(AAS CM21)

This program is designed to provide students the skills and knowledge necessary to qualify for entry-level positions in the field of broadcast or corporate news, copy, technical and script writing for media venues and formats. Job opportunities may include advertising copywriter, copywriter, editorial assistant, copy editor, electronic publication specialist, greeting card writer, news writer/editor, production assistant, proofreader, public information officer, public relations assistant, publisher, reporter/journalist, script writer, technical writer, TV news anchor, writer/author.

CORE COURSES

JOU 105	Introduction to Mass Media	3
JOU 106	Fundamentals of Reporting	3
JOU 206	Intermediate Newswriting and Editing	3
RTV 103	Writing for TV and Radio	3
JOU 280	Internship	3

GENERAL EDUCATION COURSES

PSY 100	Psychology of Workplace Relationships	3
	OR	
HUM 103	Intro to Film Art	3
	OR	
LIT 115	Intro to Literature	3
ENG 121	English Composition	3
	OR	
ENG 131	Technical Writing	3
MAT 108	Technical Mathematics	4
	OR	
MAT 107	Career Math	3
	OR	
MAT 121	College Algebra	4
PSY 101	Introduction to Psychology	3
	OR	
SOC 101	Introduction to Sociology	3
COM 115	Public Speaking	3
Total Elective Credits:		29
Total credits for A.A.S. Degree:		60

COMMUNICATIONS MULTIMEDIA

(Associate of Applied Science Degree)

(AAS CM15)

This program is designed to prepare students for entry-level positions in the field of integration of new media technologies into traditional communication and educational industries. Job opportunities may include curriculum designer, editorial assistant, electronic publication specialist, production assistant, proofreader, public relations assistant, publisher, writer/author.

CORE COURSES

EDU 261	Teaching, Learning and Technology	3
EDU 263	Teaching and Learning Online	3
JOU 105	Introduction to Mass Media	3
MGD 254	Multimedia Design and Production I	3
MGD 269	Multimedia Design and Production II	3
RTV 280	Internship- TV Studio/Video Production II	3

GENERAL EDUCATION COURSES

PSY 100	Psychology of Workplace Relationships	3
	OR	
HUM 103	Intro to Film Art	3
	OR	
LIT 115	Intro to Literature	3
ENG 121	English Composition	3
	OR	
ENG 131	Technical Writing	3
MAT 108	Technical Mathematics	4
	OR	
MAT 107	Career Math	3
	OR	
MAT 121	College Algebra	4
PSY 101	Introduction to Psychology	3
	OR	
SOC 101	Introduction to Sociology	3
COM 115	Public Speaking	3
Total Elective Credits:		26
Total credits for A.A.S. Degree:		60

DIGITAL IMAGING & PUBLISHING

(Associate of Applied Science Degree)

(AAS CM16)

This program is designed to provide students the skills and knowledge in the areas of digital photography, digital darkroom and photo enhancement, digital manipulation, restoration, archiving and workflow management. Job opportunities may include electronic publication specialist, public relations assistant, publisher, graphic artist, photojournalist and production assistant.



CORE COURSES

ART 143	Digital Photography I	3
ART 243	Digital Photography II	3
JOU 105	Introduction to Mass Media	3
MGD 141	Web Design I	3
MGD 280	Internship	3

GENERAL EDUCATION COURSES

PSY 100	Psychology of Workplace Relationships	3
	OR	
HUM 103	Intro to Film Art	3
	OR	
LIT 115	Intro to Literature	3
ENG 121	English Composition	3
	OR	
ENG 131	Technical Writing	3
MAT 108	Technical Mathematics	4
	OR	
MAT 107	Career Math	3
	OR	
MAT 121	College Algebra	4
PSY 101	Introduction to Psychology	3
	OR	
SOC 101	Introduction to Sociology	3
COM 115	Public Speaking	3
Total Elective Credits:		29
Total credits for A.A.S. Degree:		60

DIGITAL VIDEO PRODUCTION

(Associate of Applied Science Degree)
(AAS CM17)

This program is designed to provide students the skills and knowledge necessary to qualify for entry-level positions in the field of broadcast or corporate news, copy, technical and script

writing for media venues and formats. Job opportunities may include film and video director, editor, film and video maker, TV, film and theatre producer, and production assistant.

CORE COURSES

JOU 105	Introduction to Mass Media	3
FVM 264	Introduction to Digital Effects	3
MGD 155	Lightwave I	3
MGD 164	Digital Video Editing I	3
MGD 280	Internship	3

GENERAL EDUCATION COURSES

PSY 100	Psychology of Workplace Relationships	3
	OR	
HUM 103	Intro to Film Art	3
	OR	
LIT 115	Intro to Literature	3
ENG 121	English Composition	3
	OR	
ENG 131	Technical Writing	3
MAT 108	Technical Mathematics	4
	OR	
MAT 107	Career Math	3
	OR	
MAT 121	College Algebra	4
PSY 101	Introduction to Psychology	3
	OR	
SOC 101	Introduction to Sociology	3
COM 115	Public Speaking	3
Total Elective Credits:		29
Total credits for A.A.S. Degree:		60

RADIO PRODUCTION

(Associate of Applied Science Degree)
(AAS CM20)

This program is designed to prepare students with the knowledge and skills necessary to qualify for positions in radio broadcasting and production. This industry includes, but is not limited to, broadcast radio, and institutional and government services. Job opportunities may include advertising copywriter, broadcast advertising salesperson, broadcast technician, copywriter, narrator, radio producer, production assistant, radio announcer, reporter/journalist, sales representative, sportscaster, and traffic manager.

CORE COURSES

JOU 105	Introduction to Mass Media	3
RTV 101	Radio Programming and Production I	3
RTV 136	Broadcast Announcing	3
	OR	
RTV 108	Principles of Audio	3
RTV 211	Radio Programming and Production II	3
RTV 283	Internship-Radio Sta./Audio Prod. II	3

GENERAL EDUCATION COURSES

PSY 100	Psychology of Workplace Relationships	3
	OR	
HUM 103	Intro to Film Art	3
	OR	
LIT 115	Intro to Literature	3

ENG 121	English Composition	3
	OR	
ENG 131	Technical Writing	3
MAT 108	Technical Mathematics	4
	OR	
MAT 107	Career Math	3
	OR	
MAT 121	College Algebra	4
PSY 101	Introduction to Psychology	3
	OR	
SOC 101	Introduction to Sociology	3
COM 115	Public Speaking	3
Total Elective Credits:		29
Total credits for A.A.S. Degree:		60

TELEVISION & VIDEO

PRODUCTION

(Associate of Applied Science Degree
(AAS CM18))

This program covers recording, logging, mixing/editing, program design, and digital creation. Job opportunities may include entry-level positions as an actor, advertising copywriter, broadcast technician, film and video director, editorial assistant, editor, film and video maker, lighting technician, photojournalist, production assistant, reporter/journalist, script writer, traffic manager, television engineer, television news anchor, and video programmer.

CORE COURSES

JOU 105	Introduction to Mass Media	3
RTV 107	Television Studio Production	3
RTV 212	Advanced Television Production	3
RTV 269	Video Field Production	3
RTV 280	Internship- TV Studio/Video Prod II	3

Communication Media, cont.

GENERAL EDUCATION COURSES

PSY 100	Psychology of Workplace Relationships	3
	OR	
HUM 103	Intro to Film Art	3
	OR	
LIT 115	Intro to Literature	3
ENG 121	English Composition	3
	OR	
ENG 131	Technical Writing	3
MAT 108	Technical Mathematics	4
	OR	
MAT 107	Career Math	3
	OR	
MAT 121	College Algebra	4
PSY 101	Introduction to Psychology	3
	OR	
SOC 101	Introduction to Sociology	3
COM 115	Public Speaking	3
Total Elective Credits:		29
Total credits for A.A.S. Degree:		60

ELECTIVES

Choose from the list of approved courses (or other courses approved by advisor)

NOTE: Courses used to satisfy above Degree Core requirements CANNOT also be counted as Electives.

ART 143	Digital Photography I	3
ART 243	Digital Photography II	3
ART 250	Art of Animation	3
EDU 261	Teaching, Learning & Technology	3
EDU 263	Teaching and Learning Online	3
FVM 208	Sound for Film/Video	3
FVM 209	Production Management Techniques	3
FVM 250	Scriptwriting for Film & Video	3
FVM 264	Introduction to Digital Effects	3
FVM 268	Video Streaming for the Web	3
JOU 106	Fundamentals of Reporting	3
JOU 121	Photo Journalism	3
JOU 206	Intermediate Newswriting and Reporting	3

JOU 280	Internship	3
MGD 141	Web Design I	3
MGD 143	Motion Graphic Design I	3
MGD 150	Legal Issues in Multimedia	3
MGD 155	Introduction to 3D Modeling/ Animation: Lightwave 3D	3
MGD 163	Sound Design I	3
MGD 164	Digital Video Editing I	3
MGD 204	Videography II	3
MGD 254	Multimedia Design and Production I	3
MGD 255	Advanced 3D Modeling/Animation: Lightwave 3D	3
MGD 266	DVD Authoring	3
MGD 269	Multimedia Design and Production II	3
MUS 165	MIDI I	2
RTV 101	Radio Programming and Production I	3
RTV 103	Writing for TV and Radio	3
RTV 104	Corporate Scriptwriting	3
RTV 107	Television Studio Production	3
RTV 108	Principles of Audio	3
RTV 136	Broadcast Announcing	3
RTV 210	Audio Mixing	3
RTV 211	Radio Programming and Production II	3
RTV 212	Advanced Television Production	3
RTV 241	Cable Television Production I	3
RTV 242	Cable Television Production II	3
RTV 243	Cable Television Production III	3
RTV 260	Broadcast Sales & Management	3
RTV 269	Video Field Production	3
RTV 275	Special Topics	1-6
RTV 278	Portfolio Presentation	0
RTV 280	Internship: TV studio/Video Production	3
RTV 283	Internship: Radio/Audio Production	3
RTV 285	Independent Study	1-3
RTV 289	Capstone	3

A portfolio (RTV 278) will be completed by each student and is required for completion of degree program.



COMMUNICATIONS MEDIA
ADVISORY COMMITTEE

- Kathy Arias
Clear Channel Radio
- Richard Allen
Art Z Design
- Wes Fothergill
Thompson School District
- Shawn Miller
Director of AV Embassy Suites
- Andrew Nagel
Mirage Productions
- Sherrie Peif
Windsor Now

**COMMUNICATION MEDIA
CAREER & TECHNICAL
CERTIFICATES**

Advisor:

James Crandall, 970.339.6339
Students wishing to rapidly obtain proficiency in one of the Communication Media disciplines may opt to pursue a one-year certificate. Each certificate focuses on specific skill sets of a certain discipline within the area of modern mass communication. Certificates are primarily designed to prepare students with relevant, marketable skills for entry-level employment in the media field. All courses in a certificate may also be applied to a two-year Associate of Applied Science degree.

AUDIO PRODUCTION CERTIFICATE

(CERT CM02)

FVM 208 Sound for Film/Video	3
MGD 163 Sound Design I	3
MUS 165 MIDI I	2
RTV 108 Principles of Audio	3
RTV 136 Broadcast Announcing	3
RTV 210 Audio Mixing	3
Total Credits for Audio	
Production Certificate:	17

**VIDEO/TELEVISION PRODUCTION
CERTIFICATE**

(CERT CM03)

FVM 264 Introduction to Digital Effects	3
MGD 155 Introduction to 3D Modeling/ Animation: Lightwave 3D	3
MGD 163 Sound Design I	3
MGD 164 Digital Video Editing I	3
RTV 107 Television Studio Production	3
RTV 212 Advanced Television Production	3
RTV 269 Video Field Production	3
Total Credits for Video/Television	
Production Certificate:	21

Communication Media, cont.

**DIGITAL IMAGING & PUBLISHING
CERTIFICATE**

(CERT CM04)

ART 143 Digital Photography I	3
ART 243 Digital Photography II	3
FVT 264 Introduction to Digital Effects	3
MGD 141 Web Design I	3
MGD 143 Motion Graphics Design I	3
MGD 254 Multimedia Design and Production I	3
MGD 269 Multimedia Design and Production II	3
Total Credits for Digital Imaging and Publishing Certificate:	21

RADIO PRODUCTION CERTIFICATE

(CERT CM05)

MGD 163 Sound Design I	3
RTV 101 Radio Programming and Production I	3
RTV 108 Principles of Audio	3
OR	
RTV 136 Broadcast Announcing	3
RTV 211 Radio Programming and Production II	3
RTV 260 Broadcast Management	3
Total Credits for Radio Production Certificate:	15

MEDIA WRITING CERTIFICATE

(CERT CM06)

ENG 131 Technical Writing I	3
JOU 106 Fundamentals of Reporting	3
JOU 206 Intermediate Newswriting and Reporting	3
RTV 103 Writing for TV and Radio	3

Students will also select any two of the following courses:

BUS 217 Business Communication and Report Writing	3
ENG 132 Technical Writing II	3
RTV 101 Radio Programming and Production I	3
RTV 104 Corporate Scriptwriting	3
RTV 107 Television Studio Production	3
Total Credits for Media Writing Certificate:	18

**INTEGRATED MEDIA
PRODUCTION CERTIFICATE**

(CERT CM07)

Students will select a minimum of 20-21 semester hours from the following courses.

ART 143 Digital Photography I	3
ART 243 Digital Photography II	3
EDU 263 Teaching and Learning Online	3
FVM 208 Sound for Film/Video	3
FVM 264 Introduction to Digital Effects	3
MGD 141 Web Design I	3
MGD 143 Motion Graphics Design I	3
MGD 155 Intro to 3D Modeling/Animation: Lightwave 3D	3
MGD 163 Sound Design I	3
MGD 164 Digital Video Editing I	3

MUS 165 MIDI I	2
MGD 204 Videography II	3
MGD 254 Multimedia Design and Production I	3
MGD 255 Advanced 3D Modeling/Animation: Lightwave 3D	3
MGD 269 Multimedia Design and Production II	3
RTV 107 Television Studio Production	3
RTV 108 Principles of Audio	3
RTV 136 Broadcast Announcing	3
RTV 210 Audio Mixing	3
RTV 212 Advanced Television Production	3
RTV 269 Video Field Production	3
Total credits for Integrated Media Production Certificate:	20-21

(Certain other multimedia-related courses may be substituted with advisor approval.)

**EDUCATIONAL
TECHNOLOGY CERTIFICATE**

(CERT CM08)

This program is designed primarily for educational faculty and staff to assist them in integrating technology into teaching and learning activities. Trends in business, industry, and education demand the effective utilization of new technologies for communication, training, and commerce. This intensive program of studies focuses on the skills necessary to design and implement relevant multimedia learning and presentation strategies.

CERTIFICATE REQUIREMENTS

ART 143 Digital Photography I	3
CWB 110 Complete Web Authoring	3
(also offered in online format)	
OR	
MGD 141 Web Design I	3
EDU 261 Teaching, Learning & Technology	3
EDU 263 Teaching and Learning Online	3
FVM 264 Introduction to Digital Effects	3
MGD 155 Introduction to 3D Modeling/ Animation: Lightwave 3D	3
MGD 164 Digital Video Editing I	3
MGD 254 Multimedia Design and Production I	3
Total Credits for Certificate:	24