

Media Production

Degree Type

Associate of Applied Science

Program Description

The Associate of Applied Science in Media Production degree provides students with a unique blend of three major communication fields: video and television production, audio and radio production, and e-based technologies. This program utilizes a 'hands-on' approach whenever feasible, to provide the student with a comprehensive foundation of the theory and skills vital in the broadcast and print medium, as well as the private and corporate communications fields.

An emphasis is placed on the writing and performance skills required by the student in the areas of broadcast journalism, documentary production, commercial and dramatic production, and video/multi-media/Internet presentation for business and industry as well as the technical skills required in these endeavors.

Upon completion, students will have a firm knowledge of the written, oral, and technical skills required in commercial radio, television, and independent video production, along with the multi-media/Internet techniques used in varied production areas.

Career Opportunities

E-media, television and radio remain a strong force that generates and supports instant communication to the public which the public has come to expect and demand. On-air and on-screen personalities command respect and admiration today and the need for those personalities and the technicians who provide the venue for them to broadcast is continuously growing. E-media, radio and television are here to stay as viable means of communication. A Media Production graduate will have the background and knowledge necessary to succeed in this very exciting and evolving field in careers that include:

- on-air and on-screen personality audio and video program writer/producer
- director/videographer
- television operations engineer
- audio engineer
- online, radio and TV news and information reporter

Program Objectives

Upon completion of the program, the student will be able to:

1. Analyze media's impact on the specific audience and the general public.
2. Operate audio and video equipment.
3. Perform in and/or produce audio, video, or multimedia projects.
4. Demonstrate the ability to work with others in a professional and ethical manner respecting legal, social, and cultural responsibilities of the field.

Obtaining the Degree

To earn the Associate of Applied Science degree, students must:

- Matriculate into the program.
- Satisfactorily complete all degree requirements, including General Education and Major Requirements of the degree.

General Education Requirements

Course Code	Title	Credits
FYE 101	First Year Experience	1
CIT 100	Microcomputer Applications	3
ENG 110	English Composition I**	3
	MAT 110 or MAT 116	3
SOC 100	Introduction to Sociology**	3
	Elective - Science 3 or 4 Credits	3-4
	Elective - Open	3
	Elective - Open	3
	Elective - Communication	3

Communication Electives

Course Code	Title	Credits
COM 101	Public Speaking	3
COM 110	Interpersonal Communication	3
COM 115	Introduction to Communication	3

Science Electives

Course Code	Title	Credits
AST 100	Introduction to Astronomy	3
BIO 102	Life Science	3
	BIO 104 and BIO 114	4
HSC 130	Basic Anatomy and Physiology	3
CHM 120	General Chemistry I	4
	PHY 102 and PHY 103	4
	GLG 102 and GLG 103	4

Major Requirements

Course Code	Title	Credits
BUS 230	Principles of Marketing	3
COM 200	Media and Society	3
ENG 205	Research Writing	3
MPR 100	Introduction to Production	3
	MPR 160 or MPR 250 or DSG 110	3
MPR 200	Scripting for Radio, Television, and e-Media	3
MPR 270	New Media Production	3
MPR 290	Media Literacy	3
	FLM 110 or HIS 205 or HIS 215	3
	SOC 200 or PSY 100	3
LIF 111	Health and Wellness	3
	Total Credits	61-62

Course Sequencing

Fall 1

Course Code	Title	Credits
FYE 101	First Year Experience	1
CIT 100	Microcomputer Applications	3
ENG 110	English Composition I**	3
MPR 100	Introduction to Production	3
SOC 100	Introduction to Sociology**	3
	MPR 160 or MPR 250 or DSG 110	3

Spring 1

Course Code	Title	Credits
	Elective - Communication	3
COM 200	Media and Society	3
ENG 205	Research Writing	3
	FLM 110 or HIS 205 or HIS 215	3
	Elective - Open	3

Fall 2

Course Code	Title	Credits
	MAT 110 or MAT 116	3
MPR 200	Scripting for Radio, Television, and e-Media	3
	MPR 160 or MPR 250 or DSG 110	3
MPR 290	Media Literacy	3
LIF 111	Health and Wellness	3

Spring 2

Course Code	Title	Credits
BUS 230	Principles of Marketing	3
	SOC 200 or PSY 100	3
MPR 270	New Media Production	3
	Elective - Science 3 or 4 Credits	3-4
	Elective - Open	3