

# MEDIA, ENTERTAINMENT, & DIGITAL COMMUNICATIONS, CERTIFICATE

|                      |                                |           |
|----------------------|--------------------------------|-----------|
| ART 276              | Photography: Creative Lighting | 3         |
| <b>Total Credits</b> |                                | <b>18</b> |

## Student Learning Outcomes

1. Students will display critical thinking skills related to current issues, ethical expectations, and technological processes across media, entertainment, and digital communications disciplines.
2. Students will communicate with clarity and organization utilizing the proper format (production and/or written) in a manner that is professionally competitive for an entry-level position.
3. Students will demonstrate technological expertise related to media, entertainment, and digital communications that is professionally competitive for an entry-level position in their discipline.
4. Students will demonstrate command of subject, organization of thoughts, and skill at communication in production and/or in front of an audience.

## Outcomes Assessment Activities

- Student success is measured through a variety of methods that include classroom writing and projects, portfolios of student work, practicum and professional internship evaluations, exit interviews, student employment upon graduation, course and progress reviews, and alumni feedback. Department faculty review and evaluate a selection of portfolios and/or works to assess student learning.

## Specific Program Requirements

| Course                                     | Title                                    | Credits   |
|--|--|-----------|
| MAE 102                                    | Multimedia Design Foundations            | 3         |
| <b>Choose 15 hours from the following:</b> |  | <b>15</b> |
| MAE 101                                    | Media & Society (GT-SS3)                 | 3         |
| MAE 220                                    | Professional Media Writing               | 3         |
| MAE 230                                    | Sound, Radio, & Podcasting Essentials    | 3         |
| MAE 240                                    | Film & Video Essentials                  | 3         |
| MAE 250                                    | Media Design Essentials                  | 3         |
| MAE 251                                    | Interactive & Immersive Media Essentials | 3         |
| MAE 320                                    | Multimedia Journalism & Copy Writing     | 3         |
| MAE 322                                    | Photojournalism                          | 3         |
| MAE 330                                    | Sound Recording & Technology             | 3         |
| MAE 333                                    | Live Sound Reinforcement                 | 3         |
| MAE 334                                    | Electronic Music, MIDI, & Synthesis      | 3         |
| MAE 340                                    | Advanced Film & Video Production         | 3         |
| MAE 341                                    | Film & Video Post Production             | 3         |
| MAE 350                                    | Media Design & Layout                    | 3         |
| MAE 351                                    | Web Design & Development                 | 3         |
| MAE 353                                    | Extended Reality Production              | 3         |
| MAE 355                                    | Commercial & Creative Imaging            | 3         |
| MAE 356                                    | Digital Media Illustration               | 3         |
| MAE 370                                    | Social Media & Online Strategies         | 3         |
| MAE 382                                    | Concerts, Festivals, & Events            | 3         |
| ART 176                                    | Photography: Expressive Composition      | 3         |