Broadcasting Arts and Technology

Having earned an Associates Degree in Broadcasting Arts and Technology, graduates are prepared to transfer and complete requirements for a Bachelor's Degree in communication, media, or broadcasting. This program focuses on developing media skills and offers technical applications in the areas of television and multimedia. The Broadcasting Arts and Technology program also provides opportunities for a supervised media internship.

For more information, visit the Department of Communication (http://www.ccm.edu/academics/divdep/liberal-arts/department-of-communication) webpage.

Degrees
AA Broadcasting Arts and Media Studies (P1132)

General Education Foundation
Communication 9
ENG-111 English Composition I
ENG-112 English Composition II
COM-109 Speech Fundamentals
Math-Science-Technology 12
MAT-120 Mathematics for Liberal Arts
or MAT-130 Probability and Statistics
Laboratory Science Elective
CMP-126 Computer Technology and Applications
Social Science 6
SOC-120 Principles of Sociology
PSY-113 General Psychology
Humanities 9
Language/Literature Sequence 1
Humanities Elective 1
History 1 6
Diversity 3
ISA-110 Intercultural Communication
General Education Foundation Credits 45

Broadcasting Arts and Technology Core 3-4
COM-114 Media Aesthetics
COM-115 Introduction to Mass Media
COM-211 Television Production I
MED-210 Digital Video Editing
COM-212 Television Production II
Restricted Elective (select one class)
MED-110 Multimedia I
MED-119 Digital Media Production
MED-220 Animation
MED-240 Advanced Animation
MED-291 Special Topics in Media
MED-292 Special Topics in Media

MED-293 Special Topics in Media
COM-101 Introduction to Communication
COM-102 Advertising and Society
COM-103 Introduction to Public Relations
COM-104 Interpersonal Communication
COM-105 Media Literacy
COM-111 Introduction to Journalism
COM-112 Advanced Journalism
COM-120 Broadcast Journalism
COM-209 Editing and Publication Design
COM-230 Communications Internship
COM-234 Introduction to Film
COM-291 Special Topics in Communication
COM-292 Special Topics in Communication
PHO-213 Documentary Photography

Broadcasting Arts and Technology Core Credits 18-19
Total Credits 63-64

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Courses
MED-110. Multimedia I. 3 Credits.
LECT 3 hrs
Multimedia I is a survey course designed to allow students to explore, discuss, develop and use multimedia technology. This computer-based course offers an extensive overview of the technologies of multimedia. Students engage in issues related to usability, management and distribution. Topics include multimedia development and design, media elements, and emerging hardware and software trends. A multimedia prototype project that demonstrates conceptual and technical understanding is required.

Additional Fees: Course fee applies.
MED-113. Multimedia II. 3 Credits.
LECT 3 hrs
An advanced course designed to allow students to apply the theory and basic practical knowledge presented in Multimedia I. Students apply their knowledge productions for DVD, local networks or the Internet. Students incorporate traditional media production elements such as video and audio combined with the latest features and technologies. Conceptualization, user interface design and prototyping are key course elements. A multimedia prototype project that demonstrates conceptual and technical understanding is required.
Prerequisites: MED-110
Additional Fees: Course fee applies.

MED-114. Media Aesthetics. 3 Credits.
LECT 3 hrs
Media Aesthetics looks at the importance, influence and meaning of visual images designed for use in electronic media. Through current and historical examples, students learn the principles and significance of media aesthetics including light and color, space and structure, time and motion, and sound, and how they are used to optimize effective communication. Students learn how aesthetic elements of television and multimedia have been translated into vectors - forces that push or pull users in certain directions. Operationally, students learn how to interpret, order, clarify and intensify various communications including fiction, by applying appropriate aesthetic principles. Comparisons between television and multimedia images are closely examined. Students may apply knowledge of media aesthetics by producing projects using broadcast and digital media facilities.
Additional Fees: Course fee applies.

MED-117. Introduction to Broadcasting. 3 Credits.
LECT 3 hrs
This course offers a historical and content analysis approach to the study of broadcast and narrowcast communications. Included are the research and study of systems, regulations, program genres, social effects on audiences, and the future of the industry. This is accomplished via lectures and discussions, handouts, reading assignments and in-class viewing and listening assignments.
Prerequisites: Placement basis or ENG-025 or ENG-022 or ENG-007.

MED-119. Digital Media Production. 3 Credits.
LECT 3 hrs
This course provides students with theory and training in the area of digital content development for digital media productions. Software and hardware training in digital video, audio, animation and graphics are introduced. In addition, the appropriate use of these areas of content in developing digital media productions and interface design are discussed.
Additional Fees: Course fee applies.

MED-210. Digital Video Editing. 3 Credits.
LECT 2 hrs, LAB 2 hrs
Through hands-on learning, Digital Video Editing provides students with the fundamental principles of video editing with a focus on the techniques and technology used to achieve a superior final product. An in-depth exploration of non-linear editing concepts includes a deeper understanding of primary, secondary and tertiary motion, shot types, sequencing, transitions and continuity. Students learn to log and capture raw video, assemble shots on a timeline, create, add, and edit text, audio tracks, title animation, effects, transitions, continuity and video compositing. This course is ideal for students who wish to create and edit a professional video for broadcast, webcast and other motion media venues.
Prerequisites: MED-113 or MED-211
Additional Fees: Course fee applies.

MED-211. Television Production I. 3 Credits.
LECT 3 hrs
This course introduces students to the basic operation of a television studio and the production process. Students learn techniques and develop skills in various studio functions including camera, switching, sound, lighting, teleprompter, scriptwriting and directing. Collaboration and teamwork are emphasized.
Additional Fees: Course fee applies.

MED-212. Television Production II. 3 Credits.
LECT 3 hrs
Students employ skills learned in Television Production I and learn advanced production skills including studio and remote producing, remote-location video shooting, digital editing, advanced special FX generation and switching, and set design via a "live on tape" production of an actual television program.
Prerequisites: MED-211 and MED-114
Corequisites: MED-210

MED-213. Multimedia Authoring and Design. 3 Credits.
LECT 3 hrs
Using industry-standard authoring software, students apply multimedia technology to assemble a real-world interactive multimedia project. Concepts and principles of user interface design, digital audio and video production, team production techniques and usability testing are employed. As members of a production team, students plan, manage and implement a complex multimedia production project to be used on DVD, a local network or the Internet for a participating business partner.
Prerequisites: MED-113
Additional Fees: Course fee applies.

MED-220. Animation. 3 Credits.
LECT 3 hrs
This is an advanced production course utilizing 3D modeling and animation software to create animated imagery for video and multimedia applications. Software includes 3D Studio Max (3D animation) and Adobe Premiere and AfterEffects (digital video). Through assigned projects, students learn to combine live video and animation with compositing and bluescreening techniques.
Additional Fees: Course fee applies.
MED-224. Independent Study in Media. 3 Credits.
LECT 3 hrs
Students, in consultation with a media advisor, undertake an in-depth analysis of a selected topic, problem or issue related to media or pursue additional media-related work experience. Students are responsible for developing a statement of goals, maintaining a weekly log and preparing a written and oral summary report. Available only to Digital Media Technology majors.
Prerequisites: Permission of department chair
Additional Fees: Course fee applies.

MED-228. Cooperative Work Experience-Media Stud. 3 Credits.
COOP 3 hrs
Actual applications of classroom learning in a supervised on-the-job training experience take place daily. Students pursue their career objectives in the broadcasting arts or digital media area following a training plan with the assistance of the department chair and on-the-job supervisor. Interested students should consult with the Department of Information Technologies chair. Available only to Digital Media Technology majors.
Prerequisites: MED-212 or MED-213
Corequisites: MED-229.

MED-229. Cooperative Work Experience-Media Related Class. 1 Credit.
LECT 1 hr
This course provides a variety of exercises that further develop students' technical skills, occupational adjustment and career development competencies. Exercises help to develop interpersonal and communication skills and help to ensure a positive cooperative work experience. This course is offered online. Available only to Digital Media Technology majors.
Prerequisites: MED-212 or MED-213
Corequisites: MED-228.

MED-230. Media Internship. 3 Credits.
LECT 3 hrs
Practical experience in the media career field is gained working part-time in an approved, supervised media-related environment or on an approved media-related project under the supervision of a media instructor and/or on-the-job supervisor. Available only to Digital Media Technology majors.
Prerequisites: Permission of department chair.

MED-240. Advanced Animation. 3 Credits.
LECT 3 hrs
This advanced-level course is a continuation of MED-220 Animation and is designed to expose students to high-end 3-D modeling tools for digital animation, electronic post-production, digital special effects and digital multimedia. This course explores advanced applications in digital compositing, particle systems, Newtonian algorithms, kinemation, dynamation and 3-D characters.
Prerequisites: MED-220
Additional Fees: Course fee applies.

MED-291. Special Topics in Media. 1 Credit.
LECT 1 hr
An examination of selected topics or issues in media. Topics may differ each time the course(s) is/are offered. Students should consult the department chair for further information. Available only to Digital Media Technology majors.
Prerequisites: Permission of department chair
Additional Fees: Course fee applies.

MED-292. Special Topics in Media. 3 Credits.
LECT 1 hr
An examination of selected topics or issues in media. Topics may differ each time the course(s) is/are offered. Students should consult the department chair for further information. Available only to Digital Media Technology majors.
Prerequisites: Permission of department chair
Additional Fees: Course fee applies.

MED-293. Special Topics in Media. 3 Credits.
LECT 3 hrs
An examination of selected topics or issues in media. Topics may differ each time the course(s) is/are offered. Students should consult the department chair for further information. Available only to Digital Media Technology majors.
Prerequisites: Permission of department chair
Additional Fees: Course fee applies.