### A Dual Enrollment Career Pathway for Media Arts Production

#### 12th Grade:

**FALL**
- ENG 101
- MAT 120

**SPRING**
- Social Science (for example PSY 201)
- SPC 205

#### High School Graduation with 12 Hours College Credit

**FALL**
- ARV 231
- MAP 101
- MAP 150
- MAP 161

**SPRING**
- ARV 231
- MAP 101
- MAP 150
- MAP 161

**SUMMER**
- MAP 160
- Program Elective

**FALL**
- MAP 112
- MAP 223
- Humanities
- Program Elective

**SPRING**
- ARV 227
- MAP 141
- MAP 226
- MAP 280
- Program Elective

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Graduate from High School with 12 Hours of College Credit

- Build a competitive and marketable resume for a variety of entry-level positions in a variety of settings, such as audio/video production, videography, TV/radio production, photojournalism, editing, and electronic media.
- Earn 12 hours of college credit that you can use toward an Associate in Applied Science Degree in Media Arts Production.
- Take your dual enrollment classes at a TCTC Campus alongside college students or at a college site in your district.
- Successful students are creative, effective communicators, interested in multiple forms of media, continuous learners, and enjoy technology.

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**Tri-County Technical College Contact:**
Marla Cobb
mcobb9@tctc.edu

### Entry-Level Median
- $26,000 Annually
- $245,000 Annually

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The Media Arts Production program prepares students to write, light, shoot, record, and edit content for electronic media while developing personal talents and styles as communicators. Students learn to operate equipment in the field of mass communications and create content on multiple media platforms and are prepared for jobs in audio/video production, videography, TV/radio production, and journalism.

**Course Descriptions**

**COURSE DESCRIPTIONS**

**ARV 114 - Photography I**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course is a study of the principles, terminology, techniques, tools, and materials of basic photography.

**ARV 227 – Web Site Design I**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course is an introduction to the production of an interactive world wide web site.

**ARV 231 - Digital Video Editing**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course is a study of the skills necessary to effectively utilize contemporary Non-Linear Editing (NLE) programs designed for digital video production. The course focuses on the professional level tools used by local businesses.

**ENG 101 - English Composition I**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This is a (college transfer) course in which the following topics are presented: a study of composition in conjunction with appropriate literary selections, with frequent theme assignments to reinforce effective writing. A review of standard usage and the basic techniques of research are also presented.

**Prerequisites:** Satisfactory Writing placement score or a grade of C or higher in RDG 100

**MAP 122 – Field Production I**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course introduces the setup, operation, and application of video equipment for field production.

**MAP 190 – Writing for Media Production**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course is designed to teach writing techniques for radio, television, and other electronic media.

**MAP 191 – Journalism for Media**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course covers the preparation of news in a form desirable for broadcasting and other electronic media.

**MAP 150 – Studio Production I**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course covers the basics of studio operations with emphasis on lighting, cameras, floor management, and control room operations.

**MAP 160 – Introduction to Media Arts & Ethics**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course covers the history, current trends and ethics of Media Arts.

**MAP 161 – Media Literacy**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course is the study of the creation and interpretation of visual and aural production techniques used in the electronic media.

**MAP 223 – Interview and Discussion**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course covers the techniques for successfully interviewing people, whether for sound bites or for full-length interview programs.

**Prerequisites:** ARV 231

**MAP 226 – Producing and Directing**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course covers the planning and execution of production to create video programing across media platforms.

**Prerequisites:** ARV 231 and MAP 122

**MAP 280 – Media Arts Exit Portfolio**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course is a study of the development of strategies for entering the media arts industry. Students will refine portfolio demo reels and resumes to meet professional standards.

**Prerequisites:** MAP 104 and MAP 226

**MAT 120 - Probability and Statistics**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course includes the following topics: introductory probability and statistics, including organization of data; sample space concepts; random variables; counting problems; binomial and normal distributions; central limit theorem; confidence intervals and test hypothesis for large and small samples; types I and II errors; linear regression and correlation.

**Prerequisites:** Satisfactory math placement score; or MAT 102 with a grade of C or above, or MAT 101 with a grade of A.

**PSY 201 - General Psychology**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course includes the following topics and concepts in the science of behavior: scientific method, biological bases for behavior, perception, motivation, learning memory, development, personality, abnormal behavior, therapeutic techniques, and social psychology.

**Prerequisites:** Reading and writing placement scores for ENG 101 or completion of ENG 100, ENG 101, or ENG 155 with a grade of C or higher. BIO 101 strongly recommended

**SPC 205 - Public Speaking**
Class Hours: 3 Lab Hours: 0 Credit Hours: 3
This course is an introduction to principles of public speaking with application of speaking skills.

**Prerequisites:** A grade of C or higher in ENG 101 or in ENG 103 or in ENG 155 or in ENG 156.

**Program Electives**

**ARV 110** Computer Graphics
**ARV 212** Digital Photography
**ARV 214** Photography II
**ARV 261** Advertising Design I
**MAP 130** Lighting Fundamentals
**MAP 201** Audio Techniques II
**MAP 204** Radio Production II
**MAP 212** Motion Graphics I
**MAP 265** Media Arts Business Procedures
**MAP 271** SCWE in Media Arts Production I (internship)