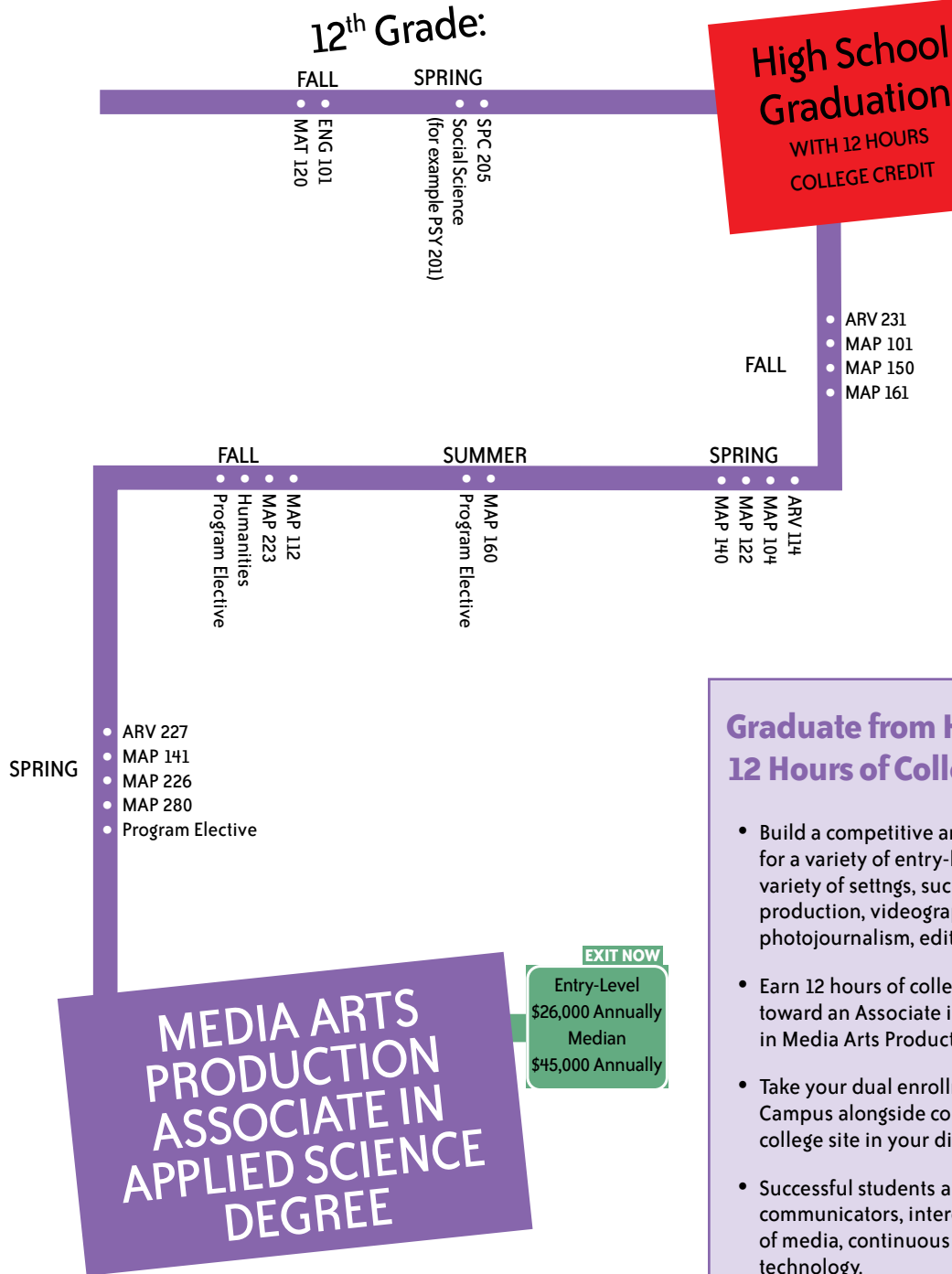




# CAREER PATHWAYS FOR SUCCESS

A DUAL ENROLLMENT CAREER PATHWAY FOR MEDIA ARTS PRODUCTION



## Graduate from High School with 12 Hours of College Credit

- Build a competitive and marketable resume for 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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# COURSE DESCRIPTIONS

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.

## **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 ENG 100 or in ENG 155 ; AND satisfactory Reading placement score or a grade of C or higher in RDG 100

## **MAP 101 – Audio Techniques I**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course covers an introduction to the tools and processes involved in audio production, including basic training in the operation of sound recording and playback systems. The fundamentals of sound are also covered.

## **MAP 104 – Radio Production I**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is an introduction to radio production techniques.

Prerequisites: MAP 101

## **MAP 112 – Media Graphics I**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is an introduction to editing techniques used to create motion graphics and visual effects.

Prerequisites: ARV 231

## **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 140 – 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 141 – 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 programming 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)