

COMMUNICATION AND MEDIA ARTS

A.S. DEGREE



Communication and Media Arts - Course Descriptions

COM 101 Introduction to Mass Media - 3 Credits

An introduction to communication theory and practice, the history of mass media, and an examination of the business of the American mass media. Additional topics will include media support industries, such as advertising and public relations. Three class hours. Fulfills the MCC requirement for a Humanities course.

COM 109 An Introduction to Public Relations - 3 Credits

A survey of the roles and responsibilities of the public relations professional in private and public organizations. Examination of the importance of the audience and audience research in public relations program planning, how public relations differs from advertising and the use of traditional publicity tools like press releases and press kits to reach targeted audiences. Exploration of the use of the Internet to reach key stakeholders and its use as a distribution channel for publicity. Recognition of the importance of ethics, integrity and relationship building as a cornerstone of public relations. Three class hours.

COM 115 Computer Generated Images - 4 Credits

This course presents introductory hands-on experiences in exploring the potential of multimedia computer software, special graphic effects and computer imaging techniques as a creative medium. The focus of the course is on exploring how computers and traditional photographic and video technologies are coming together as tools for creating unique graphic images. Three class hours.

COM 120 Media Literacy - 3 Credits

An introduction to the critical consumption of media. This course will focus on the ability to access, analyze, evaluate and communicate the process of creating and interpreting media in a variety of forms. Three class hours. Fulfills the MCC requirement for a Humanities course. (SUNY-A)

COM 130 Media Writing - 3 Credits

Media writing explores the different styles of writing for print media, broadcast media, the Web, advertising copy, and public relations materials. Students will learn how to gather information, write for specific audiences, and check for accuracy. This course will also discuss the legal implications of writing for the media. Three class hours. Offered both Fall and Spring semesters. Fulfills the MCC requirement for a Humanities course.

Prerequisite: ENG 101 or ENG 200

COM 131 Print Journalism - 3 Credits

An overview of journalism principles and practices. Includes discussion and interpretation of what is news, news reporting today, and team reporting. Hands-on experience in a computer-based classroom in conducting interviews, finding sources, preparing news stories, news and feature leads, and obituaries. Emphasis on writing and editing balanced, accurate news stories on deadline. Introduction to beat reporting, feature writing, and writing for the web. Fulfills the requirements for a Humanities elective. Three class hours.

Prerequisite: ENG 101 or ENG 200

COM 141 Introduction to Radio and Television - 3 Credits

A study of the history of radio, television and video, and their relationship to other mass media. The course will consider production formats, station operation and management, governmental regulations, and programming options and trends, with a survey of the journalistic and performance skills necessary to quality production. Three class hours.

COM 142 Broadcast Performance - 3 Credits

Practice in devising and participating in various kinds of radio and television performances, including news, sports, commercials, promotional announcements, and interviews. Two class hours, two laboratory hours.

COM 150 Video Production - 3 Credits

A combination lecture/lab course designed to introduce students to producing video presentations in electronic field production (EFP). Emphasis is placed on the use of portable video equipment, lighting, audio and videographic skills. Students will be required to purchase appropriate digital media. Two class hours, two lab hours.

COM 151 Journalism II - 3 Credits

An advanced course in journalistic writing and editing, including readings, discussions and workshops in the theories and practices of journalism. Three class hours.

Prerequisite: COM 110 or permission of instructor.

COM 202 Techniques of Television I - 3 Credits

Introduction to the basic aspects of technical and production techniques of television and related audio systems used in the medium. Emphasis will be placed on theory and use of television equipment, direction, lighting, television graphics, scripting, basic engineering, distribution systems, and studio personnel. In addition to the student-produced and directed assignments, members of the class will participate in production crews. Students will be required to purchase one VHS- 120 videotape cassette. Two class hours, two laboratory hours.

COM 203 Animation and Special Effects - 3 Credits

Study of media production techniques for film and video. Students will explore the creative aspects of video camcorders capable of capturing stop motion animations and the use of computers to edit and create special visual effects. The course includes location shooting, digital editing, and animation techniques. Three class hours.

COM 204 Audio Production - 3 Credits

An introductory exploration of audio productions techniques using digital audio editing tools as well as microphones and other audio sources. This course will cover production of audio projects as well as exercises using recording devices and digital editing software and new media technology.

Co-requisite: ENG 101

COM 211 Practicum in Media I - 3 Credits

A course designed to allow students to complete significant experiences within their discipline of study, including communication, art, music, and interior design. Students will be expected to spend a minimum of six (6) hours per week in supervised contract learning situations. Students will work with the appropriate Visual and Performing Arts Department faculty member to identify, design, and complete contract learning opportunities.

Prerequisite: Permission of a VaPA Department faculty member.

COM 212 Techniques of Television II - 3 Credit

Advanced techniques in the technical and production aspects of television programming. Emphasis will be placed on studio and control room operation, engineering experience, program planning and organization production and direction of individual assignments. Experience and theory of video recording will be given. Principles of TV signal distribution will be discussed. Spring semester only. Two class hours, two laboratory hours.

Prerequisite: COM 202.

COM 221 Practicum in Media II - 6 Credits

A course designed to allow students to complete significant experiences within their discipline of study, including communication, art, music, and interior design. Students will be expected to spend a minimum of twelve (12) hours per week in supervised contract learning situations. Students will work with the appropriate Visual and Performing Arts Department faculty member to identify, design and complete contract learning opportunities.

Prerequisite: Permission of a VaPA Department faculty member.

COM 230 Scriptwriting - 3 Credits

Review and practice of the requirements for writing professionally formatted scripts used in short and feature films. Emphasis will be placed on writing short-form scripts and analyzing and discussing long-form dramatic scripts. Three class hours.

Prerequisite: ENG 101 or ENG 200.

COM 261 Introduction to Multimedia - 3 Credits

Provides an overview of multimedia, a relatively new field in which more traditional media (text, video, sound, graphics, photography, animation) can be combined in a single media event using the computer.

Aspects of authoring, design and production including technical hardware and software considerations will be covered. Discussions of the use of multimedia in training, education, marketing and entertainment will be included. Three class hours.

Prerequisites: All first semester electronic publishing courses, or permission of instructor.

COM 262 Multimedia Authoring - 3 Credits

Introduces the student to the basics of the authoring process involved in the creation of a multimedia event. From audience definition and concept to scripting and flowcharting, students will learn how to build the multimedia structure from the bottom up. How to plan and design linkages between content areas, and the appropriate interaction of visual and audio materials will be explored. Two class hours, two laboratory hours.

COM 263 Design for Interactive Multimedia - 3 Credits

Introduces students to the basics of designing for interactive multimedia. User-interface design, transitions, interactive links between content areas and creating the overall look and feel of a project will be covered. Emphasis will be in the visual aspects of individual elements and how they work together as a means of creating an effective interactive multimedia project. Students work on their own projects which will be completed in the Multimedia Production lab. Two class hours, two laboratory hours.

Prerequisites: All first semester electronic publishing courses, or permission of instructor.

COM 264 Digital Audio/Video I - 4 Credits

An introduction to the use of the Macintosh computer as a tool in digital audio and video production. Through video and audio capture and editing, students will learn the role and importance of video and sound as elements in a multimedia event. Creation of Quicktime movies and original audio tracks to be used in multimedia will be emphasized. Three class hours.

COM 265 3D Modeling - 3 Credits

Introduces the student to the basic principles of building three-dimensional objects and environments on a Macintosh computer. The concept of three-dimensional space and geometrical transformations will be covered, as well as specific modeling techniques such as extrusion, working with cross sections, and wireframe will be the dominant rendering method, but light and color will also be explored. Two class hours, two laboratory hours.

Prerequisites: All first semester desktop publishing courses, or permission of instructor.

COM 266 Multimedia Production Studio - 3 Credits

Expands on the stages of the multimedia authoring process that began in COM 262. Based on flowcharting, scripting, and storyboarding done in COM 262, teams will begin to create and test structures which will then be assembled into a prototype of their multimedia piece. Students will learn programming concepts, integration of audio and visual materials, interactive design and how to evaluate the product while it is still in a formative stage. Completion of an interactive multimedia piece will be required. Three class hours, five laboratory hours.

Prerequisites: All first semester electronic publishing courses and COM 262, or permission of instructor.

COM 267 Digital Audio/Video II - 3 Credits

Students will be concentrating on advanced tools and techniques used to make high quality video clips and sound tracks. This will involve working with non-linear editing software such as Avid Xpress Pro. Real-time video editing, waveform sound editing and other methods of audio/video production will be stressed. Two class hour, two laboratory hours.

Prerequisite: COM 150 or permission of instructor.

COM 268 3D Animation - 3 Credits

An introduction to the basic aspects of designing and producing three-dimensional animation on the Macintosh computer. Course proceeds from the assumption that students are already familiar with the basics of three- dimensional modeling on the Macintosh. Creation of storyboards for planning narrative sequences, camera moves, rendering techniques and thinking and working in time and space will all be explored. Students will be required to create a short animated piece in wireframe mode. Two class hours, two laboratory hours.

Prerequisites: All first semester electronic publishing courses and COM 265, or permission of instructor.

COM 270 Media and Society - 3 Credits

An examination and analysis of American mass media and the forces that influence them. Emphasis will be placed upon basic legal principles, the role of government in attempting to regulate the media, and the media's influence on our society. Three class hours. Fulfills the requirements for a Humanities course.

Prerequisites: COM 101

COM 290 Independent Study - Variable Credit

See the Department Chairperson.