

# MEDIA COMMUNICATION (MEDIACM)

## Media Communication (MEDIACM) 102

### Announcing

Develops the ability to transform written copy or script into voice performance emphasizing copy preparation, breath control, pronunciation, articulation, use of full dynamic range, microphone techniques, and hand signals. A variety of copy, including commercials, news and public service announcements will be covered. Writing assignments, as appropriate to the discipline, are part of the course.

*Eligibility for ENGLISH 101 based on prior coursework or appropriate score on Placement Test; or Consent of Department Chair*

3 Lecture hours. 3 Credit Hours.

**Offered At:** KK, WR

**IAI:** MC 918

## Media Communication (MEDIACM) 145

### Intro To Media Communication

A survey of the history, technology, structure and operation of the telecommunications industry. Topics include advertising, audience measurement, network television, radio station operations, cable television, broadcast regulations and licensure, satellite communications, pod casting, and careers in media communications. Writing assignments, as appropriate to the discipline, are part of the course.

*Eligibility for ENGLISH 101 based on prior coursework or appropriate score on Placement Test; or Consent of Department Chair*

3 Lecture hours. 3 Credit Hours.

**Offered At:** KK

**IAI:** MC 911

## Media Communication (MEDIACM) 190

### Language, Culture and Media

Television, radio, print and film reflect and transmit culture through language and images. Using these media as a context, this course will examine a variety of depictions of culture and language and will evaluate perceptions about language and culture within various segments of society. Students will be encouraged to think critically about language choices and to analyze the impact of culture and media on those choices. Writing assignments, as appropriate to the discipline, are part of the course.

*Eligibility for ENGLISH 101 based on prior coursework or appropriate score on Placement Test; or Consent of Department Chair*

3 Lecture hours. 3 Credit Hours.

**Offered At:** KK

## Media Communication (MEDIACM) 203

### Media Writing

Creation and preparation of scripts for radio and television programs and segments which include news copy, commercial copy, public service announcements. Special attention will be paid to correct format and form. Word processing skills will be utilized in this course. Writing assignments, as appropriate to the discipline, are part of the course.

*Eligibility for ENGLISH 101 based on prior coursework or appropriate score on Placement Test; or Consent of Department Chair*

3 Lecture hours. 3 Credit Hours.

**Offered At:** KK

**IAI:** MC 917

## Media Communication (MEDIACM) 221

### Radio Production I

This course is designed as an introduction to the audio control system and training in the operation of related equipment. Emphasis will be placed on how the various components integrate into a system. Demonstration of expertise through class exercises and laboratory projects is required. Writing assignments, as appropriate to the discipline, are part of the course.

*Eligibility for ENGLISH 101 based on prior coursework or appropriate score on Placement Test; or Consent of Department Chair*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

**IAI:** MC 915

## Media Communication (MEDIACM) 222

### Radio Production II

Review the audio control system and its various equipment components. Emphasis will be placed upon creating, producing, and directing service announcements, news and drama which may be utilized by Kennedy-King's own WKKC-FM. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in MEDIACM 221, or Consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

## Media Communication (MEDIACM) 223

### Advanced Broadcast Writing

As a direct continuation of course MEDIACM 203-Media Writing. This class provides experience in writing longer scripts, for various types of media outlets such as television, radio, and the Internet. With an emphasis on content, clarity and flow. Basic script formats, terminology, and writing techniques for documentaries, commercials, public service announcements, promos, as well as entertainment and fictional programs. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in MEDIACM 203 or Consent of Department Chairperson.*

3 Lecture hours. 3 Credit Hours.

**Offered At:** KK

## Media Communication (MEDIACM) 231

### TV Production I

Introduction to the television production system and training in the operation of the video and audio equipment necessary to produce programming. Emphasis will be how the various components integrate into a system. Writing assignments, as appropriate to the discipline, are part of the course.

*Eligibility for ENGLISH 101 based on prior coursework or appropriate score on Placement Test; or Consent of Department Chair*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

**IAI:** MC 916

### **Media Communication (MEDIACM) 232**

#### **TV Production II**

Continuation in the development of expertise in the use of various audio and video components. Television production projects will require creating treatments, storyboards, and scripts, for the production of a final program. Emphasis on integration of equipment, production personnel, and script to create finished television production. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in MEDIACM 231, or Consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

### **Media Communication (MEDIACM) 234**

#### **Producing for Television**

An examination of the vital role of the television producer, focusing on the three areas of production: pre-production, production, and post production. Emphasis on the importance of planning, show creation, budgeting, scheduling, management, team building, field producing, and delivery. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in MEDIACM 223 and MEDIACM 231 or Consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

### **Media Communication (MEDIACM) 240**

#### **Minicam & Videotape Editing**

Evaluate, set-up, light, mike, and properly record in a single-camera remote environment for desired production results. Learn to log and electronically computer edit recorded footage into professional programs and program segments. Writing assignments, as appropriate to the discipline, are part of the course.

*Eligibility for ENGLISH 101 based on prior coursework or appropriate score on Placement Test; or Consent of Department Chair*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

### **Media Communication (MEDIACM) 245**

#### **Advanced Production Workshop**

Learn the steps necessary to develop a program concept or idea into a completed radio and/or television program. Emphasis is placed upon the coordinating of technical, budgetary, personnel, scheduling, and equipment aspects of achieving effective productions. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in MEDIACM 222 or MEDIACM 232 or Consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

### **Media Communication (MEDIACM) 250**

#### **Mini-Cam & Video Editing II**

As a direct continuation of Media Communications 240, this class provides instruction in advanced video camera recording and digital editing techniques. Students are introduced to multiple industry standard editing software programs, as well as motion graphics. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in MEDIACM 240 or consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

### **Media Communication (MEDIACM) 252**

#### **Audio Engineering I**

This course is designed to introduce students to basic audio engineering practices for film, video production, sound broadcasting, advertising, and live events. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in MEDIACM 222 or MEDIACM 232 or Consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

### **Media Communication (MEDIACM) 265**

#### **Digital Media Entrepreneurship**

This course introduces students to the fundamentals of entrepreneurship and changing media industry business models. Students are exposed to best practices for developing viable concepts, financial management and controlling the organization. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in MEDIACM 145 or Consent of Department Chairperson.*

2.5 Lecture hours. 3 Credit Hours.

**Offered At:** KK

### **Media Communication (MEDIACM) 271**

#### **Intro to Interactive Media**

A practical introduction to interactive media, otherwise known as the Internet. While in this course, students will become better acquainted with new technologies and methods for creating participatory media, while making it available through nontraditional outlets. Students will develop new ideas for assisting in this tradition, with both the Internet, as well as the traditional broadcast space. Class topics will also cover the technologies that go hand in hand with both the creation and utilization of interactive "new" media. This course will emphasize group projects. Students will be introduced to the unique issues encountered while producing for interactive media, such as streaming, bandwidth, compression, memory allocation, and optimization. Various distribution media will be examined including CD-ROM, DVD, and the Internet. Writing assignments, as appropriate to the discipline, are part of the course.

*Eligibility for ENGLISH 101 and Grade of C or better in (MEDIACM 145 and CIS 120), or Consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

### **Media Communication (MEDIACM) 280**

#### **Advanced Editing, Graphics, and Animation**

A direct continuation of Media Communications 250, this course introduces students to motion graphics, visual effects, and animation using industry standard software for film and video projects.

*Grade of C or better in MEDIACM 250 or Consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

**Media Communication (MEDIACM) 295**

**Practicum Internship**

Planned and supervised training which allows the application of theory to actual practice prepares a student for working independently toward specific career objectives. The internship/practicum generally occurs after the student has completed eighteen MEDIACM credit hours. It takes place at a regular worksite and instruction/supervision is provided by an employee at the worksite. Writing assignments, as appropriate to the discipline, are part of the course.

*Consent of Department Chairperson.*

2 Laboratory hours. 1 Lecture hours. 3 Credit Hours.

**Offered At:** KK

**Repeatable:** Yes, up to 2 times

**Media Communication (MEDIACM) 298**

**Audio, Video or Internet Capstone**

After satisfactory completion of all Media Communications courses, this course is intended to provide students with the opportunity to integrate their television, radio, and internet skills by preparing an actual portfolio suitable for employment in the media industry. With an emphasis on quality, the Capstone portfolio will feature a variety of product projects to showcase specific, industry related skills obtained while enrolled in the Media Communications program at Kennedy-King College. In addition, students will create a marketing package for themselves, including a resume, business cards, interactive website, and audition/resume disk. Student must obtain consent of Program Director to take this course concurrently with their internship course, MEDIACM 250. Writing assignments, as appropriate to the discipline, are part of the course.

*Consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK