

COMMUNICATION MEDIA ARTS

Associate in Arts

Why Study Communication Media Arts?

The Communication Media Arts field is exciting and glamorous as well as demanding and competitive. The Communication Media Arts program offers hands-on experience in audio, video and digital multimedia. Second-year students are encouraged to write, produce, direct, and edit video, audio and multi-media projects. The AA degree is for students who want to pursue a career in a variety of communication related fields and plan on pursuing a baccalaureate degree at a four-year institution.

Occupational Objectives

Students who complete this program and programs to which they may transfer may find positions such as production editor, digital content producer, digital video producer, digital content coordinator or audio engineer/board operator. Graduates can pursue entry level employment in promotions, publicity, commercial traffic or production in audio, music, video and digital multimedia or new media platforms.

Program Goals

The program offers theoretical instruction and practical experience in digital media production. In addition, the program provides students with an understanding of the cultural history of mass media. The degree will provide students with a dynamic digital media based program that will attract, motivate and prepare students for a career in the communications field.

Opportunities at Rockland Community College

RCC-TV is a unique student centered experience where student interns and student workers act as production teams creating video content in the state-of-the art Multi-Media Production Center. As a member of a team you propose and create the content for news, entertainment and sports segments. Other media opportunities on campus include an award-winning student newspaper and literary magazine. There are over 40 student clubs to explore your special interests and socialize.



5 Top Reasons to Study Communication Media Arts at RCC

1. **VALUE:** Save as much as \$100,000 by attending RCC before transferring to a four-year school. Financial aid and scholarships are available.
2. **CAREER:** Gain valuable hands on skills for employment in the rapidly changing multi-media environment.
3. **ACADEMICS:** High achieving students can study with other scholars in RCC's nationally renowned honors courses or abroad at Cambridge University in England.
4. **TRANSFER** agreements with many four-year colleges—the degree meets core requirements for several other degrees.
5. **FLEXIBILITY:** Part-time study can accommodate work, family, or other time commitments. On campus childcare available.



STATE UNIVERSITY OF NEW YORK

Admissions 845-574-4224

www.sunyrockland.edu

145 College Road, Suffern, NY 10901

Student Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate a variety of communication skills including oral and written communication for media production.
- Develop a variety of skills related to learning core concepts, including critical thinking and reasoning skills as well as problem solving.
- Develop successful production and post-production skills for digital media.
- Integrate elements of the arts and sciences into production work.
- Understand the fundamental concepts and the interdisciplinary nature of digital media.

“The mentoring I received in the Communication Arts Department really inspired me to continue and earn advanced degrees, work for MSNBC, News 12, and open my own production company.”

*Stephanie M Siddi, '02
RCC adjunct faculty, Communication Arts*

**To learn more about
this program call
845-574-4425**

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This is an example of the courses you would take and the recommended course sequence. Please obtain an official degree sheet from your advisor. Unspecified electives cannot be EHP.

AA Communication Media Arts _____ 62-67 Total Credits

First Semester Course

16-17 Credits

ENG 101	English Composition I	3
MAT 101	Elementary Algebra <i>(by advisement)</i>	3-4
COM 101	History of Broadcasting	3
COM 104	Audio Production I	4
COM 120	Mass Communication in a Pluralistic Society	3

Second Semester

16-17 Credits

ENG 102	English Composition II	3
COM 121	Mass Communication, Advanced	3
HIS 201 or HIS 202	American History I or II	3
Science	Gen Ed course required	3-4
SPE 101	Fundamentals of Speech	3
EHP Elective	Exercise & Human Performance	1

Third Semester

15-16 Credits

COM 211	Television Production I	4
COM Elective	By advisement	3
Science Elective	By advisement	3-4
Arts category	Gen Ed	3
EHP Elective	Exercise & Human Performance	1
EHP Elective	Exercise & Human Performance	1

Fourth Semester

15-17 Credits

COM Elective	By advisement	3
COM Elective	By advisement	3-4
Social Science Elective	By advisement	3
Social Science Elective Gen Ed	By advisement	3
Gen Ed Elective	By advisement	3-4

** Communication electives include: Audio Production II; Broadcast Script Writing; TV Production II, Advanced; Video Editing; Broadcasting in Britain; Remote Field Production. Credit bearing internship opportunities are available also.*

Note: Not all courses are offered every semester. Please plan accordingly.