

COMMUNICATIONS AND MEDIA ARTS

COM 100 COM INTRODUCTORY SEMINAR

1 Lecture 0 Lab 1 Credit Hours(s)

This course presents the Communications and Media Arts program at DCC, transfer options, and career planning strategies, including contemporary trends in mass communication and characteristics for success in the communications and media arts field.

COM 101 INTRO TO MEDIA COMMUNICATION

2 Lecture 2 Lab 3 Credit Hours(s)

COM 101 is a foundation course in the Communications and Media Arts Program. It has a strong theoretical component that asks students to examine and critically analyze the visual, auditory and narrative components of audio-visual media. In the lab sections of this course, students apply the concepts from the lectures as they learn the basic techniques of studio television production and design an appropriate lighting and shooting style for an original short piece that evolves from the students' personal experiences. In the audio module of this course, students use sound objects to create narrative soundscapes. COM 101 provides an introduction to media aesthetics, which empowers students to become both conscious content creators of media and active, literate viewers of media.

COM 103 THE ART AND CRAFT OF EDITING

2 Lecture 2 Lab 3 Credit Hours(s)

This course is an introduction to the basic principles, aesthetics, and techniques of film and video editing. Students will work with a non-linear computer-based video editing program to create a variety of short projects that illustrate different editing techniques.

COM 110 SHORT FILM PRODUCTION

2 Lecture 2 Lab 3 Credit Hours(s)

The course is an introduction to digital media production that familiarizes students with the basic principles, theories and techniques in film production. Students will construct storyboards, write scripts, direct actors, and edit digital short film projects using equipment provided by the College.

Prerequisites: COM 101 with a grade of C or better and COM 103.

COM 120 MEDIA WRITING

3 Lecture 0 Lab 3 Credit Hours(s)

Com 120 is an introductory course that familiarizes students with the basic principles and techniques of writing for the media: including newspapers, film, TV news, sitcoms, episodic drama, public relations and the internet. Students will practice various forms of media script writing.

Prerequisite: ENG 101.

COM 140 MEDIA AND MASS COMMUNICATION

3 Lecture 0 Lab 3 Credit Hours(s)

This course is designed to present students with a comprehensive history of world mass communication. The course will present the impact of media technology on culture, how media industries influence content, and how new media influence and alter the dissemination of information.

Prerequisite: ENG 101

COM 210 VISUAL EFFECTS - MOVING IMAGE

3 Lecture 2 Lab 4 Credit Hours(s)

This course is an introduction to the theory and techniques of visual effects for moving images. Emphasis is placed on constructing visual stories. Basic principles and techniques of visual effects production, opening sequences and titles for film, television, video and video for the internet are explored. Using compositing programs, students are introduced to the creative process of developing digital visual effects from storyboard to final video.

Prerequisites: COM 110 with a grade of C or better AND ART 110 OR ART 112 OR ART 150 OR ART 157

COM 211 DIGITAL FILMMAKING

3 Lecture 3 Lab 4 Credit Hours(s)

In this course in video production and visual effects, students collaborate to write a screenplay for a short digital film that will showcase their skills in video production, editing and digital effects. The course will focus on exercises designed to bring visual richness and conceptual depth to the student's work. In addition to the collaborative assignment, students will complete a variety of individual assignments including: a term paper, an oral report and a DVD portfolio of work they completed in the COM Program.

Prerequisites: COM 210 and COM 120

COM 221 MEDIA STRATGS FOR PUBL RELATNS

3 Lecture 2 Lab 4 Credit Hours(s)

This second year concentration course introduces students to concepts and theories in public relations and its connective relationship to journalism. Students will begin applying some of the media skills that they have developed in the COM Program to support public relations efforts for publicizing events on and off campus. Lectures will focus on the relationship between journalism and public relations, public relations planning, media writing for PR and journalism, standards and practices in the PR industry and traditional media, persuasion theory, organization and structure of media networks and effective message distribution in the media, including the utilization of weblogs, YouTube, and other Internet outlets.

Pre-requisites: COM 120

COM 222 SOCIAL MEDIA

3 Lecture 2 Lab 4 Credit Hours(s)

In this course, students will learn how to utilize online social media for the purpose of publicity and public relations. Students will analyze major social media platforms, write and design content for social media, and use social media as a platform for communication.

Prerequisite: COM 120

COM 233 SOUND DESIGN & TECH FOR MEDIA

3 Lecture 2 Lab 4 Credit Hours(s)

The course is a study of the science and art of sound in the context of media production. A strong theory component examines the behavior of sound, basic room acoustics, the design and use of microphones, recording technologies, and sound editing/production systems. Lab projects involve field sound effects recording, recording of dialogue and voice, and combining various sound elements to create sonic structures such as those used in film, television, radio and games.

Prerequisite: COM 101 or MUS 104 or MUS 115

COM 234 BASIC MUSIC PRODUCTION

3 Lecture 3 Lab 4 Credit Hours(s)

The course covers the principles of studio and field music recording using stereo and multi-track techniques. It includes editing, mixing, recording to CD and the use of MIDI instruments. Note: This course covers some advanced technical concepts.

Prerequisite: COM 101 or MUS 104 or MUS 115

COM 249 TELEVISION PRODUCTION

3 Lecture 2 Lab 4 Credit Hours(s)

In this course students are introduced to concepts and techniques for multi-camera and single-camera television or television news production. Students work collaboratively in the television studio to create episodes for a television program, then break into small groups to shoot on location and produce either dramatic or non-fiction news-style projects. Students learn the elements of television production including: screenwriting, story boarding, casting, directing on-camera talent, camera angles, framing, lighting, and editing, composing music, adding sound effects and creating titles. They will be required to work on each other's projects as production crew, so there will be additional time requirements outside of the scheduled classes.

Prerequisite: COM 110 and pre- or corequisite of COM 120

COM 250 DIGITAL MEDIA PRODUCTION

3 Lecture 3 Lab 4 Credit Hours(s)

This course in video production and public relations emphasizes visual storytelling, client relations, active

listening, problem solving and entrepreneurship. As part of this course, students meet with local non-profit organizations and design a video project to address a communication problem. Students work in small groups to script, shoot and edit these projects. Students will also complete a variety of individual assignments including a budget, a contract, a term paper, an oral report and a DVD portfolio of their work.

Prerequisite: COM 110 and pre- or corequisite of COM 120

COM 261 COMMUNICATION INTERNSHIP

1 Lecture 8 Lab 3 Credit Hours(s)

This course enables students to complete an internship in the media or communications industry of the student's choice. The internship must be completed under the direct supervision of a full-time employee in any aspect of radio or TV broadcasting, film production, video production, newspapers, public relations, advertising, media sales or other related areas.

Prerequisites: COM 110 and COM 120

COM 262 DOCUMENTARY PRODUCTION I

3 Lecture 3 Lab 4 Credit Hours(s)

In this course, students work collaboratively to develop documentary projects. Lectures will address advanced techniques in videography, lighting, logging tapes, editing, and production of graphics appropriate for documentary film.

Pre-requisites: COM 110

COM 263 DOCUMENTARY PRODUCTION II

3 Lecture 3 Lab 4 Credit Hours(s)

In this course in Documentary Journalism, students work collaboratively to complete a half-hour documentary which will air on Channel 42. This course provides an advanced learning experience, where students apply the skills they have gained in the COM Program in audio and video production, visual effects, broadcast journalism and public relations in the creation of one ambitious project. Lectures will focus on advanced techniques in production, direction, and production management for broadcast journalism.

Prerequisite: COM 262.

COM 271 SPECIAL STUDY PROJECT I

1 Lecture 0 Lab 1 Credit Hours(s)

A special learning experience designed by one or more students with the cooperation and approval of a faculty member. Proposed study plans require departmental approval. Projects may be based on reading, research,

community service, or work experience in the field of communications media. The student's time commitment to the project will be approximately 35-50 hours.

COM 272 SPECIAL STUDY PROJECT II

2 Lecture 0 Lab 2 Credit Hours(s)

Similar to COM 271, except that the student's time commitment to the project will be approximately 70-90 hours.

COM 273 SPECIAL STUDY PROJECT III

3 Lecture 0 Lab 3 Credit Hours(s)

Similar to COM 271, except that the student's time commitment to the project will be approximately 105-135 hours.

COM 280 OVERSEAS DOCUMENTARY PRODUCTION

2 Lecture 2 Lab 3 Credit Hours(s)

This hands-on course familiarizes students with the basic principles and techniques of overseas documentary production. Students will research the culture and location for the documentary project, then they will develop skills in camerawork, lighting, sound recording, scriptwriting, directing shoots and logging and digitizing footage as they shoot in another country. When students return to Dutchess, they will begin post-production, create graphics and titles and complete a half-hour documentary to be screened at DCC and aired on local cable channels. The focus and subject of the documentary projects and the international locations will vary.

Prerequisite: Permission of Department.