

MULTIMEDIA COMMUNICATIONS (A.A.)

The Multimedia Communications program blends creativity and technology in dynamic and rewarding work. You will create and design materials with moving and still images, text and sound in order to reach and engage varied audiences. Through coursework that combines hands-on technological savvy with opportunities for inventive and analytical thinking, you'll develop skills in prioritizing, planning, and producing high-quality products. You will also learn how to manage complex tasks, work collaboratively, view issues and problems from different perspectives, and respond innovatively. In developing your abilities to use media as a transformative tool for self-expression, learning, persuasion, entertainment and interaction, this program will prepare you for a variety of exciting employment opportunities or continued study at the bachelor's degree level.

PROGRAM REQUIREMENTS

- COM-1020 - Interpersonal & Small Group Communication*
- COM-1030 - Intercultural Communication*
- COM-1220 - Introduction to Mass Communication
- CIS-1045 - Introduction to Multimedia Applications & Tools
- CIS-1151 - Website Development*
- ART-1310 - Digital Photography I *or*
FLM-1050 - Introduction to Filmmaking*
- CIS-2410 - Digital Image Manipulation *or*
CIS-1510 - Introduction to Flash Animation *or*
MUS-2160 - Introduction to Technology in Music
- ENG-2050 - Global Issues in the Media*
- ENG-2145 - Writing for Interactive Media
- COM-2035 - Introduction to Media Ethics & Law
- ART-2226 - Multimedia & Graphic Design Project Management

Electives - 9 credits

- _____
- _____
- _____



* You may use a course to meet both a program requirement and a general education requirement; however, you may not use a single course to meet two general education requirements.

GENERAL EDUCATION REQUIREMENTS

Core Competencies

- First Semester Seminar

- Technological Literacy
CIS-1151 - Website Development
- Communication
Meets graduation standard in oral communication
COM-1020 - Interpersonal & Small Group Communication
- English Composition
- Mathematics

- Research & Writing Intensive
ENG-2050 - Global Issues in the Media

Areas of Inquiry

- Scientific Method

- Human Expression
ART-1310 - Digital Photography I *or*
FLM-1050 - Introduction to Filmmaking
- Human Behavior

Integrative Approaches

- Global Perspectives & Sustainability
COM-1030 - Intercultural Communication
- Seminar in Educational Inquiry
Meets graduation standard in writing & information literacy
- Quantitative Reasoning Assessment
Meets graduation standard in quantitative reasoning

MINIMUM TOTAL CREDITS IN DEGREE: 60

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Multimedia Communication Program Outcomes

Successful graduates will be able to:

- demonstrate strong and varied skills in all aspects of communication, including oral, written, visual, and web-based contexts;
- apply the knowledge and skills associated with multimedia technology to develop high-quality, effective products, including the ability to engage audiences with sound, music, text, still and moving images and interactivity;
- reflect critically and cogently on the use of multimedia technology as a powerful tool for self-expression, learning, persuasion, and collaboration;
- demonstrate the ability in individual and group projects to manage complex tasks and deadlines, shifting priorities, multiple perspectives, and large and small details;
- develop a portfolio of finished work that is displayed in a professional manner, effectively integrates content and form, and illustrates a critical understanding of communication and design principles;
- demonstrate academic skills required of all CCV graduates including competency in critical thinking, writing, information literacy, oral communication and quantitative reasoning; and
- identify their career and transfer options and assume a professional role in the workplace.

Why Our Degree Works

CCV offers courses using current multimedia software and learning technologies that help you develop the skills most essential in today's technological and global society, such as digital age literacy, inventive thinking, effective communication and a high rate of productivity. Many of our courses are offered online or in hybrid format, using a combination of distance learning and on-ground classrooms. In addition, much of your coursework will emphasize hands-on active learning strategies, providing you with frequent and valuable opportunities to apply your learning in real-world projects.

Career Opportunities

Whether it's in a corporation or small business, multimedia communication skills are highly prized. Because of this, a degree in Multimedia Communications can be a stepping stone to a wide variety of professions in the computer sciences, graphic and media communications, journalism, writing, art, entertainment, marketing, and human resources fields. Recent career opportunities for two and four year graduates in the field have included:

- web communications specialist for a museum's dynamic website;
- podcast creator for a local newspaper;
- multimedia editor for a bookstore, writing, gathering and packaging content and activities related to kids' books, music and movies;
- multimedia producer for educational textbooks, developing interactive materials for English language learners;
- digital marketing manager for a juice company;
- multimedia artist for a company that specializes in web-based training, including game-based learning programs used by the U.S. military.

Transfer Options

Recent graduates of the Communications program have attended Skidmore College, Rutgers's University, Vermont College, Champlain College, Johnson State College, Castleton State College, and Berklee College of Music.



"If you are looking for a mix of technology and creativity, then the dynamic world of Media Communications is a perfect choice. Podcasts and streaming media dominate the web, providing news and information to the world. Preparing to be a part of that world requires skills in a variety of areas of technology. Students wanting to create their future need to be prepared, and CCV's Multimedia Communications program is the perfect choice."

*– Jeff Renard,
Instructor in Digital Audio &
Video Production,
River Valley Technical Center*

**For more information
visit www.ccv.edu,
call 800-CCV-6686 or
your local CCV office.**

CCV is committed to non-discrimination in its learning and working environments for all persons. All educational and employment opportunities at CCV are offered without regard to race, color, gender, sexual orientation, religion, national origin, age, veteran status, or disability.