NEW MEDIA PRODUCTION: CORPORATE MEDIA, AAS

Program code: NCMD-AAS-NMP

Location: Middlesex

Program Description

The New Media Production Applied Associate of Science (AAS) degree qualifies students to work in the many industries that require skills in digital media production. Before the end of their first semester students are required to enroll in a certificate, specializing in one of seven areas of media production targeted to the employment needs of the state's media businesses:

- Audio and Music
- Corporate Media
- Digital Marketing
- Film and Video
- Multimedia
- News and Sports

Media is a collaborative creative business. To foster collaboration in an educational setting, the New Media Production program is designed as a cohort program. Students in their first semester are in a single cohort, taking the same courses which provide identified skills that all media production professionals should have including foundational digital media production skills, an understanding of media literacy and aesthetics, shooting and editing digital video, and knowledge about the various careers in media. At the end of that first semester, students declare their area of specialization by enrolling in one of the certificate programs. During the second and third semester, students break into smaller cohorts in their area of specialization. The larger cohort comes back together in the final semester to meet graduation requirements through the production of a capstone project of professional quality, collaborating with other members of the cohort who can bring their specialized skills to these portfolio productions. At least one internship is required to graduate from the program. Students graduate with two credentials, an AAS degree and a certificate that attest to their specialization in their selected area of production.

Students learn in a professional production environment, the $2.5 million Center for New Media (CNM) on the Middlesex campus. CNM features advanced media production studios, labs and classrooms outfitted with the latest professional production equipment and instructional technology. A loan pool in the Center provides students with digital cinema and high-definition broadcast cameras, wireless microphones, professional light kits, audio mixers, camera dollies and other equipment needed to complete projects. There are 80 media production workstations in the Center with the latest industry-standard professional software, and a fast network infrastructure to access, manage and move large media files. CNM staff, educational assistants and student workers provide tutoring assistance, perform equipment certifications, and provide other educational support.

Students can intern with either outside businesses or the award-winning Center for New Media Productions. Center for New Media Productions' full-time media producer assigns crew positions and projects to students, something they would not normally get at an external internship.

The New Media Production Associate of Applied Science degree will provide students the opportunity to complete 21 credits of general education coursework. There are 24 credits of core program requirements divided into 12 credits of core courses that all New Media Production majors must take including 2 capstone courses and 12 credits of Program Requirements in their area of specialization. Further specialization is provided by 15 credits of Directed Electives.

NMP courses can only be taken at the CT State-Middlesex campus.

New Media Learning Outcomes

- Effectively use a variety of industry standard tools and processes for producing contemporary forms of digital media across multiple delivery platforms and systems.
- Use advanced technologies within a chosen area of specialization with the goal of successfully transitioning from school to working in the industry
- Plan, create and maintain a professional portfolio highlighting and marketing professional skills and capabilities. Showcase this portfolio via websites, blogs, and social media to achieve employment and educational goals.
- Demonstrate key competencies in media writing, video production, audio production, graphic design, interactive media, photography and other technologies within digital media arts.
- Apply critical thinking and aesthetic judgments in creating collaborative Digital Media projects.
- Communicate clearly, concisely, visually, verbally and in writing, using techniques appropriate for the intended audience.
- Apply course knowledge and gain media production experience in a work environment through experiential learning including internships, practicums and community engaged learning.

In addition, Corporate Media student will:

1. Effectively use a variety of industry standard tools and processes for producing contemporary forms of digital media across multiple delivery platforms and delivery systems.
2. Use advanced technologies within a chosen area of specialization with the goal of successfully transitioning from school to working in the industry.
3. Plan, create and maintain a professional portfolio highlighting and marketing professional skills and capabilities. Showcase this portfolio via websites, blogs, and social media to achieve employment and educational goals.
4. Demonstrate key competencies in media writing, video production, audio production, graphic design, interactive media, photography and other technologies within digital media arts.
5. Apply critical thinking and aesthetic judgments in creating collaborative Digital Media projects.
6. Communicate clearly, concisely, visually, verbally and in writing, using techniques appropriate for the intended audience.
7. Apply course knowledge and gain media production experience in a work environment through experiential learning including internships, practicums and community engaged learning.

Degree Requirements

Code	Title	Credits
New Media Production General Education Core		
ENG 1010	Composition	3

MATH 1000 or higher [1]		3-4
Elective ARHX - Arts & Humanities Course		3-4
Elective SCRX - Scientific Reasoning Course or Elective SCKX - Scientific Knowledge Course		3-4
Elective SBSX - Social / Behavioral Science Course or Elective HISX - Historical Knowledge Course		3
Elective WRIX - Written Communication II Course or Elective ORAX - Oral Communication Course		3
CCS 1001	College and Career Success	3
Program Courses		
NMP 1001	Digital Media Foundations	3
or NMP 1025	New Media Production	
BMKT 2010	Principles of Marketing	3
GRA 1101	Introduction to Computer Graphics	3
COMM 1201	Film Study and Appreciation	3
or NMP 2003	Media Literacy	
NMP 2020	Television Studio Production	3
COMM 2502	Social Media Strategy	3
NMP 2064	Advanced Video Editing	3
NMP 1047	Digital Cinematography	3
or COMM 1612	Audio Production	
BMGT 2040	Managerial Communications	3
or BENT 2170	Small Business Management and Growth	
NMP 2090	Media Production Capstone	3
NMP 2095	Media Production Practicum	3
or NMP 2195	Media Internship	
Program Elective: COMM/GRA/NMP [2]		3
Open Elective: any course number 1000 or higher		3
Total Credits		**60-63**

[1] MATH 1100 Quantitative Reasoning or higher required for transfer
[2] Legacy DGA courses will also fulfill this requirement.

Students may earn one of these AAS degrees and the corresponding embedded certificate.

- New Media Production: Audio and Music Certificate
- New Media Production: Audio and Music, AAS
- New Media Production: Corporate Media Certificate
- New Media Production: Digital Marketing Certificate
- New Media Production: Digital Marketing, AAS
- New Media Production: Film & Video Certificate
- New Media Production: Film and Video, AAS
- New Media Production: Multimedia Certificate
- New Media Production: Multimedia, AAS
- New Media Production: News and Sports Certificate
- New Media Production: News and Sports, AAS