

NEW MEDIA PRODUCTION: CORPORATE MEDIA CERTIFICATE

Program code: NCMC-CC-NMP

Location: Middlesex

Program Description

The Corporate Media Production certificate program prepares students for entry-level media production positions in business, industry, and education. Emphasis is on hands-on production skills. Corporate media professionals tend to be generalists; therefore, this program provides students with a variety of production experiences including writing scripts, camera operation, video editing, web production and video streaming as they apply to business. An internal practicum in the college's nationally recognized Corporate Media Production department or an external internship at a company or non-profit organization is required.

This 30-credit certificate program is intended as a stackable credential for students looking to specialize in corporate media production. When enrolling in this program as a standalone occupational certificate, it is recommended that students entering the program either have an associate degree or higher or are enrolled in the Digital Media Production associate degree program to improve employability upon graduation.

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.
Assessment:
 - Equipment and software certification tests
 - Project and instructor portfolio review
 - Workflow analysis and instructor review
 - Review of effective project delivery across platforms
- Use advanced technologies within a chosen area of specialization with the goal of successfully transitioning from school to working in the industry
Assessment:
 - Equipment and software certification tests
 - Project and instructor portfolio review
 - Work site supervisor and evaluation
- 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.
Assessment:
 - Equipment and software certification tests
 - Project and instructor portfolio review
 - Continuous instructor review of online portfolio and social media presence
- Demonstrate key competencies in media writing, video production, audio production, graphic design, interactive media, photography and other technologies within digital media arts.
Assessment:

- Equipment and software certification tests
- Grading of written materials
- Application of aesthetic techniques to class projects - project and portfolio review
- Thesis project instructor review and/or review by professional
- Apply critical thinking and aesthetic judgments in creating collaborative Digital Media projects.
Assessment:
 - Ability to apply aesthetics examined in media works to personal and class projects -Instructor review
 - Demonstrate successful collaboration with peers and professionals as needed
- Communicate clearly, concisely, visually, verbally and in writing, using techniques appropriate for the intended audience.
Assessment:
 - Demonstrate media literacy skills through presentation of written, aural and visual media
 - Research and evaluate media through audience analysis and critiques
 - Instructor review
- Apply course knowledge and gain media production experience in a work environment through experiential learning including internships, practicums and community engaged learning.
Assessment:
 - Instructor review of experiential learning blogs and logs
 - On-site work supervisor evaluations of student work ethic, projects and collaboration - instructor review of student experiential learning evaluation

This program is eligible for Workforce Innovation and Opportunity Act (WIOA)

Certificate Requirements

Code	Title	Credits
Required Courses		
BMGT 2040 or BENT 2170	Managerial Communications Small Business Management and Growth	3
BMKT 2010	Principles of Marketing	3
ENG 1010	Composition ¹	3
COMM 2513	Scriptwriting of Media	3
COMM 1601	Digital Video Production	3
NMP 1001 or NMP 1025	Digital Media Foundations New Media Production	3
NMP 1047	Digital Cinematography	3
NMP 2064	Advanced Video Editing	3
NMP 2090 or NMP 2195	Media Production Capstone Media Internship	3
NMP 2095	Media Production Practicum	3
Open Elective		3
Total Credits		33

¹ or any elective if ENG 1010 Composition previously completed

Students may earn only one Associate Degree in this discipline.

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- New Media Production: Audio and Music Certificate
- New Media Production: Audio and Music, AAS
- New Media Production: Corporate Media, AAS
- 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