NEW MEDIA PRODUCTION: FILM & VIDEO CERTIFICATE

Program code: NFLC-CC-NMP

Location: Middlesex

Program Description

The Film and Video certificate program teaches video production as applied to the broadcast television, film, corporate and digital media industries with an emphasis on narrative, documentary/news and informational programming. This hands-on program teaches all aspects of field, studio and video post-production on advanced technology in the college's Center for New Media. The Advanced Media Production and Internship act as capstone courses providing students with portfolio examples of professional work and on-site work experience in preparation for entry level positions or contract employment in the field.

This 30-credit certificate program is intended as a stackable credential for students looking to specialize in digital video 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

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.
   Assessment:
   - Equipment and software certification tests
   - Project and instructor portfolio review
   - Workflow analysis and instructor review
   - Review of effective project delivery across platforms
2. 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
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.
   Assessment:
   - Equipment and software certification tests
   - Project and instructor portfolio review
   - Continuous instructor review of online portfolio and social media presence
4. 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
5. 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 piers and professionals as needed
6. 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
7. 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

Certificate Requirements

Code	Title	Credits
Required Courses		
COMM 1601	Digital Video Production	3
NMP 1047	Digital Cinematography	3
or COMM 1612	Audio Production	
COMM 1010	Introduction to Mass Communication	3
COMM 2513	Scriptwriting of Media	3
NMP 1053	Film Production	3
NMP 2020	Television Studio Production	3
NMP 2028	News and Documentary Production	3
NMP 2064	Advanced Video Editing	3
ENG 1010	Composition [1]	3
NMP 2090	Media Production Capstone	3
or NMP 2195	Media Internship	
Total Credits		**30**

[1] or Open Elective if ENG 1010 Composition completed previously

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: Corporate Media, AAS
- New Media Production: Digital Marketing Certificate

- New Media Production: Digital Marketing, AAS
- 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