

# NEW MEDIA PRODUCTION: MULTIMEDIA, AAS

**Program code:** NMMD-AAS-NMP

**Location:** Middlesex

## Program Description

New Media Production programs provide experience with the latest software, tools, and equipment used in content creation. Emphasizing experiential learning, the programs include projects, workshops, and collaborative assignments that simulate real-world scenarios and challenges in digital media production. Students build a comprehensive portfolio of their work, displaying their skills and creativity to potential employers. Students also complete a capstone project of professional quality or at least one internship. The programs offer opportunities for networking and valuable insights into the media production industry.

Students immerse themselves in the creation of digital content, gaining expertise in various forms of media such as video, audio animation, and interactive systems. Students have access to advanced technology and equipment, such as professional audio recording tools, graphic and animation software, and advanced video production equipment, distinctly integrated into the CT State Middlesex Center for New Media, an advanced, multi-million-dollar studio production environment.

Each of the New Media Production Associate of Applied Science degrees requires students to complete 21-22 credits of general education courses, 33 credits of directed program courses, and include 6 credits of open electives. In lieu of an associate degree, students may opt to take a certificate program that includes the same directed program courses without the general education or elective options.

The NMP. Multimedia associates-degree program is designed to equip students with the skills and knowledge necessary for careers in several digital media production fields. The primary focus of the degree program is the creation and production of digital content.

Utilizing a broad range of media forms and technologies, the program emphasizes industry-standard production workflows, professional content creation strategies, foundational media design principles, production aesthetics, and user engagement techniques that are found in a wide array of interactive digital content creation areas, including digital image editing, web design, video production, audio and music production, animation, augmented and virtual reality, and interactive media.

Students learn the process of multimedia project development from concept to completion with an emphasis on hands-on, experiential learning. The program also includes some required coursework in foundational media design principles, production aesthetics, and user engagement techniques. While not designed as a transfer program, the curriculum includes several courses modeled after those offered by similar bachelor's degree programs and should allow for easy transfer to these types of programs.

## Learning Outcomes for All New Media Production Programs

- Create digital media content through the application of relevant principles and theories.

- Use fundamental workflows involved in digital media production processes.
- Interpret the role of digital media in contemporary communication and society.
- Competently use industry-standard media technologies.
- Apply advanced media production techniques.
- Distinguish between different styles and genres of digital media.
- Critique digital media projects based on aesthetic value, technical quality, and their impact on audience engagement.

## Multimedia Learning Outcomes

1. Conceptualize, plan, and create original digital media content, including videos, images, animations, and interactive multimedia projects.
2. Apply visual design principles, including color theory, typography, composition, and graphic design, to create visually appealing and effective digital media content.
3. Apply skills in planning, shooting, and editing video to create high-quality video content for various digital media formats and projects.
4. Apply sound recording, editing, and mixing skills, integrating sound design principles to achieve the production of high-quality audio for digital media projects with proficiency.
5. Create and evaluate interactive digital media projects, including websites, non-linear applications, and AR/VR-related projects, utilizing innovative design and technology strategies.
6. Analyze various forms of media, identify challenges in digital media production, and devise creative solutions.

## Degree Requirements

Code	Title	Credits
<b>New Media Production General Education Core</b>		
ENG 1010	Composition	3
MATH 1000 or higher <sup>1</sup>		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
<b>Program Courses</b>		
NMP 1001 or NMP 1025	Digital Media Foundations New Media Production	3
COMM 1601	Digital Video Production	3
Choose one of the following:		3
COMM 1010	Introduction to Mass Communication	
COMM 1201	Film Study and Appreciation	
NMP 2003	Media Literacy	
NMP 1110	Introduction to Digital Graphics	3
NMP 1120	Image Editing and the Pixel	3
NMP 2200	Producing Interactive Media	3
NMP 2110 or NMP 2210	Visual Effects Web Productions Fundamentals	3

GRA 1501	Graphic Design I	3
or NMP 2100	Introduction to Animated Productions	
NMP 1130	Vector Graphics	3
or COMM 1612	Audio Production	
Choose one of the following:		3
NMP 2090	Media Production Capstone	
NMP 2095	Media Production Practicum	
NMP 2195	Media Internship	
Program Electives in ART, COMM, GRA, or NMP		6
Open Elective		3
<b>Total Credits</b>		<b>60-63</b>

<sup>1</sup> MATH 1100 Quantitative Reasoning or higher required for transfer

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 & Video Certificate
- New Media Production: Film and Video, AAS
- New Media Production: Multimedia Certificate
- New Media Production: News and Sports Certificate
- New Media Production: News and Sports, AAS