

NEW MEDIA PRODUCTION: NEWS AND SPORTS CERTIFICATE

Program code: NNSC-CC-NMP

Location: Middlesex

Program Description

The News and Sports Production certificate program prepares students for entry-level positions in television news and sports production. Emphasis is on hands-on production skills used at broadcast television stations, media production companies and new media organizations. Students will learn news and sports journalism as well as field, studio, and remote production in their courses. Graduates are prepared for positions such as associate producer, assignment editor, teleprompter operator, floor/studio manager, news photographer, video editor, associate producer, and digital and new media producers. NMP 2090 Media Production Capstone and NMP 2195 Media Internship serve as capstone courses, providing students with portfolio work and on-site work experiences in preparation for employment.

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

- 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
- 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

Program is eligible for Workforce Innovation and Opportunity Act (WIOA)

Certificate Requirements

Code	Title	Credits
Required Courses		
COMM 1601	Digital Video Production	3
NMP 1110 or NMP 1120	Introduction to Digital Graphics Image Editing and the Pixel	3
COMM 1010	Introduction to Mass Communication	3
ENG 1010	Composition ¹	3
COMM 2513	Scriptwriting of Media	3
NMP 2020	Television Studio Production	3
NMP 2028	News and Documentary Production	3
COMM 1401	Journalism	3
NMP 2064	Advanced Video Editing	3
NMP 2090 or NMP 2195	Media Production Capstone Media Internship	3
Total Credits		30

¹ or Open Elective if ENG 1010 Composition taken 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 & 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, AAS