



A DUAL ENROLLMENT CAREER PATHWAY FOR

# MEDIA ARTS PRODUCTION

[tctc.edu/careerpathways](http://tctc.edu/careerpathways)

## About the Program

- The explosion of online and mobile video content means any organization that has a message needs your media skills. Media Arts Production will prepare you to create media content wherever it is needed.
- Build a competitive and marketable resume for a variety of entry-level positions in a variety of settings, such as audio/video production, videography, TV/radio production, photojournalism, editing, and electronic media.
- Successful students are creative, effective communicators, interested in multiple forms of media, continuous learners, and enjoy technology.

## About the Pathway

- Earn 12 hours of college credit that you can use toward an Associate in Applied Science Degree in Media Arts Production.
- Take your dual enrollment classes at a TCTC Campus alongside college students or at a college site in your district.

## Media Arts Production CAREER PATHWAY

### IN HIGH SCHOOL

12<sup>th</sup> Grade:

1<sup>st</sup> Semester

- ENG 101 • MAT 120

2<sup>nd</sup> Semester

- SPC 205 • Social Science (For Example PSY 201)

(please see course descriptions on back)

**HIGH SCHOOL GRADUATION +  
12 HOURS OF COLLEGE CREDIT**

### AFTER HIGH SCHOOL MEDIA ARTS PRODUCTION ASSOCIATE IN APPLIED SCIENCE DEGREE

<b>FALL</b>	• ARV161	• ARV 231	• MAP 101
<b>SPRING</b>	• ARV 114	• ARV 211	• MAP 104 • MAP 140
<b>SUMMER</b>	• MAP 160	• Program Elective	
<b>FALL</b>	• MAP 223	• Humanities	• Program Elective
<b>SPRING</b>	• ARV 227 • MAP 141	• MAP 226 • MAP 280	• Program Elective

SC Mean Annual Wages  
**\$37,539-\$58,212**



CONNECT WITH US

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# MEDIA ARTS PRODUCTION COURSE DESCRIPTIONS

The Media Arts Production program prepares students to write, light, shoot, record, and edit content for electronic media while developing personal talents and styles as communicators. Students learn to operate equipment in the field of mass communications and create content on multiple media platforms and are prepared for jobs in audio/video production, videography, TV/radio production, and journalism.

## **ARV 114 - PHOTOGRAPHY I**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is a study of the principles, terminology, techniques, tools, and materials of basic photography.

## **ARV 161 - VISUAL COMMUNICATIONS MEDIA**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is an introduction to the theory, psychology, principles, and practices of major visual communications media.

## **ARV 211 - DIGITAL MEDIA DESIGN**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is an introduction to the core concepts of digital media design and a survey of digital media trends. Students will produce and format raster and vector graphics for digital media.

## **ARV 227 – WEB SITE DESIGN I**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is an introduction to the production of an interactive world wide web site.

## **ARV 231 - DIGITAL VIDEO EDITING**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is a study of the skills necessary to effectively utilize contemporary Non-Linear Editing (NLE) programs designed for digital video production. The course focuses on the professional level tools used by local businesses.

## **ENG 101 - ENGLISH COMPOSITION I**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This is a (college transfer) course in which the following topics are presented: a study of composition in conjunction with appropriate literary selections, with frequent theme assignments to reinforce effective writing. A review of standard usage and the basic techniques of research are also presented.

Prerequisites: Satisfactory Writing placement score or a grade of C or higher in ENG 100 or in ENG 155 ; AND satisfactory Reading placement score or a grade of C or higher in RDG 100

## **MAP 101 – AUDIO TECHNIQUES I**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course covers an introduction to the tools and processes involved in audio production, including basic training in the operation of sound recording and playback systems. The fundamentals of sound are also covered.

## **MAP 104 – RADIO PRODUCTION I**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is an introduction to radio production techniques.

Prerequisites: MAP 101. All prerequisites require a grade of "C" or higher.

## **MAP 140 – WRITING FOR MEDIA PRODUCTION**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is designed to teach writing techniques for radio, television, and other electronic media.

## **MAP 141 – JOURNALISM FOR MEDIA**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course covers the preparation of news in a form desirable for broadcasting and other electronic media.

## **MAP 150 – STUDIO PRODUCTION I**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course covers the basics of studio operations with emphasis on lighting, cameras, floor management, and control room operations.

## **MAP 160 – INTRODUCTION TO MEDIA ARTS & ETHICS**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course covers the history, current trends and ethics of Media Arts.

## **MAP 223 – INTERVIEW AND DISCUSSION**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course covers the techniques for successfully interviewing people, whether for sound bites or for full-length interview programs.

Prerequisites: ARV 231 and MAP 122. All prerequisites require a grade of "C" or higher.

## **MAP 226 – PRODUCING AND DIRECTING**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course covers the planning and execution of production to create video programming across media platforms.

Prerequisites: ARV 231 and MAP 122. All prerequisites require a grade of "C" or higher.

Corequisite: MAP 280

## **MAP 280 – MEDIA ARTS EXIT PORTFOLIO**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is a study of the development of strategies for entering the media arts industry. Students will refine portfolio demo reels and resumes to meet professional standards.

Prerequisites: MAP 104 with a grade of "C" or higher.

Corequisite: MAP 226

## **MAT 120 - PROBABILITY AND STATISTICS**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course includes the following topics: introductory probability and statistics, including organization of data; sample space concepts; random variables; counting problems; binomial and normal distributions; central limit theorem; confidence intervals and test hypothesis for large and small samples; types I and II errors; linear regression and correlation.

Prerequisites: Satisfactory math placement score; or MAT 102 with a grade of C or higher, or MAT 101 with a grade of A and a satisfactory reading placement score or RDG 100 with a grade of "C" or higher or ENG 101 or ENG 103 with a grade of "C" or higher.

## **PSY 201 - GENERAL PSYCHOLOGY**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course includes the following topics and concepts in the science of behavior: scientific method, biological bases for behavior, perception, motivation, learning memory, development, personality, abnormal behavior, therapeutic techniques, and social psychology.

Prerequisites: Satisfactory reading and English placement scores for ENG 101; or satisfactory English scores for ENG 101 and completion of RDG 100 with a grade of "C" or higher; or completion of ENG 100, ENG 101, ENG 103 or ENG 155 with a grade of "C" or higher. BIO 101 strongly recommended.

## **SPC 205 - PUBLIC SPEAKING**

Class Hours: 3 Lab Hours: 0 Credit Hours: 3

This course is an introduction to principles of public speaking with application of speaking skills.

Prerequisites: ENG 101, ENG 103, ENG 155, or ENG 156 with a grade of "C" or higher.

## **Program Electives**

ARV 110	Computer Graphics I
ARV 212	Digital Photography
ARV 214	Photography II
ARV 261	Advertising Design I
MAP 130	Lighting Fundamentals
MAP 201	Audio Techniques II
MAP 204	Radio Production II
MAP 212	Motion Graphics I
MAP 265	Media Arts Business Procedures
MAP 271	SCWE in Media Arts Production I (internship)