

A.S. Media Arts

Department: Communications and Performing Arts

Total credits: 60**CREDITS****COLLEGE REQUIREMENTS**

- Successful completion of CUNY Tests in Reading and Writing and the COMPASS Math Skills Test with passing examination scores or developmental courses may be required.
- One (1) Writing Intensive course in any discipline from any category below is required. Participation in a Learning Community that includes ENG 1200 or 2400 also satisfies this requirement.
- Two (2) Civic Engagement experiences—satisfied by CE-Certified or CE-Component courses or approved outside activity. Refer to the *Degree Requirements* section of this catalog.

CUNY CORE

Approved Required and Flexible Core courses are listed in the *General Education: CUNY Pathways* section of this catalog. When possible it is recommended you fulfill your Required and/or Flexible Core requirements with courses also required for the major.

REQUIRED CORE

ENG 1200	3
ENG 2400	3
± Mathematical & Quantitative Reasoning	3
± Life and Physical Sciences	3

FLEXIBLE CORE:

One course from each Group A – E plus an additional course from any Group. **No more than two courses in the same discipline.** Courses that satisfy each Group are listed in the Programs and Course Requirements section of this catalog. Look on this list for courses also required for the major. 18

- A. World Cultures & Global Issues
- B. U.S. Experience In Its Diversity
- C. Creative Expression
- D. Individual & Society
- ± E. Scientific World
- ± Plus another course selected from any Group A – E

DEGREE REQUIREMENTS §

Radio Operations (MCB 3900)	3
Mass Media (MCM 3000)	3
Introduction to Television (MCB 4100)	3
Media Technology (MCB 4600)	2
Audio/Visual Digital Editing I (MCB 4900)	3
Writing for the Electronic Media (MCB 5000)	3
Choose from the following program electives:	6 to 12
MCB 3600, 4000, 4800, 5100, 81xx, 82xx, 92xx; MCF 4000, 4300, 4400, THA 5500, 5600, 6000, 6300, JRL 3100	

ELECTIVES: 1-13 credits sufficient to meet required total of 60 credits.

Note: Consult with Advisor to use elective for concentrations in: Advertising, Engineering, Management, News, Performance and Production

§ Consultation with the Department Advisor is required.

± **Note:** You may elect to take a math or science course that is 4 credits or more. TAP counts 3 credits towards the requirement and the 4th credit as elective.

STUDENT LEARNING OUTCOMES

Demonstrate knowledge of mass media processes

MCM 3000 MCB 3400 MCB 3700 MCB 3800 MCB 3900 MCB 4000 MCF 4000 MCB 4100
MCF 4300 MCF 4400 MCB 4600 MCB 4800 MCB 4900 MCB 5000 MCB 5100 MCB 82xx
MCB 9100

Pre-production planning and budgeting

MCM 3000 MCB 3400 MCB 3700 MCB 3800 MCB 3900 MCB 4000 MCF 4000 MCB 4100
MCF 4300 MCB 4800 MCB 4900 MCB 5100 MCB 82xx MCB 9100

Production processes for radio, television, film and internet

MCM 3000 MCB 3400 MCB 3600 MCB 3700 MCB 3800 MCB 3900 MCB 4000 MCF 4000
MCB 4100 MCB 4600 MCB 4800 MCB 4900 MCB 5000 MCB 5100 MCB 82xx MCB 9100

Post-production for radio, television, film and internet

MCM 3000 MCB 3400 MCB 3700 MCB 3800 MCB 3900 MCB 4000 MCF 4000 MCF 4300
MCB 4600 MCB 4900 MCB 5100 MCB 82xx MCB 9100

Mass media business plans (marketing research and demographics)

MCM 3000 MCB 3400 MCB 3800 MCB 3900 MCB 9100

Demonstrate knowledge of the technologies involved in production processes

MCB 3600 MCB 3700 MCB 3900 MCB 4000 MCB 4100 MCF 4300 MCF 4400 MCB 4600
MCB 4800 MCB 4900 MCB 5000 MCB 5100 MCB 82xx MCB 9100

Audio equipment: in-studio radio, remote radio, sound for television & film

MCB 3600 MCB 3700 MCB 3900 MCB 4000 MCB 4100 MCB 4600 MCB 4800 MCB 4900
MCB 5100 MCB 82xx MCB 9100

Video equipment: in-studio TV, remote equipment, lighting

MCB 3600 MCB 3700 MCB 4100 MCB 4600 MCB 4800 MCB 4900 MCB 5100 MCB 82xx
MCB 9100

Post-production: editing software programs

MCB 3600 MCB 3700 MCB 3900 MCB 4000 MCB 4600 MCB 4900 MCB 5000 MCB 5100
MCB 82xx MCB 9100

Media research methods

MCM 3000 MCB 3400 MCB 3800 MCB 4000 MCF 4300 MCF 4400 MCB 5000 MCB 9100

Demonstrate ability to produce competent written material for specific mass media uses

MCB 3600 MCB 3700 MCB 4800 MCB 4900 MCB 5000 MCB 5100 MCB 82xx

Public service announcements

MCB 3600 MCB 3700 MCB 4800 MCB 5000 MCB 82xx

News: studio scripts, interview research/questions, wrap-arounds for news

MCB 3600 MCB 3700 MCB 4800 MCB 4900 MCB 5000 MCB 5100 MCB 82xx

Demonstrate ability to understand historical context of media growth

MCM 3000 MCB 3400 MCB 3800 MCB 4000 MCF 4300 MCF 4400 MCB 5000

Ability to research and write historical and/or descriptive information

MCM 3000 MCB 4000 MCF 4300 MCF 4400 MCB 5000