Community College Initiative Program
2022-2023
Field of Study: Media

Media Concentration Areas	
Digital Media/Animation **Digital Media and Communication** **Film Studies/ Motion Picture/ Television** **Graphic Design** **Journalism**	**Public & Media Relations** **Social Media Marketing** **Web Design** **Web Development**

Track One Certificate	Track Two Non-Certificate Courses	Track Three Courses and English
Minimum Requirements		
Participants who meet the following criteria will be eligible to participate in Track One: - Students must meet minimum language requirements to enroll in credit-bearing classes. - Students may need to meet a minimum math requirement. - Pre-requisites may be required for specific courses. Animation and motion picture certificates may require some past field-based academic work.	Participants who meet the following criteria will be eligible to participate in Track Two: - Students must meet minimum language requirements to enroll in credit-bearing or workforce development classes. - Pre-requisites may be required for specific courses.	Students who have not yet met minimum requirements in English at their host campus will take a combination of English classes and content courses, as possible based on their level of proficiency and department approval.
Sample Field Concentration Courses		
3D Animation Desktop Publishing Media Arts: Computer Art Media Arts: Digital Animation Media Arts: Web Design Digital Arts: Graphic Design Digital Arts: Digital Photography Digital Arts: Digital Illustration Marketing and Social Networking Writing for Online Media Introduction to Motion Pictures, TV Business Communication	Digital Multimedia Three-dimensional Design Multimedia Production Introduction to Sound Design for Film and Video Production for Motion Picture/TV AVID Media Composer Editing Film Finishing Directing Techniques Web/Interactive Design Cartooning Writing	English Reading and Vocabulary English Grammar English Writing English Oral Expression English Listening and Speaking College Success Skills Non-credit courses such as digital filmmaking, Adobe Photoshop, Intro to Web Design, Effective Community Skills, Branding Theory and Workshop Field elective
General Studies Helpful for the Field		
• Oral Communication • College Writing • Project Management • Digital Multimedia		
Hands-on, Practical Professional Experience Outside of the Classroom		
Sample Internship Opportunities—Minimum of 75 hours Local newspapers, college newspapers or publication, college TV or radio station, institutional advancement or public relations offices		
Sample Volunteer Activities that Build Professional Experience in the Field—Minimum of 100 hours Local radio or TV channels, non-profit organizations, local schools, college and community events		
Sample CCI Programming in This Field of Study *Program Site Visits:* Local radio stations, television stations, museums, chamber of commerce, and university programs like University of Maryland's College of Journalism *Speakers and Panels:* Local writers, editors, artists, and producers *Workshops and Conferences*: College Student Productions, Animation Night, AIGA Brain Flower Showcase, Graphic Design Portfolio Night, Photo Boot Camp, Digital Storytelling Workshop, Photojournalism Workshop, Digital Media Conference, SkillsPath Social Media Seminars, AIGA Professional Association for Design, Media Literacy Workshops		