



# Community College Initiative Program

2023-2024

Field of Study: Digital Media, Journalism, & Communications

## Digital Media, Journalism, and Communications Primary Track

By pursuing the digital media, journalism, and communications track, participants will learn about mass media, history of media and broadcasting, digital and social media, and the role media plays in influencing today’s global society. Participants may also take elective courses to gain specialized knowledge in a specific media concentration area. All participants will develop media literacy skills and learn to identify misinformation and disinformation. Internship placements should deepen knowledge about how to apply classroom learning to real-world media projects or publications. Participants will also develop individual action plans to design projects or programs that share their new knowledge about media literacy with others when they return home.

## Secondary Media Concentration Areas

- **Graphic Design**
- **Public & Media Relations**
- **Social Media Marketing**
- **Web Design**
- **Web Development**

## Minimum Requirements

Participants who meet the following criteria will be eligible to participate in the Digital Media and Communications Track:

- 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.

## Sample Field Concentration Courses

### Fall Semester

- Introduction to Mass Communication
- Fake News and the Search for Truth in Today’s Media
- Electives such as:  
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

### Spring Semester

- Digital Media and Communication Field Studies Course
- Social Media as News
- News Reporting & Writing for Multimedia—OR—Intro to Broadcasting-Global Environment
- Electives such as:  
Digital Multimedia  
Web/Interactive Design  
Introduction to Sound Design for Film and Video  
Film Finishing

### Beyond Academics

- Non-credit courses such as digital filmmaking, Adobe Photoshop, Intro to Web Design, Effective Community Skills, Branding Theory and Workshop
- Media Literacy workshops
- Digital Storytelling workshops
- Actions Plans on media literacy topics and training

## 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 50 hours

Local newspapers, college newspapers or publication, college TV or radio station, or public relations offices

### Sample Volunteer Activities that Build Professional Experience in the Field—Minimum of 75 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, public relations firms, and museums

*Speakers and Panels:* Local writers, editors, artists, producers, and public relations experts

*Workshops and Conferences:* College student productions, media literacy workshops, photography showcases,

Graphic Design Portfolio Review Night, Photo Boot Camp, Digital Storytelling Workshop, Photojournalism

Workshop, Digital Media Conference, SkillsPath Social Media Seminars, AIGA Professional Association for Design