COMMUNICATION AND MEDIA ARTS A.S.

Offered at these campuses:
S South Campus (Orchard Park)

The Communication and Media Arts curriculum is designed to prepare students for employment and/or transfer opportunities in the fields of broadcasting, business, education, the arts, and other mass media related activities such as journalism, advertising, public relations, and film/video production.

The program consists of a selection of core communication and media courses that introduce students to the expansive range of disciplines within the communication field. Advance media courses allow for a more professional focus. The core communication courses are complimented by a wide array of electives that allow students to emphasize a particular area of their academic pursuits. The curriculum sequence is intended to educate students in the fundamentals of communication while remaining flexible enough for students to personalize their studies.

SUNY TRANSFER PATH REQUIREMENT

Students completing the program will fulfill the SUNY Transfer Path Requirement for Communication: Media. See your adviser for details.

CAREER PATHS
Transfer to a bachelor's degree program.

PROGRAM COMPETENCIES

Upon graduation with an Associate in Science degree in Communication and Media Arts, the graduate will be able to:

- Understand the nature of communication;
- Speak with superior vocal qualities;
- Understand the structure of media related industries;
- Operate audio and video equipment;
- Demonstrate skills needed for entry level employment in the field of broadcasting;
- Write for electronic media;
- Create images effectively;
- Analyze motion picture film;
- Produce creative audio and video projects; and
- Explain and apply the theories and practices of communication interpersonally, organizationally and culturally.

CURRICULUM

Total Degree Credits: 61.0

FIRST YEAR, FALL SEMESTER

CA 120 Introduction to Rhetoric .................................................. 3 cr
CA 140 Introduction to Mass Media .............................................. 3 cr
EN 100 Composition I: Rhetorical Strategies .............................. 3 cr
MT ___ Mathematics .............................................................. 3 cr (Note 2)
SUNY General Education Elective – Social Science ..... 3 cr (Note 3)

FIRST YEAR, SPRING SEMESTER

CA 121 Principles of Communication ......................................... 3 cr
CA 210 The Language of Vision and Sound ............................... 3 cr
CA 220 Introduction to Broadcasting ....................................... 3 cr
EN 101 Composition for the Humanities .................................. 3 cr or
EN 102 Composition for the STEM Disciplines ................. 3 cr
SUNY General Education Elective – Natural Science ... 3 cr (Note 3)

SECOND YEAR, FALL SEMESTER

CA 205 Interpersonal Communication ..................................... 3 cr
EN 114 Public Speaking .......................................................... 3 cr or
CA 214 Speech Communication .............................................. 3 cr
CA 222 Video Production ......................................................... 4 cr
Film Analysis Elective .............................................................. 3 cr*
SUNY General Education Requirement – History or Foreign Language ......................................................... 3-4 cr (Note 3)

SECOND YEAR, SPRING SEMESTER

CA 221 Writing for Media .......................................................... 3 cr
CA 240 Principles of Public Relations and Advertising ............ 3 cr
Image Making Elective ............................................................ 3 cr**
Open Elective ......................................................................... 3 cr
Open Elective ......................................................................... 3 cr

*Students must select at least one of the following courses to fulfill the Film Analysis Elective: EN 880 Literature and Film 3cr, CA 288 - Introduction to Film 3cr, CA 296 Contemporary Cinema 3cr

**Students must select at least one of the following courses to fulfill the Image Making Elective: CA 250 Video Field Production 3cr, CA 295 Video Postproduction 3cr, CA 299 Communication Arts Internship 3cr (permission of Department Chairperson required), AT 203 Art Drawing I 3cr, AT 210 Painting I 3cr, AT 220 Photography I 3cr, AT 222 Digital Photography 3cr, AT 260 Digital Art and Design 3cr

Notes: General Education Requirements and Course Listings

1. Student placement in an appropriate English course depends upon academic advisement and the results of a placement test. Completion of EN 100 and EN 101 or EN 102 or their equivalents are required.

2. A Math elective from the current list of approved General Education mathematics courses is required. Student placement in an appropriate mathematics course depends upon academic advisement and the results of a mathematics pretest.

3. SUNY General Education Electives must be taken from the current list of approved courses in the categories of Social Science, Natural Science, and either American History, Western Civilization, Other World Civilizations, or Foreign Language.

CONTACT

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