

# MEDIA ARTS - ASSOCIATE OF ARTS DEGREE (AA)

Explore More About This Program: <https://cwi.edu/program/media-arts>

## Degree Requirements

Course	Course Title	Min Credits
<b>General Education Requirements <sup>1</sup></b>		
<i>Complete the following course to fulfill the Connecting with Ideas requirement:</i>		
CWI 101	Connecting With Ideas	3
<i>Complete the following courses to fulfill the GEM 1 requirement:</i>		
ENGL 101	Writing and Rhetoric I	3
ENGL 102	Writing and Rhetoric II	3
<i>Complete one of the following courses to fulfill the GEM 2 requirement:</i>		
COMM 101	Fundamentals of Oral Communication	3
or COMM 112	Argumentation and Debate	
<i>Complete the following course to fulfill the GEM 3 requirement:</i>		
GEM 3 - Mathematical Ways of Knowing course		3
<i>Complete the following courses to fulfill the GEM 4 requirement:</i>		
GEM 4 - Scientific Ways of Knowing course <sup>2</sup>		4
GEM 4 - Scientific Ways of Knowing course <sup>3</sup>		3-4
<i>Complete the following courses to fulfill the GEM 5 requirement:</i>		
GEM 5 - Humanistic & Artistic Ways of Knowing course		3
GEM 5 - Humanistic & Artistic Ways of Knowing course <sup>3</sup>		3
<i>Complete the following courses to fulfill the GEM 6 requirement:</i>		
GEM 6 - Social & Behavioral Ways of Knowing course		3
GEM 6 - Social & Behavioral Ways of Knowing course <sup>3</sup>		3
<i>Complete the following course to fulfill the Global Perspectives requirement:</i>		
Global Perspectives course		3
<b>Major Requirements</b>		
COMM 261	Multimedia Storytelling	3
COMM 268	Introduction to Video Production	3
COMM 269	Introduction to Audio Production	3
COMM 271	Introduction to Mass Media	3
COMM 273	Media News Writing and Reporting	3
COMM 278	Principles of Public Relations	3
COMM 279	Public Relations Campaigns	2-3
or COMM 290	Communication Capstone	
Select 2-3 credits of the following to bring the total credits earned to 60:		
COMM 150	Digital Photography I	2-3
COMM 259	Communicating Through Web Design	
COMM 275	Digital Design and Publishing	
COMM 293	Communication Internship	

### Minimum Credit Hours Required

60

- <sup>1</sup> Student must select an "E" designated courses to fulfill one of their General Education requirements.
- <sup>2</sup> Must include a lab component.
- <sup>3</sup> Course must come from a different discipline.

## Plan of Study Guide

The course sequence listed below is strongly recommended in order to complete your program requirements. Please register for each semester as shown using the Student Planning tool in myCWI. Consult your Student Success Advisor for any questions regarding this course sequence plan.

### First Year

Fall		Credit Hours
COMM 101 or COMM 112	Fundamentals of Oral Communication (GEM 2) or Argumentation and Debate	3
COMM 261	Multimedia Storytelling	3
CWI 101	Connecting With Ideas	3
ENGL 101	Writing and Rhetoric I (GEM 1)	3
PHIL 101	Introduction to Philosophy (Recommended GEM 5) <sup>1,2</sup>	3
<b>Total Semester Credit Hours</b>		<b>15</b>

### Spring

COMM 268	Introduction to Video Production	3
ENGL 102	Writing and Rhetoric II (GEM 1)	3
GEM 3 - Mathematical Ways of Knowing course <sup>3</sup>		3
GEM 5 - Humanistic & Artistic Ways of Knowing course <sup>4</sup>		3
GEM 6 - Social & Behavioral Ways of Knowing course <sup>5</sup>		3
<b>Total Semester Credit Hours</b>		<b>15</b>

### Second Year

Fall		Credit Hours
COMM 271	Introduction to Mass Media	3
COMM 273	Media News Writing and Reporting	3
COMM 278	Principles of Public Relations	3
PHIL 111	World Religions (Recommended Global Perspectives) <sup>1</sup>	3
GEM 4 - Scientific Ways of Knowing course <sup>6</sup>		4
<b>Total Semester Credit Hours</b>		<b>16</b>

### Spring

COMM 269	Introduction to Audio Production	3
COMM 279 or COMM 290	Public Relations Campaigns or Communication Capstone	2-3
GEM 4 - Scientific Ways of Knowing course <sup>4</sup>		3-4
GEM 6 - Social & Behavioral Ways of Knowing course <sup>4,5</sup>		3
Media Arts Elective	Select 2-3 credits from the list below to bring the total credits earned to 60	2-3
<b>Total Semester Credit Hours</b>		<b>14</b>
<b>Minimum Credit Hours Required</b>		<b>60</b>

**\*Students must select an "E" designated (Ethical Reasoning) course to fulfill one of their General Education requirements.\***

- <sup>1</sup> This general education (GE) course is recommended by the department as the most beneficial GE option for students in this program. **Please note that students may fulfill their GE requirement by completing another course from within the applicable general education category.**
- <sup>2</sup> This course fulfills the Ethical Reasoning requirement for an associate degree from CWI.
- <sup>3</sup> Media Arts majors should take the Math Diagnostic for math placement upon acceptance to CWI. The Math Diagnostic will inform the student if a review course such as MATH 095 College Prep Mathematics is needed prior to entering a college-level math course such as MATH 123 Math in Modern Society or MATH 143 College Algebra.
- <sup>4</sup> Course must come from a different discipline.

- 5 Media Arts majors are encouraged to choose between the following courses to fulfill their GEM 6 requirement (courses must come from two different disciplines):
- ANTH 102 Cultural Anthropology
  - POLS 102 Introduction to Political Science
  - PSYC 101 Introduction to Psychology
  - SOC 102 Social Problems
- 6 Must include a lab component.

## Media Arts Electives

Course	Course Title	Min Credits
COMM 150	Digital Photography I	3
COMM 259	Communicating Through Web Design	3
COMM 275	Digital Design and Publishing	3
COMM 293	Communication Internship	1-3

## Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Produce effective media-based communication while demonstrating an understanding of methods of media research and the ability to write for a variety of media platforms.
- Through their communication, create community and collaborative working relationships beyond the College.
- Understand, evaluate, mediate, and communicate effectively within diverse cultural, social, public, and professional systems while enabling change within and among these systems in ways that are civil and respectful of all perspectives.
- Demonstrate the extension and appreciation of the skills and knowledge acquired during their Media Arts studies in their careers beyond the College or in the continuation of their education.
- Demonstrate the ability to ethically analyze and evaluate mediated communication both for its causes and consequences as well as demonstrate an understanding of at least one major theory in the field of media studies.