

MEDIA ARTS - ASSOCIATE OF ARTS DEGREE (AA)

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

- **Program Code:** MED-ARTS.AA
- **Program Type:** Academic Transfer
- **Available Fully Online:** No
- **Eligible for Federal Financial Aid:** Yes

NOTE: Courses required for this program *may* have an additional fee; more information can be found on the [Special Course Fees](#) web page.

Degree Quick Facts

- **Instructional School:** Social Sciences and Public Affairs
- **Department:** Communication, Marketing, and Media Arts

Degree Requirements

Course	Course Title	Min Credits
General Education Requirements ¹		
CWI 101	Connecting With Ideas	3
<u>Global Perspectives course</u>		3
ENGL 101	Writing and Rhetoric I (GEM 1)	3
ENGL 102	Writing and Rhetoric II (GEM 1)	3
COMM 101	Fundamentals of Oral Communication (GEM 2)	3
or COMM 112	Argumentation and Debate	
<u>GEM 3 - Mathematical Ways of Knowing course</u>		3
<u>GEM 4 - Scientific Ways of Knowing course ²</u>		4
<u>GEM 4 - Scientific Ways of Knowing course ³</u>		3-4
<u>GEM 5 - Humanistic & Artistic Ways of Knowing course</u>		3
<u>GEM 5 - Humanistic & Artistic Ways of Knowing course ³</u>		3
<u>GEM 6 - Social & Behavioral Ways of Knowing course</u>		3
<u>GEM 6 - Social & Behavioral Ways of Knowing course ³</u>		3
Major Requirements		
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:		2-3
COMM 150	Digital Photography I	
COMM 259	Communicating Through Web Design	
COMM 275	Digital Design and Publishing	
COMM 293	Communication Internship	

Minimum Credit Hours Required

60

¹ Student must select an "E" designated courses to fulfill one of their General Education requirements.

² Must include a lab component.

³ Course must come from a different discipline.

Degree Plan

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. Plans may be modified to fit the needs of part-time students by adding additional semesters. Consult your 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) ^{1,2}	3
Total Semester Credit Hours		15

Spring

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

Second Year

Fall		
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) ¹	3
GEM 4 - Scientific Ways of Knowing course ⁶		4
Total Semester Credit Hours		16

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 ⁴		3-4
GEM 6 - Social & Behavioral Ways of Knowing course ^{4,5}		3
Media Arts Elective	Select 2-3 credits from the list below to bring the total credits earned to 60	2-3
Total Semester Credit Hours		14
Minimum Credit Hours Required		60

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

¹ 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.**

² This course fulfills the Ethical Reasoning requirement for an associate degree from CWI.

³ Media Arts majors are encouraged to take the Math Diagnostic upon acceptance to CWI if they did not submit ACT or SAT scores for math placement. The Math Diagnostic will inform the student if a review course such as MATH 097, MATH 098, or MATH 099 is needed prior to enrolling in their chosen GEM 3 course.

⁴ 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:

- Demonstrate techniques to produce media across a variety of platforms. (Outcome: Technical Skills)
- Demonstrate independent creativity to produce media across a variety of platforms. (Outcome: Creative Skills)
- Demonstrate collaborative skills to produce media across a variety of platforms. (Outcome: Collaborative Skills)
- Develop media literacy when consuming media across a variety of platforms. (Outcome: Media Literacy)
- Utilize media ethics when producing media across a variety of platforms. (Outcome: Media Ethics)
- Develop relationships with communication professionals. (Outcome: Professional Relationships)
- Demonstrate professionalism. (Outcome: Professionalism)