

Media Communications



Program / Hours: CIP 50.0602 – 2 Year Half Day Program

Program Description: The Media Communication and Technology program introduces students to the art and science of developing effective presentations using technology. Through a mix of classroom instruction and hands-on experience, students will be well prepared for success in today's rapidly growing communication fields.

Students gain a working knowledge of hardware, software, and equipment necessary for delivering effective communication for business, education, and entertainment. Rigorous instruction motivates students to develop competency in the production process, content creation, digital photography, graphic design, television production, as well as digital editing, imaging, motion graphics, and animation using computer technology.

Learning Activities / Modes of Assessment:

- Small Group
- Large Group
- Independent Work
- One-on-One
- Classwork Activities
- Presentations
- Research Projects
- Research Papers
- Technology Use
- Tests and Quizzes

Individual Resources:

- Textbooks
- Online Resources
- Computer Applications

Scope and Sequence

Year	Marking Period	Task #	Know	Understand	Do

Year 1	MP1	101	Lab safety procedures	Safe media production environments	Apply safety practices
Year 1	MP1	102	Media careers	Industry roles and pathways	Research and present careers
Year 1	MP1	104	Industry organizations	Professional expectations	Identify organizations
Year 1	MP1	105	Digital citizenship	Ethical media use	Apply ethical practices
Year 1	MP1	201	Computer systems	System functionality	Operate systems
Year 1	MP1	202	Production software	Industry tools	Identify software
Year 1	MP1	401	Design elements	Visual communication	Apply design
Year 1	MP1	402	Typography	Font usage	Apply typography
Year 1	MP1	407	Color theory	Color psychology	Use color effectively
Year 1	MP1	409	Image types	Media formats	Differentiate formats
Year 1	MP2	301	Camera systems	Equipment setup	Set up gear
Year 1	MP2	302	Camera operation	Exposure and focus	Operate camera
Year 1	MP2	304	Image sensors	Image capture	Explain sensors
Year 1	MP2	305	Camera settings	Resolution/frame rate	Adjust settings
Year 1	MP2	306	Composition	Framing principles	Apply composition
Year 1	MP2	307	Depth of field	Focus control	Adjust depth
Year 1	MP2	501	Microphones	Audio capture	Select

					microphones
Year 1	MP2	504	Audio recording	Field/studio recording	Record audio
Year 1	MP2	801	Editing basics	Workflow	Edit footage
Year 1	MP2	803	Editing tools	Post-production	Use editing tools
Year 1	MP3	308	Cables/connectors	Signal flow	Set up cables
Year 1	MP3	309	Lenses	Lens characteristics	Select lenses
Year 1	MP3	505	Audio mixing	Sound layering	Mix audio
Year 1	MP3	506	Audio connectors	Connections	Identify connectors
Year 1	MP3	507	Audio levels	Signal types	Differentiate levels
Year 1	MP3	1001	Lighting equipment	Lighting tools	Use lighting
Year 1	MP3	1002	Lighting techniques	3-point lighting	Apply lighting
Year 1	MP3	1003	Light behavior	Shadows/fall-off	Control light
Year 1	MP3	1103	Image software	Graphic editing	Edit images
Year 1	MP4	601	Studio production	Roles/responsibilities	Operate studio
Year 1	MP4	602	Teleprompter	Script delivery	Use teleprompter
Year 1	MP4	603	Graphics systems	On-screen graphics	Operate CG
Year 1	MP4	604	Switcher	Live production	Run switcher
Year 1	MP4	605	Studio audio	Live sound	Operate audio
Year 1	MP4	606	Production process	Studio workflow	Produce show
Year 1	MP4	607	Directing	Production leadership	Direct production
Year 1	MP4	608	Studio camera	Camera operation	Operate camera
Year 1	MP4	609	Floor management	Studio coordination	Manage floor

Year 1	MP4	1104	Motion graphics	Visual storytelling	Create graphics
Year 2	MP1	701	Audience analysis	Target demographics	Define audience
Year 2	MP1	702	Client objectives	Project goals	Determine outcomes
Year 2	MP1	705	Budgeting	Production planning	Create budgets
Year 2	MP1	706	Contracts	Production agreements	Develop documents
Year 2	MP2	703	Creative development	Story structure	Develop treatments
Year 2	MP2	704	Technical planning	Site requirements	Conduct survey
Year 2	MP2	708	Scheduling	Project timelines	Create schedule
Year 2	MP2	709	Storyboards	Visual planning	Create storyboard
Year 2	MP2	901	AV scripts	Script formats	Write scripts
Year 2	MP2	903	Commercial scripts	Advertising structure	Write commercial
Year 2	MP2	904	Screenplays	Narrative writing	Write screenplay
Year 2	MP3	802	File management	Media organization	Manage files
Year 2	MP3	804	Transitions	Editing flow	Apply transitions
Year 2	MP3	805	Effects	Visual/audio effects	Apply effects
Year 2	MP3	806	Exporting	Output formats	Export projects
Year 2	MP3	1101	Video software	Editing platforms	Use software
Year 2	MP3	1102	Audio software	Sound editing	Edit audio
Year 2	MP4	1201	Publishing	Distribution	Publish

				platforms	media
Year 2	MP4	1202	File formats	Codecs/types	Identify formats
Year 2	MP4	1204	Media outlets	Distribution strategies	Select platforms
Year 2	MP4	1302	Drone tech	Aerial production	Explore drones
Year 2	MP4	1304	Social media	Content creation	Create content
Year 2	MP4	1401	Audio production	Narrative audio	Produce audio
Year 2	MP4	1403	Commercial production	Ad creation	Create commercial
Year 2	MP4	1405	Podcasting	Audio/video content	Produce podcast
Year 2	MP4	1406	Promotional video	Marketing media	Produce video
Year 2	MP4	1407	Instructional video	How-to content	Produce video
Year 2	MP4	1408	Film production	Full production cycle	Produce film