

Area of Study: Art, Humanities and Social Sciences
Pathway: Mass Communication
Degree type: Associate in Arts
Curriculum Code: VPA.MCM.AA (U224A09)

(Total Program Credits: 60-67)

Mass Communication-Multimedia includes careers in multimedia, journalism, film, public relations, television, radio, web design, animation and advertising. The Mass Communication–Multimedia degree uses tools to tell compelling stories through writing, designing graphics, creating websites, and incorporating sound with still and moving images.

PROGRAM LEARNING OUTCOMES:

Upon successful completion of the Associate in Arts Degree (Mass Communication-Multimedia) emphasis, the graduate will be able to:

- evaluate the persuasiveness of the form and content of mass communication messages;
- deconstruct the technique of new and traditional forms of mass communication and how it creates the meaning of the message;
- differentiate the moral, ethical, and legal implications of mass communication messages in both form and content;
- operate software or hardware for creating multimedia projects;
- construct original narratives using properly formatted written language; and
- construct original narratives using multimedia tools.

Placement Measures MAT, RHT, and COL sequence placement will be determined by an Academic Advisor. Contact your Academic Advisor before registering for courses.

Developmental education courses do not transfer. They assist students in the path towards college credit.

Program Map for Full-Time Students

Semester One: Fall	Category	Next Steps
RHT 101 Freshmen Rhetoric & Composition I (3)	<i>Communication</i>	Meet with your Academic Advisor to create an academic plan.
<i>Social and Behavioral Science General Education Course (3)</i>	<i>Social and Behavioral Science</i>	
MAT 101 Quantitative Literacy (3) Or MAT 102 Liberal Arts Mathematics (3)	<i>Mathematics</i>	Explore transfer institutions and admissions requirements by attending transfer events .
MCM 151 Cinema Appreciation (3)	<i>Fine Arts</i>	
MCM 120 Mass Communication (3) Or Foreign Language (4)	<i>Elective</i>	

15-16 Credit Hours

Note: Grade of “C” or higher is an IAI requirement for RHT 101 and RHT 102.

Semester Two: Spring	Category	Next Steps
RHT 102 Freshman Rhetoric & Composition II (3)	<i>Communication</i>	Meet with your Academic Advisor to update your academic and transfer plan. Create a Transferology account to explore how coursework transfers. Attend a Transfer 101 Workshop .
<i>Life Science General Education Course (3-5)</i>	<i>Life Science</i>	
<i>Humanities General Education Course (3)</i>	<i>Humanities</i>	
<i>Social and Behavioral Science General Education Course (3)</i>	<i>Social and Behavioral Science</i>	
MCM 160 Writing and Reporting for Multimedia (3) or Foreign Language (not-IAI) (4)	Elective	

15-18 Credit Hours

Note: Grade of “C” or higher is an IAI requirement for RHT 101 and RHT 102.

Semester Three: Fall	Category	Next Steps
SPE 101 Principles of Effective Speaking (3)	<i>Communication</i>	Meet with your Academic Advisor to update your academic and transfer plan. Attend a Ready to Apply Workshop .
<i>Social and Behavioral Science General Education Course (3)</i>	<i>Social and Behavioral Science</i>	
<i>Humanities or Fine Arts General Education Course (3)</i>	<i>Humanities or Fine Arts</i>	
<i>Physical Science General Education Course (3-5)</i>	<i>Physical Science</i>	
VIC 285 Digital Video (3) or not IAI or Foreign Language (4)	Elective	GECC Credential Achieved.

15-18 Credit Hours

Semester Four: Spring	Category	Next Steps
Program Electives (11) AND Foreign Language (4) Or Program Electives (15)	<i>Elective</i>	Meet with your Academic Advisor to finalize your transfer plan. Submit graduation petition by deadline (check for the specific date in catalog or syllabi.) Apply to your transfer institution(s).

15 Credit Hours

Program Electives (11-15)
Choose electives from different program specialty areas.
Multimedia: VIC 172 Web Design (3) VIC 273 Introduction to Animation (3) VIC 161 Photoshop (3)
TV/Film/Digital Media

VIC 288 Video Editing (4)
VIC 286 Advanced Digital Video (3)
MCM 152 Cinema History (3)

Journalism:

VIC2 162 Digital Photography (3)
VIC2 100 Graphic Design (3)

Advertising/Public Relations:

BUS 127 Principles of Marketing (3)
VIC 104 Computer Art (3)

Note: Beyond designated requirements, select courses from different program specialty areas and that meet the BA requirements of your transfer institution. Selection should be based on specific career goals. For teaching, see Education section.

Graduation requirements

AA degree

Subtotal: 37-40

Mass Communication-Multimedia courses or other electives for AA degree

Subtotal: 20-23

General Education requirements by discipline:

- **Communications:** Three courses (nine semester hours).
- **Humanities and Fine Arts:** Three courses (nine semester hours), with at least one course from selected from Humanities and at least one course from the Fine Arts.
- **Social and Behavioral Science:** Three courses (nine semester hours), with courses selected from at least two disciplines.

Graduation from an Illinois college or university requires satisfactory completion of one or more courses incorporating Human Diversity, which may be taken as a Humanities and Fine Arts or Social and Behavioral Science course.

- **Mathematics:** One course (three semester hours).
- **Physical and Life Science:** Two courses (seven to eight semester hours), with one course selected from the Life Sciences and one course from the Physical Sciences, including at least one laboratory course.

Foreign Language encouraged if transferring.

See MCM course descriptions.

Chairperson: Dennis McNamara, Ext. 3597