

# Course Profile:

## Digital Media Arts Year

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**Course Location** Ovid-Elsie High School

**Prerequisites** 1) Students must have local approval based on high school graduation requirements.

This course is an integration of video production, audio production and digital media production.



**Video Production:** Students will receive extensive hands-on experience in all facets of video production both in studio and in the field. The class contains a broadcast journalism unit featuring TV newscasts using a professional broadcast TV news set. Students will learn the role of reporter, photographer, director, writer, producer and editor. Students will also learn

scripting, storyboarding, producing, directing, lighting, videography, computer video editing and special effects generation. Video projects include: music videos, documentaries, short films and other special projects.

**Audio Production:** This component of the course emphasizes the creation of audio projects, including news features, dramatic work, and music. The fundamentals of audio production are covered, along with more advanced techniques for refining finished work. The curriculum also contains a live on-air and station management component through WOES-FM 91.3, leaving each student comfortable to succeed in a live radio experience and understand the programming process.

**Digital Media Production:** Students will learn to integrate TV and radio programs into state-of-the-art digital media formats. Emphasis will be on taking finished programs and converting them into streaming media for the web. The creation of digital media will also be explored including podcasting and blogging. Students will create original works that will be accessible to a wide audience for review. The class will also create, design, and author CDs and DVDs.

This course provides the opportunity to earn the following **articulated credits** from Lansing Community College:

### Credits

**DMAC 120 (4 credits)**  
Digital Audio Production I

To be eligible to earn credit, students must achieve:

- Accuplacer reading level 5
- Accuplacer writing level 6
- Final portfolio project

**DMAC 130 (4 credits)**  
Digital Video Production

- Accuplacer reading level 5
- Accuplacer writing level 6
- Final portfolio project

**DMAC 140 (3 credits)**  
Pre-Production Design

- Accuplacer reading level 5
- Accuplacer writing level 6
- Final portfolio project

Learn more about our courses. Visit the Career Connections tab on the Clinton County RESA website at [CCRESA.org](http://CCRESA.org).

## Accuplacer Assessment

To be eligible to receive Lansing Community College (LCC) credit for the course, students are **required** to take the Accuplacer assessment exam and obtain the listed minimum scores. LCC will admit students before the beginning of the school year as a necessary step prior to Accuplacer testing. The exam is taken as part of the course in the fall.

LCC staff will admit all incoming Career Connections students prior to the end of the current school year. At the session, students will need to bring their driver's license and Social Security card, as well as supply their full legal name, Social Security number, and correct address, including apartment numbers or P.O. box numbers. Schools will let students know the date when this enrollment is scheduled.

If on the first attempt a student does not attain the required scores, retakes are an option. The Accuplacer exam can be waived if a student submits ACT or SAT test results for verification that list comparable scores. Further Accuplacer exam information is available from the course instructor or by calling the Lansing Community College North Campus at 989-224-2017.

## Articulated Course Credits

Career Connections students are eligible for both high school and Lansing Community College credit. As is the case with all classes, students must earn the credit; it is not automatically granted by simply attending the class.

By enrolling in this course, students are eligible for articulated, pass/fail credit. To officially receive the credit, students must enroll at LCC within two years of completing the course.

When sending application information to post-secondary institutions (colleges, universities, community colleges, trade schools, etc.), students should include the credit information listed on this sheet so that admissions counselors fully understand the makeup of this Career Connections course. High school counselors should include this information on official school transcripts as well. Ultimately, **students** bear the responsibility of conveying

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the LCC class information to post-secondary institutions.

Further information is available from the course instructor or by calling the Career Connections administration office at 989-224-6831.

## Credit Information:

# Digital Media Arts Year 1

Listed below are the Lansing Community College degree and certificate programs that align with this course.

### The following LCC programs contain DMAC 120, DMAC 130 & DMAC 140:

- 1448 – Digital Media: Audio Recording/Production – Certificate of Achievement
- 1450 – Digital Media – Cinematography – Certificate of Completion
- 1452 – Digital Media: Transfer – Associate in Applied Science Degree
- 1454 – Digital Media: Video/Cinema – Certificate of Achievement 1458
- Digital Media Specialist – Associate in Applied Science Degree

### The following LCC programs contain DMAC 120 & DMAC 130:

- 0194 – Computer Graphics, Multimedia – Associate in Arts Degree
- 0857 – Computer Graphics, Multimedia – Certificate of Achievement

### The following LCC programs contain DMAC 130:

- 0284 – Computer Graphics Animation – Associate in Applied Arts Degree
- 0277 – Photographic Imaging – Associate in Applied Science Degree – Choice 2
- 1358 – Music Technology – Certificate of Completion – Choice 2

### The following LCC program contains DMAC 120:

- 1457 – Digital Media: Audio – Certificate of Completion

If you are interested in any of these LCC programs, you can find more information at the LCC website:

**[http://www.lcc.edu/catalog/degree\\_certificateprograms/current/](http://www.lcc.edu/catalog/degree_certificateprograms/current/)**

Scroll down to the name of the program you are interested in and click on it. You will see a curriculum guide that will explain all the requirements for that program.

# Course Profile:

# Digital Media Arts

## Internship

**Course Location** Ovid-Elsie High School

- Prerequisites**
- 1) Students must have local approval based on high school graduation requirements.
  - 2) Digital Media Arts I.
  - 3) Students must complete the intent to return process.
  - 4) Instructor approval.

Students will pick either a television or radio track. The main focus of this course is deep exploration of the theory and practice of what it takes to be a successful TV or radio professional. In addition to working everyday at a radio or television station, students will be expected to complete at least one major original work and enter it for competition. Students will also help teach other students. After successful completion of this course, students will have extensive real-world experience in TV or radio. Students will have developed practical skills that will make them employable in their chosen area of concentration. They will also be exceptionally prepared for further study at the college level.

### In general, students will:

1. Perform day-to-day job duties as a TV or radio staff member
2. Complete one or more long-form special project(s)
3. Be expected to take responsibility for learning advanced software and hardware components
4. Be expected to act as mentors and help instruct Digital Media Arts Year 1 students
5. Complete other academic and extracurricular duties as assigned



### Specifically, each student will:

1. Receive a personalized course of study
2. Be assigned to a TV or radio job position
3. Have written performance evaluations every month
4. Take midterm and final exams each semester to assess level of mastery of academics pertaining to their chosen field
5. Be guided through the process of producing a major work for TV or radio

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