

MASS COMMUNICATIONS (MC)

Course Note: Mass Communications (MC) was retitled Digital Media. All courses listed under the prefix MC are within the Digital Media discipline.

MC 101 Introduction to Digital Media (3 credits)

This course is an introduction to media literacy and the physical, financial, social and governmental controls of the field. Students study media history and current events as well as the technology, programming, and business side of the media, including sales, ratings, personnel, and the future outlook of the field. Classroom learning consists of online analysis, discussion, research, and occasional guest presentations.

MC 102 Audio Production (3 credits)

This course introduces students to basic techniques of recording, editing, and mixing audio. Instruction covers fundamentals of microphone usage, mixing console operation, and digital recording and editing. Lectures and labs focus on topics such as acoustics, audio in media, equipment demonstrations, and recording techniques. Students work individually and in groups on a range of audio assignments including the production of an audio portfolio. Course includes 30 hours of lecture and 30 hours of lab per semester. This course may require field trips. Course fee.

MC 103 TV Studio Production (3 credits)

In this introductory course, students explore the fundamentals of studio equipment and production by learning technical terms, positions, and the workflow of multi-camera studio production via lecture, hands-on production, and competency activities and practice. Students participate individually and in groups in productions such as news, interviews, entertainment, and packages. This course includes 30 hours of lecture and 30 hours of lab per semester. Course fee.

MC 104 Electronic Media Performance (3 credits)

This hands-on course introduces students to the preparation and execution of media performance skills. Students learn how to improve their vocal and visual presentation, record performances typical of the industry, and critique classroom and professional performances. Newscasts, commercials and interviews are typical projects with the possibility of airing on FM radio or cable television. Course includes 30 hours of lecture and 30 hours of lab per semester. Usually offered in spring semester. Course fee.

Prerequisite(s): MC 102

MC 105 Introduction to Journalism (GAH) (3 credits)

Students study the roles, responsibilities, and effects of print and broadcast journalism from a broad historical and critical perspective. Related topics include the Internet, advertising, and public relations. Ethical standards, business constraints, and current trends in journalism are also considered. Students may shadow a professional journalist and write for the college newspaper.

MC 191 Independent Study: Mass Comm (1 credit)

MC 192 Independent Study: Mass Comm (2 credits)

MC 193 Independent Study: Mass Communications (3 credits)

MC 201 Writing for the Electronic Media (3 credits)

This capstone course focuses on short-form writing for the electronic media and the Internet, including television and radio commercials, web pages, press releases, outdoor advertising, and brochures for a local, non-profit agency. Students learn through assignments, lectures, quizzes, guest lectures, and a final multimedia campaign for a real client. Course includes 30 hours of lecture and 30 hours of lab per semester. Usually offered in fall semester.

Prerequisite(s): (MC 102 and MC 103)

MC 203 Advanced Audio Production (3 credits)

Advanced Audio Production is an in-depth study of audio, sound, hearing, and the application of audio principles to various media. Other topics include digital editing, mixing, and multi-tracking; studios and acoustics; equipment needs such as consoles, microphones, speakers, and recorders; the processing of signals; and on-location recording. Students learn through lecture, discussion, and hands-on usage of advanced equipment. Student projects may be prepared for WHFC programming. Course includes 30 hours of lecture and 30 hours of lab per semester. Requires MC 102 or permission of instructor. Usually offered in spring semester. Usually offered in spring semester. Course fee.

Prerequisite(s): (MC 102)

MC 204 Video Production (3 credits)

Students are involved in pre-production, production and post-production, including an introduction to digital editing. Lecture/discussion ranges widely from the practical study of equipment usage to broader concepts such as video language and its application to contemporary video production. Course includes 30 hours of lecture and 30 hours of lab per semester. Requires successful completion of MC 103; Interactive Media Production major; or permission of instructor. Course fee.

Prerequisite(s): (MC 103)

MC 206 History of Film (GAH) (3 credits)

This course is a chronological survey of film from the technological development stage, through the silent era, to the studio dominated years, to the present day. Emphasis is placed on the appreciation of today's films through the viewing of films important to the development of film expression. Course includes 30 hours of lecture and 30 hours of lab per semester. This course may require field trips.

MC 207 Advanced Video Production (3 credits)

This course concentrates on advanced principles of production and editing of digital video. Students are involved in all aspects of digital production, including shooting, digitizing, and editing complex content. Course includes 30 hours of lecture and 30 hours of lab per semester. This course may require field trips. Course requires MC 204, or ART 108 and ART 207, or permission of instructor. Course fee.

Prerequisite(s): (MC 204) or (ART 108 and ART 207)

MC 208 Multimedia Journalism I (GAH) (3 credits)

This course is designed to train prospective student journalists in the organization, design and production of a college magazine. Students learn how to write in standard journalistic style, become familiar with ethical and legal standards in the publication of a college magazine, and exhibit expertise in the areas of magazine design, business management, advertising, photography, editing, and copyreading. All students work toward the production of the campus magazine, The Harford Owl.

Prerequisite(s): ENG 101

MC 209 Multimedia Journalism II (3 credits)

This course is designed to refine the journalistic skills of prospective student journalists in the organization, design and production of a college magazine. Students review how to write in accepted journalistic style, continue to apply ethical and legal standards in the publication of a college magazine, and exhibit expertise in the areas of magazine design, business management, advertising, photography, editing, and copyreading. All students help supervise the production of the campus magazine, The Harford Owl.

Prerequisite(s): MC 208

MC 210 Introduction to Social Media (GI) (3 credits)

This course introduces students to a variety of social media platforms. Students will learn the professional and personal applications of social media, as well as their limitations. Related topics include the role of social media in advertising and public relations. Students may produce digital content for the college magazine's Facebook page and/or participate in other hands-on assignments. This course may require field trip(s).

MC 271 Cooperative Education I: Mass Communications (1 credit)

MC 272 Cooperative Education II: Mass Communications (2 credits)

MC 273 Cooperative Education III: Mass Communications (3 credits)

MC 283 Field Project: Announcing/Production in Electronic Media (3 credits)

Students receive individual assignments at a selected job site in the area of electronic media desired by the student. Intended as a capstone course for the Associate degree and Certificate programs, this course offers the student an opportunity to actually work in a professional environment prior to graduation. Minimum of nine hours per week or a total of 135 hours per semester of independent work and conference.

MC 284 Field Project: Journalism/New Media and Advertising (3 credits)

Students receive individual assignments at a selected job site in the area of advertising or sales promotion desired by the student. Intended as a capstone course for the Associate degree and Certificate programs, this course offers the student the opportunity to actually work in a professional environment prior to graduation. Minimum of nine hours per week or a total of 135 hours per semester of independent work and conference.

MC 291 Independent Media Project (1 credit)

This course is an advanced practicum in media production. In consultation with the instructor, students select a complex media assignment to complete within the semester. Execution of the project is on an independent study basis with the instructor guiding and instructing the student throughout. Minimum of three hours per week or a total of 45 hours per semester of independent work and conference. Course fee.

Prerequisite(s): (MC 203 and MC 204) or or

MC 292 Independent Media Project (2 credits)

This course is an advanced practicum in media production. In consultation with the instructor, students select a complex media assignment to complete within the semester. Execution of the project is on an independent study basis with the instructor guiding and instructing the student throughout. Minimum of six hours per week or a total of 90 hours per semester of independent work and conference. Course fee.

Prerequisite(s): (MC 203 and MC 204) or or

MC 293 Independent Media Project (3 credits)

This course is an advanced practicum in media production. In consultation with the instructor, students select a complex media assignment to complete within the semester. Execution of the project is on an independent study basis with the instructor guiding and instructing the student throughout. Minimum of nine hours per week or a total of 135 hours per semester of independent work and conference. Course fee.

Prerequisite(s): (MC 203 and MC 204)