

**Luna Community College  
Media Art and Film Technology  
Associate of Applied Science Degree  
2012-2015**

**Curriculum Profile**

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## **Program Goals**

The Associate of Arts degree in Film & Media Technologies is designed to prepare students with entry-level job skills in the media industry. The program focuses on the use of media technology as well as the basics of visual design and composition. The curriculum offers theory, research and hands-on experience with an emphasis on developing proficiency in the use of multimedia tools and computer software.

### **Graduates of the program will:**

- Demonstrate ability to put pre-production requirements into a viable project.
- Illustrate advanced understanding of software covered
- Demonstrate advanced knowledge and understanding of media arts terminology.
- Recognize the importance of proper file management in all software
- Illustrate a advanced understanding of design principles in terms of composition
- Clearly communicate constructive analysis during project presentation

Approval:

Dr. Vidal Martinez

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Director of Humanities

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Film & Media Technologies Faculty

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**Media Art and Film Technology**  
**Associate of Applied Science Degree**  
 Minimum of 63 Credit Hours

The Associate of Applied Science degree in Media Art and Film Technology is designed to prepare students with entry-level job skills in the media industry. The program focuses on the use of media technology as well as the basics of visual design and composition. The curriculum offers theory, research and hands-on experience with an emphasis on developing proficiency in the use of multimedia tools and computer software.

Students interested in employment opportunities as **Film Technicians** in the film industry are encouraged to complete program electives: Film Production Workflow, Film Crew I, On-Set Production Techniques, Location Production Techniques, and Film Crew II.

<b>Degree Requirements</b>	<b>Credit Hours: 63</b>
<b>General Education Core</b>	<b>(36 hours)</b>
Area I. Communications	(9 hours)
ENG111 Freshman Composition I	3
ENG115 Freshman Composition II	3
SPCH111 Public Speaking -or-	3
SPCH112 Interpersonal Communications	3
Area II. Mathematics	(4 hours)
MATH180 College Algebra	4
Area III. Laboratory Science	(8 hours)
Area IV. Social and Behavioral Sciences	(6 hours)
Area V. Humanities and Fine Arts	(9 hours)
<b>Program Requirements</b>	<b>(18 hours)</b>
MMC101 Introduction to Mass Media Communications	3
MMC105 Visual Concepts	3
MMC115 Principles of Multimedia	3
MMC130 Introduction to Media Arts	3
MMC135 Introduction to Digital Filmmaking	3
MMC295 Media Capstone	3
<b>Approved Electives</b>	<b>(9 hours)</b>
MMC120 Screenwriting	3

THTR125	Acting	3
MMC138	Introduction to Digital Photography	3
MMC161	Introduction to Film History	3
MMC230	Intermediate Media Arts	3
MMC235	Intermediate Digital Filmmaking	3
MMC245	Media Ethics	3
MMC250	Mass Media Internship	3
MMC154	Film Production Workflow	3
MMC170	Film Crew I	3
MMC174	On-Set Production Techniques	3
MMC178	Location Production Techniques	3
MMC270	Film Crew II	12

**MMC 101: Introduction to Mass Media Communications (3 credits)**

This introductory course will provide students with an understanding of the interrelationship between mass media and society. Topics include media influences, mass communication processes, media functions, media structures, and support networks.

Learning Outcomes: Distinguish between the key mass media mediums

- Demonstrate basic understanding of computers used in Mass Media
- Identify key components in mass media communications
- Describe mass media's effect on society
- Describe media structures and networking
- Exhibit ability to communicate constructive analysis during project critiques

Teaching Materials/References:

- Mass Media Literature
- Apple Computers
- PowerPoint Presentations

**MMC 105: Visual Concepts (3 credits)**

This is an introductory course in visual literacy for both two-dimensional and three-dimensional visual arts, including the concepts of unity emphasis, scales, rhythm, line, texture, space, motion and color. Students will learn fundamental visual concepts through the use of manual and digital tools.

Learning Outcomes:

- Identify differences in basic visual concepts
- Distinguish correct usage of concepts
- Identify tools and software used in design
- Demonstrate clear understanding of visual communication terms
- Illustrate a basic understanding of design principles in terms of composition
- Clearly communicate constructive analysis during project critiques

Teaching Materials/References:

- Design Basics literature
- Adobe Design Software Creative Suites
- PowerPoint Presentations

**MMC 115: Principles of Multimedia (3 credits)**

This course introduces students to the concepts of interaction and basic multimedia programming. Students will learn the basic principles and computer software applications to create interactive animated movies, games, and websites.

Learning Outcomes:

- Illustrate a basic understanding of software principles
- Exhibit clear usage of layers
- Describe steps used in creating various projects
- Identify proper usage of multimedia techniques and terms
- Describe usages of interactivity
- Clearly communicate constructive analysis during project critiques

Teaching Materials/References:

- Adobe Software
- Multiple Web Browsers

**MMC 120: Screenwriting** (3 credits)

This course is an introduction to screenwriting. The main focus of the class is to learn to write professional screen and plays for the film and television industry. The class is structured as a participatory seminar that requires student involvement and participation. *Prerequisites: ENG098 or equivalent COMPASS/ACT scores.*

Learning Outcomes:

- Illustrate clear understanding of screenwriting processes
- Demonstrate understanding of screenwriting software
- Differentiate between screenplay types
- Identify screenplay structures
- Discuss and describe screenwriting terms
- Clearly communicate constructive analysis during project critiques

Teaching Materials/References:

- Screenwriting Literature
- Syd Fields
- Screenwriting software

**MMC 130: Introduction to Media Arts** (3 credits)

This course offers a brief introduction to digital graphic design. This course will introduce the basic fundamentals of media arts. Starting with digital still graphics, students will learn hands on approaches to understanding and creating graphic art and the basic effect processes used in graphic art layout and print work. This will include both vector and raster graphic mediums. Digital layout work will be covered in depth. Students will use Adobe Photoshop and Illustrator software. It is strongly recommended that the student should have good understanding of computer functions and operation.

Learning Outcomes:

- Demonstrate proper file management practices
- Develop a basic understanding of file formats for print
- Recognize the importance of proper layer management
- Exhibit ability to follow project specifications
- Display effective use of several Adobe Photoshop tools including layer adjustments, paths, masks, filters, brushes, and correction tools.
- Illustrate a basic understanding of design principles in terms of composition, color theory, and typography
- Clearly communicate constructive analysis during project critiques

Teaching Materials/References:

- Adobe Design Software Creative Suites
- Royalty Free Images and Fonts online

**MMC135: Introduction to Digital Filmmaking (3 credits)**

This course offers a brief introduction to digital film. This course will introduce the basic fundamentals of multimedia systems. The course will focus on the digital filmmaking processes including screenwriting, storyboarding, on set filming, and editing. The class will utilize Final Cut Pro and Adobe Photoshop for digital film editing and effects processes. It is strongly recommended that the student should have a good understanding of computer functions and operations.

Learning Outcomes:

- Demonstrate basic proficiency with digital filmmaking hardware and software
- Exhibit knowledge and understanding of digital film production terminology.
- Describe the various phases of the filmmaking process from script development and pre-visualization to post production and digital distribution.
- Describe methods and processes related to each phase of digital production.
- Demonstrate knowledge of digital film editing.
- Demonstrate ability to put pre-production requirements into a viable project.

Teaching Materials/References:

- Editing Software Final Cut Pro & Premiere Pro
- Adobe Design Software Creative Suites

**MMC 138: Introduction to Photography (3 credits)**

This course will provide the student a thorough overview of choosing and evaluating digital cameras, photography basics, operating procedures, and composition basics. The students will also work with image review, settings, explore exposure, resolution, compression, and file formats. *Students are required to have their own digital camera.*

Learning Outcomes:

- Demonstrate basic proficiency with digital photography hardware and software
- Exhibit knowledge and understanding of digital photography terminology.
- Describe methods and processes related to each phase of digital production.
- Demonstrate knowledge of digital file management.
- Illustrate clear understanding of composition basics
- Demonstrate ability to put pre-shoot requirements into a viable project.

Teaching Materials/References:

- Adobe Design Software Creative Suites (Photoshop)

**MMC161: Introduction to Film History (3 credits)**

This is a course for both majors and non-majors to familiarize students with the history and development of motion pictures, both technologically and aesthetically, to foster an understanding and appreciation of the components of the film making process as well as of the various major movie genres. The primary method of instruction will be by viewing and analyzing classic films.

Learning Outcomes:

- Identify primary events/dates in film history
- Demonstrate understanding of film aesthetics
- Exhibit clear understanding of film history terms and titles
- Clearly communicate constructive analysis during class discussions
- Identify key components in the film making process
- Distinguish differences in film genres

Teaching Materials/References:

- Film History Literature
- Multiple Films of Historical Importance

**MMC154: Film Production Workflow (3 credits)**

This course examines how movies are made- the film production process from concept to exhibition. Job categories and functions, basic film making terminology, and the protocols and set etiquettes required to work on a movie set are described and explored.

Learning Outcomes:



- Define key film production terms
- Identify and describe organizations and associations in the film industry
- Define laws, rules, regulations, and codes and identify those pertaining to film
- Define the functions of various crew members on-set
- Describe practices and procedures while working on-set
- Exhibit proper understanding of the filmmaking processes

Teaching Materials/References:

- Web browser examples
- Video demonstrations
- Behind the scenes films

**MMC170: Film Crew I (3 credits)**

This course examines the “below the line” positions, functions, and tasks of the film industry, focusing on the job or craft areas that are now sponsored by International Alliance of Theatrical Stage Employees IATSE Local 480. The following crafts will be examined: camera department, set construction, wardrobe, hair and make-up, lighting and electric, grip, sound, and miscellaneous (casting, craft, transportation, script supervision). The processes, responsibilities, and typical daily tasks will be examined for each craft, including hands on experience. During the course, students will select one of the crafts on which to focus and specialize. This course is a prerequisite for Film Crew II, and a co-requisite course for On-Set Production Techniques, and Location Production Techniques.

Learning Outcomes:

- Illustrate clear understanding of IATSE 480
- Compare multiple crew positions and their tasks accurately
- Discuss the basic principles of working on-set
- Recognize potential safety violations on-set or in pre-production
- Describe the process of overseeing a small section of the production
- Identify processes, responsibilities, and typical daily task

Teaching Materials/References:

- Guest Lecturers IATSE
- CNM, ENMU-Roswell, WNMU, SFCC

**MMC174 On-Set Production Techniques (3 credits)**

Students will apply the skill and techniques in the film technician areas covered in Film Crew I to studio/soundstage productions.

Learning Outcomes:

- Illustrate clear understanding of pre-production tasks as a film technician
- Exhibit proper understanding of safety terms and usages on-set

- Define and use basic terms and concepts associated with working on-set
- Discuss various film technician positions and their relationship with film
- Demonstrate knowledge of particular film technician area being studied
- Identify and complete processes, responsibilities, and typical daily task

Teaching Materials/References:

- Guest instructors from the International Alliance of Theatrical Stage Employees

**MMC178: Location Production Techniques (3 credits)**

Students will specialize in a film technician craft based on their demonstrated skills and interests. Instructors for this course will include working film union professionals. Content will be lecture and hands-on.

Learning Outcomes:

- Exhibit proper understanding of safety terms and usages on-set
- Demonstrate advanced knowledge of particular film technician area being studied
- Identify and complete typical daily task as a film technician
- Define and use advanced terms and concepts associated with working on-set
- Discuss and execute the advanced principles of working on-set
- Illustrate advanced knowledge of film crew, working on-set, and location production

Teaching Materials/References:

- International Alliance of Theatrical Stage Employees

**MMC270: Film Crew II (12 credits)**

During this intensive hands-on course, students will practice their selected film technician craft by working on film projects. Students will work with technician mentors on film projects, learning to apply the skills for their chosen crafts learning in situations that replicate the “real” world of professional filmmaking.

Learning Outcomes:

- Illustrate professional knowledge of film crew, working on-set, and location production
- Identify and complete advanced daily task as a film technician
- Execute the advanced principles of working on-set
- Exhibit proper safety protocol
- Demonstrate advanced understanding and use of on-set terminology
- Demonstrate ability to put pre-production requirements into a viable project

**MMC 230: Intermediate Media Arts (3 credits)**

This course is a study of computer-generated graphics technology in art and design. Students will generate and manipulate various image types including vector graphics and bitmaps. Students will also get hands on experience applying proper techniques in digital design, layout,

typography, and illustration for various design mediums. Students will use Adobe Photoshop, Illustrator, and InDesign software. *Prerequisite: MMC130.*

Learning Outcomes:

- Demonstrate advanced file management practices
- Exhibit an understanding of file formats for print
- Recognize the importance of proper layer management
- Exhibit ability to follow project specifications
- Display effective use of several Adobe Photoshop tools including layer adjustments, paths, masks, filters, brushes, and correction tools.
- Illustrate an understanding of design principles in terms of composition, color theory, and typography
- Clearly communicate constructive analysis during project critiques

Teaching Materials/References:

- Adobe Design Software Creative Suites
- Royalty Free Images and Fonts online

### **MMC 235: Intermediate Digital Filmmaking (3 credits)**

In this course, students will explore and experiment with the video medium through a series of short exercises. This course offers advancement to the tools and process used in introduction to digital film. Students will do advanced projects in both the documentary and fiction film genres. Improvement of technical knowledge and skills will be emphasized, and creativity encouraged. Topics to be explored will include: understanding the video camera, advanced shooting techniques, sound gathering techniques, microphone placement and selection, non-linear sound editing, lighting techniques for studio and location, time-code, non-linear editing. We will discuss various filmmaking techniques and current industry topics. The class will utilize Final Cut Pro and Adobe Photoshop for digital film editing and effects processes. *Prerequisite: MMC135.*

Learning Outcomes:

- Demonstrate advanced proficiency with digital filmmaking hardware and software
- Describe advanced methods and processes related to each phase of digital production.
- Demonstrate advanced knowledge and understanding of digital film production terminology.
- Describe the various phases of the filmmaking process from script development and pre-visualization to post production and digital distribution.
- Exhibit knowledge of digital film editing.
- Demonstrate ability to put pre-production requirements into a viable project.

Teaching Materials/References:

- Editing Software Final Cut Pro & Premiere Pro
- Adobe Design Software Creative Suites

**MMC 245: Media Ethics (3 credits)**

This course will explore ethics in mass media communications and expose the students to the evolution and function of various media systems and their impact on individuals and culture. Several topics of interest include legal frameworks, moral judgment, censorship, news media privileges/rights, ownership regulations, and ethical issues.

Learning Outcomes:

- Define primary media ethics terms
- Distinguish differences between media laws
- Describe effective uses of media ethics and law
- Identify framework of media law
- Describe key events in media history
- Exhibit clear constructive analysis during class discussions

Teaching Materials/References:

- Mass Media Law Literature
- PowerPoint Presentations
- Web browsers

**MMC 250: Mass Media Internship (3 credits)**

This internship will provide the student the opportunity to gain practical experience working with media organizations such as newspaper, radio or television broadcasting. Internships are unique and negotiated between the student, employer/organization, and respective faculty/advisor. Students are required to comply with specifications set forth in the individualized cooperative education program training agreement. Student supervision is shared between the specific agency/organization and the faculty/advisor. *Prerequisite: Instructor approval.*

Learning Outcomes:

- Demonstrate ability to work on tasks effectively
- Identify effective work methods in work place
- Demonstrate knowledge of area or areas selected to work in.
- Exhibit advanced proficiencies with hardware and/or software used
- Demonstrate ability to put pre-production requirements into a viable project.
- Clearly communicate constructive analysis during project review

**MMC 295: Media Capstone (3 credits)**

In this course the student will prepare and take the comprehensive examination for the Associate of Applied Science Degree in Media Art and Film technology. Information/content will come from core curriculum (program requirements). To pass, the student must score 70% or better on the comprehensive examination. Study guides and/or group sessions will be utilized. *Prerequisite: Instructor approval. Only students in their final semester of their final year should enroll in this class.*

Learning Outcomes:

- Demonstrate ability to put pre-production requirements into a viable project.
- Illustrate advanced understanding of software covered
- Demonstrate advanced knowledge and understanding of media arts terminology.
- Recognize the importance of proper layer management
- Illustrate a advanced understanding of design principles in terms of composition
- Clearly communicate constructive analysis during project critiques

