CCBC MEDI A STUDIES

Learn how CCBC can prepare you for a career in media.

CREATE & PUBLISH

CCBC News Media Collective (NMC): Students learn the craft and group produce blogs, videos and media stories published on The CCBC Connection.

CCBC student newspaper in print publication. All content is created by and for students. Creating content for this publication is a great experience and a portfolio building.

Film So Long: Students make movie trailers to promote films. Students also form a media group to develop their own projects. We host film workshops, film fair and even host an annual student film festival.

PROGRAMS

Mass Communication (MCM):
Students will take courses in studio production, film history, film art, journalism, advertising and public relations. The objective for students wanting to transfer to a 4-year university is to continue their studies to earn a Bachelor degree.

Digital Media (DCM):
Students learn how to create media in many different formats, from audio to video, lighting and editing. Ideal for students wanting to update their skills in their field and get into the workforce.

COURSES

MCM 111 INTRO TO MASS MEDIA
EXAMINES THE IMPACT OF MEDIA AND EMERGING MEDIA AS ARTISTIC AND AESTHETIC ART FORMS.

MCM 122 INTRO TO AD, PR & MARKETING
FOCUS ON ANALYZING AND CREATING COMMERICAL MATERIAL AND TO DEVELOP SKILLS IN ADVANCED AD & PROMOTION.

MCM 135 ACTING FOR THE CAMERA
EXAMINES THE TECHNICAL AND PROFESSIONAL ENHANCE OF TELEVISION AND FILM PRODUCTION.

MCM 150 MOVIES, ART & HISTORY
EXAMINES THE HISTORY OF MOTION PICTURES FROM A GLOBAL PERSPECTIVE.

MCM 164 FILM APPRECIATION
EXAMINES THE ART, TECHNIQUES, HISTORY, AND LANGUAGE OF FILM FROM THE WORLD.

MCM 149 TV & RADIO ANNOUNCING
IMPROVES PRACTICE IN THE TECHNIQUES, DUTIES, AND AIMS OF THE RADIO AND TELEVISION PRODUCER.

MCM 151 INTRO TO JOURNALISM
INTRODUCES THE FIELDS, PRINCIPLES, AND ETHICS OF NEWS REPORTING AND NEWS WRITING.

MCM 152 NEWSPAPER/ONLINE JOURNALISM
EXPLORATION OF ADDITIONAL EXPERIENCES IN THE WRITING, EDITING, AND PRODUCTION OF AN ONLINE PUBLICATION.

MCM 231 SCREENWRITING
FOCUS ON SCREENPLAY UNIQUE FORMAT, ANALYZING SCRIPTS, AND THE WRITING AND REWRITING OF STUDENTS WORK.

MCM 273 INTERNSHIP
EXPERIENCE PRACTICAL EXPERIENCE IN A WORK ENVIRONMENT AS AN ADVANCED STUDENT IN MASS COMMUNICATION.

MCM 293 WEBSITE PRODUCTION
THE INTERNET PROVIDES A TOOL TO BUILD VORM AND LEARN ABOUT WEB DEVELOPMENT.

DIGM 111 MEDIA & VISUAL COMM.
EXAMINES HOW MEDIA SHAPES THE WORLD, WRITING AND USING CONCEPTS TO UNDERSTAND MEDIA.

DIGM 112 FUNDAMENTALS MEDIA PRODUCTION
SURVEY OF PRODUCTION IN MEDIA USES SOFTWARE AND PROFESSIONAL TECHNIQUES IN THE CREATION OF DIGITAL MEDIA PRODUCTS.

DIGM 151 TV & CORPORATE VIDEO PRODUCTION
TEACHES THE SKILLS REQUIRED TO TELL A STORY USING DIGITAL MEDIA PRODUCTION PRINCIPLES.

DIGM 152 DIGITAL FILMMAKING
EXAMINES THE LEARNING OF DIGITAL MEDIA PRODUCTION PRINCIPLES.

DIGM 153 VIDEO EDITING
PRINCIPLES TO DEMONSTRATE THE STORYTELLING POWER OF EDITING.

DIGM 201 CAPSTONE IN DIGITAL MEDIA
ENABLES STUDENTS TO MANAGE AND PRODUCE USING THE ENTIRE PRODUCTION PROCESS.

CONTACT

Mass Communication, NMC and Film Society:
Professor Beth Baunoch
bbbaunoch@cbcmedia.edu

Mass Communication & The Connection:
Professor Jeremy Caplan
jcaplan@cbcmedia.edu

Digital Media Production:
Professor Kendrick Kenney
kkenney@cbcmedia.edu