

Associate of Applied Science

Electronic Media

Upon completion of the electronic media major, students will be able to:

- Trace the evolution of the technological and operational maturation of radio, television, cable television/direct broadcast services, internet and new media.
- Trace the evolution of the regulatory organizations that shape media.
- Understand how electronic media shape society
- Recognize and define terminology used in electronic media.
- Identify, discuss and practice applied media aesthetic elements of visualization, light color, dimensions of 2-3D, motion and sound), and incorporate them into planning and production of media projects.
- Gain knowledge and be able to demonstrate practical basic audio, video and multimedia theory.
- Demonstrate the use of writing and storytelling elements for creative content for electronic media.
- Demonstrate an understanding the function and operation of various types of video, audio and multimedia equipment functions and software.
- Distinguish the different production approaches and types of audio, video and multimedia projects.
- Identify media industries and career opportunities locally, nationally and international.
- Become familiar with aspects of electronic media business by examining roles of electronic media marketing and promotional strategies employed in the industry.
- Identify the advantages and disadvantages of various electronic media advertising.