

## INTEGRATED MEDIA DEGREE

The Integrated Media Program explores the relationship between words, images, sound, motion, time and space in digital media. Pursue an Associate of Applied Science degree in Integrated Media by choosing an option in either Broadcasting, Graphic Design, Photography, or Video. Classes are organized in interdisciplinary workgroups mirroring professional studio and production environments. Each term, students share common core classes while developing the digital media skills to work in the Creative Services. Write, record and edit audio, capture and manipulate digital images, use graphics to communicate ideas, build narrative sequences for film, produce Web pages. **TELL YOUR STORY, YOUR WAY!**

### Application deadline for Fall term: June 25, 2010

a] GENERAL EDUCATION REQUIREMENTS:	16-21 credits
b] INTEGRATED MEDIA REQUIREMENTS:	46 credits
c] OPTION REQUIREMENTS:	30 credits
<b>TOTAL:</b>	<b>94-97 credits</b>

Download the application: [www.mhcc.edu/pages/621.asp](http://www.mhcc.edu/pages/621.asp)

### a] GENERAL EDUCATION REQUIREMENTS: 16 -21 credits

Writing 121	4
Math 65 or higher	4
Human Relations	3-4
Health/HPE	3
Distribution requirements ( <i>see option</i> )	2-8

### b] INTEGRATED MEDIA CORE: 45 credits

		TERM/YR
FIRST YEAR	IM178: Sound Frame Light	4 F1
	IM179: Digital Tools and Workflow	4 F1
	IM180: Digital Acquisition and Editing	4 W1
	IM185: Media Writing or IM190: Web Basics	4 W1
	IM190: Web Basics or IM191: Web Design	4 S1
	ART279: Integrated Media Survey	3 S1

+

		TERM/YR
SECOND YEAR	IM260: Professional Practice for IM	3 F2
	IM282: IM Focus ( <i>choose four</i> )	4 W2
	IM291: IM Practicum or WE280 internship	12 FWS2
	IM290: IM Portfolio	4 S2

Information about Integrated Media: [www.mhccim.com](http://www.mhccim.com)

SOFTWARE: ADOBE CREATIVE SUITE: PHOTOSHOP, INDESIGN, ILLUSTRATOR, DREAMWEAVER, FLASH, ACROBAT; PROTOOLS, FINALCUT PRO, FINAL DRAFT, LIGHTROOM

### c] BROADCASTING option requirements

	CREDITS	TERM
RB150: Broadcasting I	5	F1
RB151: Audio Production I	5	W1
RB152: Broadcasting II	5	S1
RB250: Digital Systems	5	F2
RB251: Broadcasting III	5	W2
RB252: Sound Design & Post-Production	5	S2

CONTACT: [jd.kiggins@mhcc.edu](mailto:jd.kiggins@mhcc.edu) 503.491.7632

### GRAPHIC DESIGN option requirements

	CREDITS	TERM
GD150: Principles of Graphic Design	5	F1
GD151: Color, Composition & Typography	5	W1
GD152: Concept, Creativity & Unity	5	S1
GD250: Corporate Identity Systems	5	F2
GD251: Digital Publication Design	5	W2
GD252: Digital Media Studio	5	S2

CONTACT: [chris.maier@mhcc.edu](mailto:chris.maier@mhcc.edu) 503.491.6992

3.2.2010

### PHOTOGRAPHY option requirements

	CREDITS	TERM
IM150: Digital Imaging	5	F1
IM151: Digital Media Applications	5	W1
IM152: Photoshop for Multimedia	5	S1
DP250: Integrated Media Photography	5	F2
DP251: Digital Retouching and Output	5	W2
DP252: Digital Media Studio	5	S2

CONTACT: [dana.spielmann@mhcc.edu](mailto:dana.spielmann@mhcc.edu) 503.491.7412

### VIDEO option requirements

	CREDITS	TERM
TV150: Fundamentals of Digital Video	5	F1
TV151: Introduction to Digital Filmmaking	5	W1
TV152: Production Management	5	S1
TV250: Advanced Digital Filmmaking	5	F2
TV251: Non-linear Editing	5	W2
TV252: Documentary Filmmaking	5	S2

CONTACT: [jack.schommer@mhcc.edu](mailto:jack.schommer@mhcc.edu) 503.491.7611

MT. HOOD COMMUNITY COLLEGE

2010-11

## INTEGRATED MEDIA PROGRAM

ASSOCIATE OF APPLIED SCIENCE DEGREE REQUIREMENTS

# INTEGRATED MEDIA DEGREE

**JD KIGGINS** 503.491.7632 [jd.kiggins@mhcc.edu](mailto:jd.kiggins@mhcc.edu)  
**CHRISTINA MAIER** 503.491.6992 [chris.maier@mhcc.edu](mailto:chris.maier@mhcc.edu)  
**JACK SCHOMMER** 503.491.7611 [jack.schommer@mhcc.edu](mailto:jack.schommer@mhcc.edu)  
**DANA SPIELMANN** 503.491.7412 [dana.spielmann@mhcc.edu](mailto:dana.spielmann@mhcc.edu)

**INTEGRATED MEDIA IS A RESTRICTED ENTRY PROGRAM:**

APPLICATION DEADLINE IS TUESDAY, JUNE 25, 2010 @ 5 P.M.

Download an application packet at

<http://www.mhcc.edu/pages/621.asp>

**ANNUAL INTEGRATED MEDIA PORTFOLIO SHOW**

**& FIRST CUT DIGITAL FILM FESTIVAL**

FRIDAY, JUNE 4, 2010, 4 - 10 P.M.

### BASIC DEGREE REQUIREMENTS

#### IM150: DIGITAL IMAGING

5 CREDITS, FALL

This beginning digital photography course covers camera operation, exposure and software for capturing and storing digital still images. Students focus on image capture as they explore the fundamentals of color, light, and composition. Students learn basic Photoshop skills and prepare files for digital delivery. Critical viewing skills are developed through discussion and critique.

#### IM151: DIGITAL MEDIA APPLICATIONS

5 CREDITS, WINTER

This course covers skill development in the major digital imaging programs as students prepare images for both print reproduction and digital delivery. Lectures, demonstrations, and applied projects encourage an intermediate exploration of Photoshop editing tools, other software products and lighting equipment. Students use their original images and studio lighting skills to create complex, composite images.

#### IM152: PHOTOSHOP FOR MULTIMEDIA

5 CREDITS, SPRING

In this course, students learn to work with changes of scale, format and media for their photographs. From thumbnails for the web to images incorporated in video casts, students prepare, re-purpose and optimize digital images. Emphasis is placed on continued skill development in the major digital imaging programs to prepare images for digital distribution. Students work with primary lighting equipment and techniques in both studio and natural light settings with an emphasis portrait and tabletop photography.

#### J216: REPORTING I

3 CREDITS, FALL

A beginning class in news writing. Emphasis is placed on writing leads, developing the story and a sense for news. Character and communication of news, rights and responsibilities of journalists explored.

#### J225: INTRODUCTION TO ADVERTISING

3 CREDITS, WINTER

An introduction to advertising and its functions. Course focuses on vocabulary, layout, copy writing and marketing with an emphasis on print and electronic media. Includes a segment on public relations.

#### J211: INTRO TO MASS COMMUNICATIONS

3 CREDITS, SPRING

A survey course for transfer journalism, journalism arts majors and others interested in understanding the role of print, electronic media and public opinion in a democratic society.

#### J204: VISUAL COMMUNICATIONS

4 CREDITS, FALL

Theory and application of visual communication in newspapers, magazines, video, internet, advertising and public relations.

#### J205: PUBLIC RELATIONS

3 CREDITS, WINTER

Analysis of contemporary developments in publicity and public relations with emphasis on application of skills to problem solving.

#### J134: INTRO TO PHOTOJOURNALISM

3 CREDITS, SPRING

Studies the photographic process and the use of photographs in news layout. Covers beginning production methods, developing and printing photos for photo essay.

#### CREDITS FALL

3 J216: Reporting I

5 IM150: Digital Imaging

4 IM178: Sound, Frame and Light

4 IM179: Digital Tools and Workflow

#### WINTER

3 J225: Introduction to Advertising

5 IM151: Digital Media Applications

4 IM180: Digital Editing and Acquisition

4 IM185: Media Writing

#### SPRING

3 J211: Introduction to Mass Communication

5 IM152: Photoshop for Multimedia

4 IM190: Web Basics

3 ART279: Integrated Media Survey

#### FALL

4 J204: Visual Communications

4 IM260: Professional Practice in Integrated Media

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### WINTER

3 J205: Public Relations

4 IM282: Integrated Media Focus

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### SPRING

3 J134: Introduction to Photojournalism

4 IM290: Integrated Media Portfolio

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### GENERAL EDUCATION REQUIREMENTS

4\* Writing 121

4\* Math 65 or higher

3\* Human Relations

3\* Health/Physical Education

*\*can be taken in any term, in any order*

## **BASIC DEGREE: INTEGRATED MEDIA REQUIREMENTS**

---

### **IM178: SOUND FRAME LIGHT**

4 CREDITS, FALL

This course builds the theoretical foundations for integrated media, engaging students in a specialized study of a wide range of media involving video, sound, graphic design, photography, interactivity, and the Internet. Students explore both contemporary and historically relevant media examples and their integration of the seven elements of design: line, shape, form, value, texture, space and color. It addresses the historical perspectives, aesthetics and science behind image-making, storytelling and design. Students work face-to-face and virtually in small groups to create media deconstruction presentations that apply the vocabulary used in critical assessment.

### **IM179: DIGITAL TOOLS AND WORKFLOW**

4 CREDITS, FALL

This course will develop basic digital asset management skills and introduce computer applications related to integrated media: audio, video, illustration, layout and image editing. Students will prepare a digital presentation that incorporates examples from a variety of media.

### **IM180: DIGITAL ACQUISITION AND EDITING**

4 CREDITS, WINTER

Students work in interdisciplinary groups to produce professional quality sound, video, design or multimedia projects. Students apply the seven elements of design throughout each step of the creative process: development, pitching, pre-production, production and post-production. Paperwork preparation is required before students move to each subsequent production phase.

### **IM185: MEDIA WRITING**

4 CREDITS, WINTER

An introduction to basic principles of short format, persuasive oral writing style. Students write and produce script copy including: commercials, public service campaigns and news reports. Includes structure, shaping the language for the ear, the value and purpose of original sound and interview segments, journalistic conventions, reporting procedures and the law as it applies to daily news functions.

### **IM190: WEB BASICS**

4 CREDITS, WINTER

Students will use Dreamweaver software to create and edit Web pages. Students will gain experience with the HTML language and web browser compatibility. Cascading Style Sheets (CSS) for page structure and typographic formatting will be covered, as well as hyperlinks, tables and frames. Basic image processing, graphic formats, navigational principles, and menuing will also be addressed.

### **ART279: INTEGRATED MEDIA SURVEY**

3 CREDITS, SPRING

Students work in small creative teams to explore how graphic design, photography, film and video, and sound-based technologies converge, integrate and emerge. By developing and then working from a creative brief for a public service campaign, students gain an understanding of the production stream of conceptualization, collaborative design processes, problem solving, integrated media production and online distribution.

### **IM260: PROFESSIONAL PRACTICE IN INTEGRATED MEDIA**

3 CREDITS, WINTER

This course will prepare students for careers in digital media. Topics included are intellectual property, legal, ethical and contractual issues as well as financial record-keeping for the self-employed. Résumé writing, self-promotion, presentation and job search skills will be a major focus.

### **IM282W: IM FOCUS: WEB APPLICATIONS OR**

### **IM282G: IM FOCUS: GRAPHIC DESIGN OR**

### **IM282P: IM FOCUS: PHOTOGRAPHY OR**

### **IM282B: IM FOCUS: BROADCASTING OR**

### **IM282V: IM FOCUS: VIDEO**

### **CHOOSE ANY FOUR**

1 CREDIT, OFFERED FALL, WINTER, SPRING, SECOND YEAR

These 10-12 hour intensive workshops increase skill or exposure to software, tools or equipment in a particular option area. Choose four courses. Can be repeated.

### **IM290: INTEGRATED MEDIA PORTFOLIO**

4 CREDITS, SPRING

Students will identify a career focus. Various presentation techniques will be explored as well as the tools, materials and processes for creating and showing a creative portfolio. Emphasis will be on the development of a representative samples in the form of a portfolio and/or reel and accompanying promotional materials. Students will learn to present their work in a professional manner.

### **IM291: INTEGRATED MEDIA PRACTICUM (OR INTERNSHIP)**

4 CREDITS, FALL, WINTER, SPRING (CAN BE REPEATED FOR 12 CREDITS)

This course will simulate a real-life creative agency where students compete and work with one another on actual client projects. Emphasis will be on creative problem-solving, staying within budgetary constraints, and producing high quality projects. Client management and presentation skills are stressed along with job documentation, time management, teamwork and collaboration. Students will understand, first hand, the processes involved in creating and producing actual creative output that includes graphic design, photography, copy writing, sound and video components.

MT. HOOD COMMUNITY COLLEGE

2010-11

## INTEGRATED MEDIA PROGRAM

ASSOCIATE OF APPLIED SCIENCE DEGREE REQUIREMENTS

# GRAPHIC DESIGN

GRAPHIC DESIGN PROGRAM DIRECTOR AND ADVISER:

**CHRISTINA MAIER** [chris.maier@mhcc.edu](mailto:chris.maier@mhcc.edu) 503.491.6992

### GRAPHIC DESIGN CORE REQUIREMENTS

#### GD150: PRINCIPLES OF GRAPHIC DESIGN

5 CREDITS, FALL

This course covers the development of basic conceptual and technical skills as well as the application of computer technology to the design process. Both theoretical and applied problems in typography (words) and graphic language (symbols) will be explored to introduce the processes involved in printed visual communications.

#### GD151: COLOR, COMPOSITION AND TYPOGRAPHY

5 CREDITS, WINTER

Through lecture and applied projects, an intermediate investigation of the expressive properties of typography and graphic imagery is explored. Students learn to apply basic color theory to designs to enhance a visual concept. Grid systems are introduced to structurally integrate type and graphic elements in a composition. Emphasis is placed on the continued development of digital skills used in the major graphic software programs to prepare artwork for printed reproduction.

#### GD152: CONCEPT, CREATIVITY AND UNITY

5 CREDITS, SPRING

In this class, strategies for concept development and creativity are explored to address increasingly challenging design problems. Art history and research are components in assigned projects, readings, and lectures. A strong emphasis will be placed on craftsmanship and preparing more complex digital files using all of the major graphic software products

#### GD250: CORPORATE IDENTITY SYSTEMS

5 CREDITS, FALL

This course will examine the visual, conceptual and communication factors that play a role in the development of a corporate identity. Students will learn how to consistently convey a client's brand message to a target audience. A client's complex identity system may include logos, stationery, posters, signage, packaging and point of purchase displays.

#### GD251: DIGITAL PUBLICATION DESIGN

5 CREDITS, WINTER

This course covers the research, development, organization, design, and visual presentation of a complex printed document such as a magazine, calendar, annual report, or other publication. Developing a visual narrative, storytelling, rhythm and pace are all strategies used in building a compelling reader experience. All aspects of design, content and image creation as well as digital prepress production and distribution are addressed.

#### GD252: DIGITAL MEDIA STUDIO

5 CREDITS, SPRING

This is an advanced studio course designed to provide the self-directed student with the opportunity to work on a personal, faculty approved, project in graphic design culminating in portfolio pieces unique to each student's goals and interests. Options include the integration of a wide range of digital and traditional media.

#### INTEGRATED MEDIA IS A RESTRICTED ENTRY PROGRAM:

APPLICATION DEADLINE IS TUESDAY, JUNE 25, 2010 @ 5 P.M.

Download an application packet at

<http://www.mhcc.edu/pages/621.asp>

#### ANNUAL INTEGRATED MEDIA PORTFOLIO SHOW

& FIRST CUT DIGITAL FILM FESTIVAL

FRIDAY, JUNE 4, 2010, 4 - 10 P.M.

#### CREDITS FALL

5 GD150: Principles of Graphic Design

4 IM178: Sound, Frame and Light

4 IM179: Digital Tools and Workflow

#### WINTER

5 GD151: Color, Composition and Typography

4 IM180: Digital Editing and Acquisition

4 IM190: Web Basics

4 ART206: History of Art

#### SPRING

5 GD152: Principles of Graphic Design

4 IM191: Web Design

3 ART279: Integrated Media Survey

4 BA223: Principles of Marketing

#### FALL

5 GD250: Corporate Identity Systems

4 IM260: Professional Practice in Integrated Media

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### WINTER

5 GD251: Digital Publication Design

4 IM282: Integrated Media Focus

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### SPRING

5 GD252: Digital Media Studio

4 IM290: Integrated Media Portfolio

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### GENERAL EDUCATION REQUIREMENTS

4\* Writing 121

4\* Math 65 or higher

3\* Human Relations

3\* Health/Physical Education

*\*can be taken in any term, in any order*

*Interested in transferring to a four-year school?*

MHCC has a direct transfer agreement with Pacific Northwest College of Art's (PNCA) Communication Design BFA degree program.

For more details, contact Chris Maier.

## **GRAPHIC DESIGN: INTEGRATED MEDIA REQUIREMENTS**

---

### **IIM178: SOUND FRAME LIGHT**

*4 CREDITS, FALL*

This course builds the theoretical foundations for integrated media, engaging students in a specialized study of a wide range of media involving video, sound, graphic design, photography, interactivity, and the Internet. Students explore both contemporary and historically relevant media examples and their integration of the seven elements of design: line, shape, form, value, texture, space and color. It addresses the historical perspectives, aesthetics and science behind image-making, storytelling and design. Students work face-to-face and virtually in small groups to create media deconstruction presentations that apply the vocabulary used in critical assessment.

### **IM179: DIGITAL TOOLS AND WORKFLOW**

*4 CREDITS, FALL*

This course will develop basic digital asset management skills and introduce computer applications related to integrated media: audio, video, illustration, layout and image editing. Students will prepare a digital presentation that incorporates examples from a variety of media.

### **IM180: DIGITAL ACQUISITION AND EDITING**

*4 CREDITS, WINTER*

Students work in interdisciplinary groups to produce professional quality sound, video, design or multimedia projects. Students apply the seven elements of design throughout each step of the creative process: development, pitching, pre-production, production and post-production. Paperwork preparation is required before students move to each subsequent production phase.

### **IM190: WEB BASICS**

*4 CREDITS, WINTER*

Students will use Dreamweaver software to create and edit Web pages. Students will gain experience with the HTML language and web browser compatibility. Cascading Style Sheets (CSS) for page structure and typographic formatting will be covered, as well as hyperlinks, tables and frames. Basic image processing, graphic formats, navigational principles, and menuing will also be addressed.

### **IM191: WEB DESIGN**

*4 CREDITS, SPRING*

A deeper exploration of web design and production emphasizing creative solutions. Students will produce and program more complex web sites that include multiple levels, sections and content areas.

### **ART279: INTEGRATED MEDIA SURVEY**

*3 CREDITS, SPRING*

Students work in small creative teams to explore how graphic design, photography, film and video, and sound-based technologies converge, integrate and emerge. By developing and then working from a creative brief for a public service campaign, students gain an understanding of the production stream of conceptualization, collaborative design processes, problem solving, integrated media production and online distribution.

### **IM260: PROFESSIONAL PRACTICE IN INTEGRATED MEDIA**

*3 CREDITS, FALL*

This course will prepare students for careers in digital media. Topics included are intellectual property, legal, ethical and contractual issues as well as financial record-keeping for the self-employed. Résumé writing, self-promotion, presentation and job search skills will be a major focus.

### **IM282W: IM FOCUS: WEB APPLICATIONS OR**

### **IM282G: IM FOCUS: GRAPHIC DESIGN OR**

### **IM282P: IM FOCUS: PHOTOGRAPHY OR**

### **IM282B: IM FOCUS: BROADCASTING OR**

### **IM282V: IM FOCUS: VIDEO**

### **CHOOSE ANY FOUR**

*1 CREDIT, OFFERED FALL, WINTER, SPRING, SECOND YEAR*

These 10-12 hour intensive workshops increase skill or exposure to software, tools or equipment in a particular option area. Choose four courses. Can be repeated.

### **IM290: INTEGRATED MEDIA PORTFOLIO**

*4 CREDITS, SPRING*

Students will identify a career focus. Various presentation techniques will be explored as well as the tools, materials and processes for creating and showing a creative portfolio. Emphasis will be on the development of a representative samples in the form of a portfolio and/or reel and accompanying promotional materials. Students will learn to present their work in a professional manner.

### **IM291: INTEGRATED MEDIA PRACTICUM (OR INTERNSHIP)**

*4 CREDITS, FALL, WINTER, SPRING (CAN BE REPEATED FOR 12 CREDITS)*

This course will simulate a real-life creative agency where students compete and work with one another on actual client projects. Emphasis will be on creative problem-solving, staying within budgetary constraints, and producing high quality projects. Client management and presentation skills are stressed along with job documentation, time management, teamwork and collaboration. Students will understand, first hand, the processes involved in creating and producing actual creative output that includes graphic design, photography, copy writing, sound and video components

MT. HOOD COMMUNITY COLLEGE

2010-11

## INTEGRATED MEDIA PROGRAM

ASSOCIATE OF APPLIED SCIENCE DEGREE REQUIREMENTS

# VIDEO

VIDEO PROGRAM DIRECTOR AND ADVISER:

JACK SCHOMMER [jack.schommer@mhcc.edu](mailto:jack.schommer@mhcc.edu) 503.491.7611

### VIDEO CORE REQUIREMENTS

#### TV150: FUNDAMENTALS OF DIGITAL VIDEO

5 CREDITS, FALL

Working within a multi-camera studio, this course teaches foundations to video production. Students gain understanding of camera operation, compositional rules, technology and function of crew members supporting the production process. Discussion centers on analysis and deconstruction of peer and professional work to gain insight into industry production practices.

#### TV151: INTRODUCTION TO DIGITAL FILMMAKING

5 CREDITS, WINTER

This class works through fundamental theories and techniques employed in digital filmmaking with an emphasis on camera, lens and existing light. Discussion will cover history, technical growth and current practice in single camera film style digital production. Lab work will involve operating video cameras and introductory level instruction in digital editing, building narrative sequences.

#### TV152: FILM & VIDEO PRODUCTION MANAGEMENT

5 CREDITS, SPRING

This course introduces the formats used in creating professional scripts and production management. Through the use of pre-visualization, outline and treatment, students develop program ideas from concept to first draft, discuss marketing strategies, proposal writing and pitch project ideas. Production notebooks present students with practical applications of program management, script supervision and budget development.

#### TV250: ADVANCED DIGITAL FILMMAKING

5 CREDITS, FALL

Move beyond fundamental theories in field production and digital filmmaking. Students work through pre-production planning, advanced camera operation and location production techniques. Emphasis is on practical applications, performance of basic crew functions and the creation of a production notebook. A series of production tasks bring hands-on learning as videographer, sound recordist and director. Lectures focus on the role of Grips and Gaffers in the film and video industry.

#### TV251: NON-LINEAR EDITING

5 CREDITS, WINTER

This course covers the professional application of software and hardware in digital postproduction. Lab work focuses on understanding of digital workflow, media management, and advanced non-linear editing tools. Exercises work through translating edit scripts into sequences, sharing digital media with other post-production tools and a variety of layering and compositing effects. Students prepare media for delivery on common distribution platforms.

#### TV252: DOCUMENTARY FILMMAKING

5 CREDITS, SPRING

The course examines the process of producing documentaries and other films where a non-fiction content is dependent on the filmmaker. Students examine a variety of treatments and constructions employed by films from different cultures, ages and on a range of subjects. Planning, shooting style, interview technique, scripting, and editing are addressed. Guest filmmakers share their films and experience.

#### INTEGRATED MEDIA IS A RESTRICTED ENTRY PROGRAM:

APPLICATION DEADLINE IS TUESDAY, JUNE 25, 2010 @ 5 P.M.

Download an application packet at

<http://www.mhcc.edu/pages/621.asp>

#### ANNUAL INTEGRATED MEDIA PORTFOLIO SHOW

& FIRST CUT DIGITAL FILM FESTIVAL

FRIDAY, JUNE 4, 2010, 4 - 10 P.M.

#### CREDITS FALL

5 TV150: Fundamentals of Digital Video

4 IM178: Sound, Frame and Light

4 IM179: Digital Tools and Workflow

#### WINTER

5 TV151: Introduction to Digital Filmmaking

4 IM180: Digital Editing and Acquisition

4 IM185: Media Writing

#### SPRING

5 TV152: Film and Video Production Management

4 IM190: Web Basics

3 ART279: Integrated Media Survey

#### FALL

5 TV250: Advanced Digital Filmmaking

4 IM260: Professional Practice in Integrated Media

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### WINTER

5 TV251: Non-Linear Editing

4 IM282: Integrated Media Focus

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### SPRING

5 TV252: Documentary Filmmaking

4 IM290: Integrated Media Portfolio

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### GENERAL EDUCATION REQUIREMENTS

4\* Writing 121

4\* Math 65 or higher

3\* Human Relations

3\* Health/Physical Education

3\* Distribution elective

*\*can be taken in any term, in any order*

## **VIDEO: INTEGRATED MEDIA REQUIREMENTS**

---

### **IM178: SOUND FRAME LIGHT**

*4 CREDITS, FALL*

This course builds the theoretical foundations for integrated media, engaging students in a specialized study of a wide range of media involving video, sound, graphic design, photography, interactivity, and the Internet. Students explore both contemporary and historically relevant media examples and their integration of the seven elements of design: line, shape, form, value, texture, space and color. It addresses the historical perspectives, aesthetics and science behind image-making, storytelling and design. Students work face-to-face and virtually in small groups to create media deconstruction presentations that apply the vocabulary used in critical assessment.

### **IM179: DIGITAL TOOLS AND WORKFLOW**

*4 CREDITS, FALL*

This course will develop basic digital asset management skills and introduce computer applications related to integrated media: audio, video, illustration, layout and image editing. Students will prepare a digital presentation that incorporates examples from a variety of media.

### **IM180: DIGITAL ACQUISITION AND EDITING**

*4 CREDITS, WINTER*

Students work in interdisciplinary groups to produce professional quality sound, video, design or multimedia projects. Students apply the seven elements of design throughout each step of the creative process: development, pitching, pre-production, production and post-production. Paperwork preparation is required before students move to each subsequent production phase.

### **IM185: MEDIA WRITING**

*4 CREDITS, WINTER*

An introduction to basic principles of short format, persuasive oral writing style. Students write and produce script copy including: commercials, public service campaigns and news reports. Includes structure, shaping the language for the ear, the value and purpose of original sound and interview segments, journalistic conventions, reporting procedures and the law as it applies to daily news functions.

### **IM190: WEB BASICS**

*4 CREDITS, SPRING*

Students will use Dreamweaver software to create and edit Web pages. Students will gain experience with the HTML language and web browser compatibility. Cascading Style Sheets (CSS) for page structure and typographic formatting will be covered, as well as hyperlinks, tables and frames. Basic image processing, graphic formats, navigational principles, and menuing will also be addressed.

### **ART279: INTEGRATED MEDIA SURVEY**

*3 CREDITS, SPRING*

Students work in small creative teams to explore how graphic design, photography, film and video, and sound-based technologies converge, integrate and emerge. By developing and then working from a creative brief for a public service campaign, students gain an understanding of the production stream of conceptualization, collaborative design processes, problem solving, integrated media production and online distribution.

### **IM260: PROFESSIONAL PRACTICE IN INTEGRATED MEDIA**

*3 CREDITS, FALL*

This course will prepare students for careers in digital media. Topics included are intellectual property, legal, ethical and contractual issues as well as financial record-keeping for the self-employed. Résumé writing, self-promotion, presentation and job search skills will be a major focus.

### **IM282W: IM FOCUS: WEB APPLICATIONS OR**

### **IM282G: IM FOCUS: GRAPHIC DESIGN OR**

### **IM282P: IM FOCUS: PHOTOGRAPHY OR**

### **IM282B: IM FOCUS: BROADCASTING OR**

### **IM282V: IM FOCUS: VIDEO**

### **CHOOSE ANY FOUR**

*1 CREDIT, OFFERED FALL, WINTER, SPRING, SECOND YEAR*

These 10-12 hour intensive workshops increase skill or exposure to software, tools or equipment in a particular option area. Choose four courses. Can be repeated.

### **IM290: INTEGRATED MEDIA PORTFOLIO**

*4 CREDITS, SPRING*

Students will identify a career focus. Various presentation techniques will be explored as well as the tools, materials and processes for creating and showing a creative portfolio. Emphasis will be on the development of a representative samples in the form of a portfolio and/or reel and accompanying promotional materials. Students will learn to present their work in a professional manner.

### **IM291: INTEGRATED MEDIA PRACTICUM (OR INTERNSHIP)**

*4 CREDITS, FALL, WINTER, SPRING (CAN BE REPEATED FOR 12 CREDITS)*

This course will simulate a real-life creative agency where students compete and work with one another on actual client projects. Emphasis will be on creative problem-solving, staying within budgetary constraints, and producing high quality projects. Client management and presentation skills are stressed along with job documentation, time management, teamwork and collaboration. Students will understand, first hand, the processes involved in creating and producing actual creative output that includes graphic design, photography, copy writing, sound and video components.

MT. HOOD COMMUNITY COLLEGE

2010-11

## INTEGRATED MEDIA PROGRAM

ASSOCIATE OF APPLIED SCIENCE DEGREE REQUIREMENTS

# BROADCASTING

BROADCASTING PROGRAM DIRECTOR AND ADVISER:

JD KIGGINS

jd.kiggins@mhcc.edu

503.491.7632

### BROADCASTING CORE REQUIREMENTS

#### RB150: BROADCASTING I

5 CREDITS, FALL

Students practice and develop a personal on-air style with critical constructive feedback from peers and professionals working in the field. Concepts of radio communication, radio performance and control room operation are covered. The history of broadcasting, technical and social aspects of broadcasting and how current conditions affect broadcast technology and trends are discussed.

#### RB151: AUDIO PRODUCTION

5 CREDITS, WINTER

Students explore the fundamental properties of sound and professional practices for audio production. Coursework includes an overview of audio signal processing in the analog, digital, and acoustic domains. The course emphasizes the student's ability to deal with practical problems in a professional audio environment with a particular emphasis placed on the development of skills using computer-based Digital Audio Workstations (DAW).

#### RB152: BROADCASTING II

5 CREDITS, SPRING

An introduction to the range of equipment and production roles associated with live broadcast production. Special attention is paid to understanding the interrelationships that are key to a successful studio team. Students work in rotations to perform every position on a studio team: Control Room, Studio Floor, Audio/CG/Playback. Through these rotations, students are instructed on each position while they observe their colleagues in other positions. The course enhances technical skills, an understanding of production processes and the ability to give and take direction under pressure.

#### RB250: DIGITAL SYSTEMS

5 CREDITS, FALL

An overview of the inter-workings of closed-circuit, base-band and multi-band broadcasting systems. Students study basic electronics terminology related to the generation, transmission and reception of broadcast signals. Students design and document a closed circuit, base-band system and learn techniques and procedures for necessary observations and adjustments to broadcast transmitting systems. Highlights current changes and trends in broadcast technology.

#### RB251: BROADCASTING III

5 CREDITS, WINTER

This course examines the role and responsibilities of the broadcast producer. Emphasis is placed on applying intermediate audio skills to live and on-demand broadcasts. Students develop, research, organize, plan and execute live in-studio and remote broadcasts.

#### RB252: SOUND DESIGN AND POST-PRODUCTION

5 CREDITS, SPRING

Examines broadcast post-production technologies, sound-for-picture synchronization techniques and principles - including working with QuickTime and traditional machine sync. Students gain experience working with SMPTE time code, removing unwanted noise from production audio and, exchanging data between DAWs and video editing software, recording voice overs for narration and automatic dialogue replacement (ADR).

**INTEGRATED MEDIA IS A RESTRICTED ENTRY PROGRAM:**

APPLICATION DEADLINE IS TUESDAY, JUNE 25, 2010 @ 5 P.M.

Download an application packet at

<http://www.mhcc.edu/pages/621.asp>

**ANNUAL INTEGRATED MEDIA PORTFOLIO SHOW**

**& FIRST CUT DIGITAL FILM FESTIVAL**

FRIDAY, JUNE 4, 2010, 4 - 10 P.M.

#### CREDITS FALL

5 RB150: Broadcasting I

4 IM178: Sound, Frame and Light

4 IM179: Digital Tools and Workflow

#### WINTER

5 RB151: Audio Production

4 IM180: Digital Editing and Acquisition

4 IM185: Media Writing

3 SP262: Voice and Articulation

#### SPRING

5 RB152: Broadcasting II

4 IM190: Web Basics

3 ART279: Integrated Media Survey

#### FALL

5 RB250: Digital Systems

4 IM260: Professional Practice in Integrated Media

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### WINTER

5 RB251: Broadcasting III

4 IM282: Integrated Media Focus

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### SPRING

5 RB252: Sound Design and Post-Production

4 IM290: Integrated Media Portfolio

4 IM291: Integrated Media Practicum or

WE280IMD Cooperative Education Internship

#### GENERAL EDUCATION REQUIREMENTS

4\* Writing 121

4\* Math 65 or higher

3\* Human Relations

3\* Health/Physical Education

*\*can be taken in any term, in any order*

## **BROADCASTING: INTEGRATED MEDIA REQUIREMENTS**

---

### **IM178: SOUND FRAME LIGHT**

4 CREDITS, FALL

This course builds the theoretical foundations for integrated media, engaging students in a specialized study of a wide range of media involving video, sound, graphic design, photography, interactivity, and the Internet. Students explore both contemporary and historically relevant media examples and their integration of the seven elements of design: line, shape, form, value, texture, space and color. It addresses the historical perspectives, aesthetics and science behind image-making, storytelling and design. Students work face-to-face and virtually in small groups to create media deconstruction presentations that apply the vocabulary used in critical assessment.

### **IM179: DIGITAL TOOLS AND WORKFLOW**

4 CREDITS, FALL

This course will develop basic digital asset management skills and introduce computer applications related to integrated media: audio, video, illustration, layout and image editing. Students will prepare a digital presentation that incorporates examples from a variety of media.

### **IM180: DIGITAL ACQUISITION AND EDITING**

4 CREDITS, WINTER

Students work in interdisciplinary groups to produce professional quality sound, video, design or multimedia projects. Students apply the seven elements of design throughout each step of the creative process: development, pitching, pre-production, production and post-production. Paperwork preparation is required before students move to each subsequent production phase.

### **IM185: MEDIA WRITING**

4 CREDITS, WINTER

An introduction to basic principles of short format, persuasive oral writing style. Students write and produce script copy including: commercials, public service campaigns and news reports. Includes structure, shaping the language for the ear, the value and purpose of original sound and interview segments, journalistic conventions, reporting procedures and the law as it applies to daily news functions.

### **IM190: WEB BASICS**

4 CREDITS, SPRING

Students will use Dreamweaver software to create and edit Web pages. Students will gain experience with the HTML language and web browser compatibility. Cascading Style Sheets (CSS) for page structure and typographic formatting will be covered, as well as hyperlinks, tables and frames. Basic image processing, graphic formats, navigational principles, and menuing will also be addressed.

### **ART279: INTEGRATED MEDIA SURVEY**

3 CREDITS, SPRING

Students work in small creative teams to explore how graphic design, photography, film and video, and sound-based technologies converge, integrate and emerge. By developing and then working from a creative brief for a public service campaign, students gain an understanding of the production stream of conceptualization, collaborative design processes, problem solving, integrated media production and online distribution.

### **IM260: PROFESSIONAL PRACTICE IN INTEGRATED MEDIA**

3 CREDITS, FALL

This course will prepare students for careers in digital media. Topics included are intellectual property, legal, ethical and contractual issues as well as financial record-keeping for the self-employed. Résumé writing, self-promotion, presentation and job search skills will be a major focus.

### **IM282W: IM FOCUS: WEB APPLICATIONS OR**

### **IM282G: IM FOCUS: GRAPHIC DESIGN OR**

### **IM282P: IM FOCUS: PHOTOGRAPHY OR**

### **IM282B: IM FOCUS: BROADCASTING OR**

### **IM282V: IM FOCUS: VIDEO**

### **CHOOSE ANY FOUR**

1 CREDIT, OFFERED FALL, WINTER, SPRING, SECOND YEAR

These 10-12 hour intensive workshops increase skill or exposure to software, tools or equipment in a particular option area. Choose four courses. Can be repeated.

### **IM290: INTEGRATED MEDIA PORTFOLIO**

4 CREDITS, SPRING

Students will identify a career focus. Various presentation techniques will be explored as well as the tools, materials and processes for creating and showing a creative portfolio. Emphasis will be on the development of a representative samples in the form of a portfolio and/or reel and accompanying promotional materials. Students will learn to present their work in a professional manner.

### **IM291: INTEGRATED MEDIA PRACTICUM (OR INTERNSHIP)**

4 CREDITS, FALL, WINTER, SPRING (CAN BE REPEATED FOR 12 CREDITS)

This course will simulate a real-life creative agency where students compete and work with one another on actual client projects. Emphasis will be on creative problem-solving, staying within budgetary constraints, and producing high quality projects. Client management and presentation skills are stressed along with job documentation, time management, teamwork and collaboration. Students will understand, first hand, the processes involved in creating and producing actual creative output that includes graphic design, photography, copy writing, sound and video components.

MT. HOOD COMMUNITY COLLEGE  
**2010-11**  
**INTEGRATED MEDIA PROGRAM**  
**ASSOCIATE OF APPLIED SCIENCE DEGREE REQUIREMENTS**

# PHOTOGRAPHY

PHOTOGRAPHY ADVISER:

**DANA SPIELMANN** *dana.spielmann@mhcc.edu* 503.491.7412

## PHOTOGRAPHY CORE REQUIREMENTS

### IM150: DIGITAL IMAGING

5 CREDITS, FALL

This beginning digital photography course covers camera operation, exposure and software for capturing and storing digital still images. Students will focus on image capture as they explore the fundamentals of color, light, and composition. Students will learn basic Photoshop skills and prepare files for digital delivery. Critical viewing skills will be developed through discussion and critique.

### IM151: DIGITAL MEDIA APPLICATIONS

5 CREDITS, WINTER

This course covers skill development in the major digital imaging programs as students prepare images for both print reproduction and digital delivery. Lectures, demonstrations, and applied projects encourage an intermediate exploration of Photoshop editing tools, other software products and lighting equipment. Students use their original images and studio lighting skills to create complex, composite images.

### IM152: PHOTOSHOP FOR MULTIMEDIA

5 CREDITS, SPRING

In this course, students learn to work with changes of scale, format and media for their photographs. From thumbnails for the web to images incorporated in video casts, students prepare, re-purpose and optimize digital images. Emphasis is placed on continued skill development in the major digital imaging programs to prepare images for digital distribution. Students work with primary lighting equipment and techniques in both studio and natural light settings with an emphasis in portrait and tabletop photography.

### DP250: INTEGRATED MEDIA PHOTOGRAPHY

5 CREDITS, FALL

This is a studio course designed to promote advanced skills with digital camera operation, lighting and exposure evaluation. Students will explore strategies for composition, content, and style as they practice articulating their decisions during critiques.

### DP251: DIGITAL RETOUCHING AND OUTPUT

5 CREDITS, WINTER

This class provides an opportunity to explore and experiment with digital images, software settings and printing papers to obtain high quality output. Students will learn to master digital workflow and asset management in preparation for image enhancement, file delivery and output.

### DP252: DIGITAL MEDIA STUDIO

5 CREDITS, SPRING

This advanced course is designed to provide the self-directed student with the opportunity to work on a digital media project unique to each student's goals and interests. Students develop a visual presentation that includes both sound, still and moving images. Identifying potential markets, developing project ideas, storyboarding and intellectual property implications are discussed. Students learn video camera operation, non-linear editing software and proper file preparation as they prepare media for a final, cohesive digital presentation.

**INTEGRATED MEDIA IS A RESTRICTED ENTRY PROGRAM:**

APPLICATION DEADLINE IS TUESDAY, JUNE 25, 2010 @ 5 P.M.

Download an application packet at  
<http://www.mhcc.edu/pages/621.asp>

**ANNUAL INTEGRATED MEDIA PORTFOLIO SHOW**

**& FIRST CUT DIGITAL FILM FESTIVAL**

FRIDAY, JUNE 4, 2010, 4 - 10 P.M.

CREDITS FALL

- 5 IM150: Digital Imaging
- 4 IM178: Sound, Frame and Light
- 4 IM179: Digital Tools and Workflow

WINTER

- 5 IM151: Digital Media Applications
- 4 IM180: Digital Editing and Acquisition
- 4 IM190: Web Basics
- 3 ART215P: Survey of Art: Photography

SPRING

- 5 IM152: Photoshop for Multimedia
- 4 IM191: Web Design
- 3 ART279: Integrated Media Survey
- 4 BA223: Principles of Marketing

FALL

- 5 IM250: Integrated Media Photography
- 4 IM260: Professional Practice in Integrated Media
- 4 IM291: Integrated Media Practicum or WE280IMD Cooperative Education Internship

WINTER

- 5 DP251: Digital Retouching and Output
- 4 IM282: Integrated Media Focus
- 4 IM291: Integrated Media Practicum or WE280IMD Cooperative Education Internship

SPRING

- 5 DP252: Digital Media Studio
- 4 IM290: Integrated Media Portfolio
- 4 IM291: Integrated Media Practicum or WE280IMD Cooperative Education Internship

GENERAL EDUCATION REQUIREMENTS

- 4\* Writing 121
  - 4\* Math 65 or higher
  - 3\* Human Relations
  - 3\* Health/Physical Education
- \*can be taken in any term, in any order*

## **PHOTOGRAPHY: INTEGRATED MEDIA REQUIREMENTS**

---

### **IM178: SOUND FRAME LIGHT**

*4 CREDITS, FALL*

This course builds the theoretical foundations for integrated media, engaging students in a specialized study of a wide range of media involving video, sound, graphic design, photography, interactivity, and the Internet. Students explore both contemporary and historically relevant media examples and their integration of the seven elements of design: line, shape, form, value, texture, space and color. It addresses the historical perspectives, aesthetics and science behind image-making, storytelling and design. Students work face-to-face and virtually in small groups to create media deconstruction presentations that apply the vocabulary used in critical assessment.

### **IM179: DIGITAL TOOLS AND WORKFLOW**

*4 CREDITS, FALL*

This course will develop basic digital asset management skills and introduce computer applications related to integrated media: audio, video, illustration, layout and image editing. Students will prepare a digital presentation that incorporates examples from a variety of media.

### **IM180: DIGITAL ACQUISITION AND EDITING**

*4 CREDITS, WINTER*

Students work in interdisciplinary groups to produce professional quality sound, video, design or multimedia projects. Students apply the seven elements of design throughout each step of the creative process: development, pitching, pre-production, production and post-production. Paperwork preparation is required before students move to each subsequent production phase.

### **IM190: WEB BASICS**

*4 CREDITS, WINTER*

Students will use Dreamweaver software to create and edit Web pages. Students will gain experience with the HTML language and web browser compatibility. Cascading Style Sheets (CSS) for page structure and typographic formatting will be covered, as well as hyperlinks, tables and frames. Basic image processing, graphic formats, navigational principles, and menuing will also be addressed.

### **IM191: WEB DESIGN**

*4 CREDITS, SPRING*

A deeper exploration of web design and production emphasizing creative solutions. Students will produce and program more complex web sites that include multiple levels, sections and content areas.

### **ART279: INTEGRATED MEDIA SURVEY**

*3 CREDITS, SPRING*

Students work in small creative teams to explore how graphic design, photography, film and video, and sound-based technologies converge, integrate and emerge. By developing and then working from a creative brief for a public service campaign, students gain an understanding of the production stream of conceptualization, collaborative design processes, problem solving, integrated media production and online distribution.

### **IM260: PROFESSIONAL PRACTICE IN INTEGRATED MEDIA**

*3 CREDITS, WINTER*

This course will prepare students for careers in digital media. Topics included are intellectual property, legal, ethical and contractual issues as well as financial record-keeping for the self-employed. Résumé writing, self-promotion, presentation and job search skills will be a major focus.

### **IM282W: IM FOCUS: WEB APPLICATIONS OR**

### **IM282G: IM FOCUS: GRAPHIC DESIGN OR**

### **IM282P: IM FOCUS: PHOTOGRAPHY OR**

### **IM282B: IM FOCUS: BROADCASTING OR**

### **IM282V: IM FOCUS: VIDEO**

### **CHOOSE ANY FOUR**

*1 CREDIT, OFFERED FALL, WINTER, SPRING, SECOND YEAR*

These 10-12 hour intensive workshops increase skill or exposure to software, tools or equipment in a particular option area. Choose four courses. Can be repeated.

### **IM290: INTEGRATED MEDIA PORTFOLIO**

*4 CREDITS, SPRING*

Students will identify a career focus. Various presentation techniques will be explored as well as the tools, materials and processes for creating and showing a creative portfolio. Emphasis will be on the development of a representative samples in the form of a portfolio and/or reel and accompanying promotional materials. Students will learn to present their work in a professional manner.

### **IM291: INTEGRATED MEDIA PRACTICUM (OR INTERNSHIP)**

*4 CREDITS, FALL, WINTER, SPRING (CAN BE REPEATED FOR 12 CREDITS)*

This course will simulate a real-life creative agency where students compete and work with one another on actual client projects. Emphasis will be on creative problem-solving, staying within budgetary constraints, and producing high quality projects. Client management and presentation skills are stressed along with job documentation, time management, teamwork and collaboration. Students will understand, first hand, the processes involved in creating and producing actual creative output that includes graphic design, photography, copy writing, sound and video components.