

**San José City College**  
**Associate in Arts Degree**  
**2016-2017**

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**MEDIA ARTS**

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The Media Arts program is a unique, interdisciplinary approach to the converging fields of journalism, communication and new media technology. It responds to the need for people skilled in effective communications in all levels of society including industry, education, art and music, and the public arena.

The degree in Media Arts provides a core foundation of media and visual literacy, a foundation of technical skills, and principles of design and information hierarchy, as well as specialization skill development in: Information gathering and reporting in journalistic formats, visual and photo journalism concepts and skills, and application of theory and skill to journalistic practice. A grade of “C” or higher is required in all certificate and major required courses.

Upon completion of program students will be able to:

- Create digital projects that demonstrate an understanding of the formal elements and principles of design.
- Communicate an idea through digital project by skillfully using materials and techniques to achieve the desired effect.
- Develop a balance of technical ability and design skills which together enrich the appreciation of making and viewing digital art.
- Recognize and list major historical benchmarks and trends in the development of digital art, and place digital art in a contemporary context.
- Analyze the objective and subjective qualities of digital project in order to evaluate and assess its worthiness.

**CAREER OPTIONS:**

- Web Designer
- Video Producers
- Photo Journalists
- Graphic Designers
- Animators
- Illustrators

**FOR ADDITIONAL INFORMATION, SEE A COUNSELOR, VISIT THE CAREER/TRANSFER CENTER, OR CONTACT THE FOLLOWING:**

Judith Bell, [judith.bell@sjcc.edu](mailto:judith.bell@sjcc.edu)  
Humanities and Social Sciences Division  
San José City College Web Page

408-298-2181 ext.3226  
408-288-3785  
[www.sjcc.edu](http://www.sjcc.edu)

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## **Media Arts**

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<b><u>MAJOR REQUIREMENTS:</u></b>			<b><u>UNITS</u></b>
ART	072	Computer Graphics	3
ART	079A	Web Design 1	3
JOURN	021	Mass Media and Society	3
JOURN	022	News Writing and Reporting for the Media	3
PHOTO	076	Photoshop 1	3

**In addition to the journalism and photo courses, students are required to take a publication laboratory class for a minimum of 3 units choosing from one of the following publication laboratory classes:**

JOURN	032A	Media Production 1 - <b>OR</b> -	3
JOURN	032B	Media Production 2 - <b>OR</b> -	3
JOURN	032D	Newspaper Lab – Production and Design	<u>3</u>
<b>TOTAL</b>			<b>18</b>

### **A.A. DEGREE REQUIREMENTS:**

MAJOR REQUIREMENTS	18
GENERAL ELECTIVES	2
GENERAL EDUCATION PATTERN/GRADUATION REQUIREMENT	39
PHYSICAL ACTIVITY	<u>1</u>
<b>TOTAL REQUIRED UNITS</b>	<b>60</b>