

# Creative Media (CM)

## Creative Media (CM) Classes

### CM 110 : Introduction to Music Production

**Credits:** 3

**Class Hours:** 3 lecture

**Recommended:**

"B" or higher in ART 112. "C" or higher in ETRO 101, MUS 121C, and MUS 121D.

**Description:**

This introductory course teaches basic concepts and procedures required to operate audio equipment in a recording studio. Topics include digital audio theory, dynamic processing, acoustics, mixers, multi-track recordings, studio session procedures, miking techniques, mixer signal flow, audio monitoring equipment, and MIDI devices.

**Semester Offered:** Fall, Spring

**Designation:** Diversification: Arts – DA

**Course Student Learning Outcomes (CSLOs):**

1. Define design elements and principles used to record and mix music compositions.
2. Define digital audio theory, dynamic processing, mixer signal flow and acoustics.
3. Use MIDI devices and Pro Tools to record and mix basic recordings.
4. Create a web-based, user-friendly, visually-appealing Digital Portfolio to playback completed soundtracks.

### CM 120 : Introduction to Digital Video

**Credits:** 3

**Class Hours:** 6 lecture/lab

**Recommended:**

"B" or higher in ART 112. "C" or higher in ETRO 101.

**Description:**

In this course, students develop basic video production skills. The course emphasizes the technical aspects of digital cinematography and sound recording, plus fundamentals of field production in terms of conceptual development, planning, writing, storyboarding, editing, and project management. Students also learn the basic rules of visual composition, sequencing, and storytelling.

**Semester Offered:** Fall, Spring

**Designation:** Diversification: Arts – DA

**Course Student Learning Outcomes (CSLOs):**

1. Define and apply design elements and principles to create basic digital cinematography (video) programs.
2. Write scripts and plan the production of basic video programs.
3. Safely use video, lighting and sound equipment to create basic video programs.
4. Use editing software to create basic video programs.
5. Develop measurable objectives and gauge the effectiveness of video programs.
6. Create a web-based, user-friendly, visually-appealing Digital Portfolio that displays video programs.
7. Demonstrate appropriate interpersonal communication and collaborative skills.

### CM 156 : Writing for Media

**Credits:** 3

**Class Hours:** 3 lecture

**Recommended:**

Basic computer, internet, and keyboarding skills.

**Description:**

The course will explore the fundamentals of storytelling through the modalities of scriptwriting, copywriting, and ad writing. Students will gain hands-on experience crafting engaging narratives that connect with audiences and reflect industry-standard formats.

**Semester Offered:** Fall

**Course Student Learning Outcomes (CSLOs):**

1. Demonstrate an understanding of narrative structure, pacing, and scope.
2. Conceptualize projects, plan a full production schedule, and execute all iterative steps to meet project milestones.
3. Structure narratives to emphasize tension, conflict, and release so that the audience's interest is engaged and maintained.
4. Communicate effectively to diverse audiences in a variety of contexts and genres.

## CM 170 : Introduction to Event Technology

**Credits:** 3

**Class Hours:** 3 lecture

**Recommended:**

"B" or higher in ART 112. "C" or higher in ETRO 101.

**Description:**

This course teaches entry-level skills required to support live events. Working individually and collaboratively, students learn how to set up, safely operate, and store professional sound, lighting, staging, and visual display equipment.

**Semester Offered:** Fall, Spring

**Designation:** Diversification: Arts – DA

**Course Student Learning Outcomes (CSLOs):**

1. Set up, safely operate and store sound, lighting, video, staging and visual display equipment for live events.
2. Describe the steps to plan and manage live events.
3. Demonstrate appropriate interpersonal communication and collaborative skills.

## CM 178 : Introduction to 3D Animation

**Credits:** 3

**Class Hours:** 3 lecture

**Recommended:**

"B" or higher in ART 112. "C" or higher in ART 113.

**Description:**

This course teaches entry-level skills required to design and create basic 3-dimensional, animated graphic sequences. The course covers general design and production as the students work through the different stages of the animation pipeline (art, modeling, surfacing, camera, animating, lighting, and rendering). Students also create web-based Digital Portfolios to display completed animated sequences.

**Semester Offered:** Fall, Spring

**Designation:** Diversification: Arts – DA

**Course Student Learning Outcomes (CSLOs):**

1. Define and apply design elements and principles to create basic 3-Dimensional, animated graphic sequences.
2. Use professional 3D animation software to create basic 3D environments and animated sequences.
3. Develop measurable objectives and gauge the effectiveness of animated sequences.
4. Create a web-based, user-friendly, visually-appealing Digital Portfolio that displays 3D animated sequences.
5. Demonstrate appropriate interpersonal communication and collaborative skills.

## CM 180 : Introduction to Website Technology

**Credits:** 3

**Class Hours:** 3 lecture

**Recommended:**

"B" or higher in ART 112. "C" or higher in ART 101.

**Description:**

This course teaches entry-level design and development skills required to create basic websites. Students use professional software applications to create websites that are user friendly, visually appealing, and scalable. Lessons provide an overview of Cascading Style Sheets (CSS), Hypertext Markup Language (HTML), and Javascript.

**Semester Offered:** Fall, Spring

**Designation:** Diversification: Arts – DA

**Course Student Learning Outcomes (CSLOs):**

1. Define and apply design elements and principles to create basic websites.
2. Use the basic features of Cascading Style Sheets (CSS), Hypertext Markup Language (HTML) and Javascript to customize websites.
3. Use industry-standard software applications to create basic, scalable websites.
4. Develop measurable objectives and gauge the effectiveness of websites.
5. Demonstrate appropriate interpersonal communication and collaborative skills.

## CM 210 : Intermediate Music Production

**Credits:** 3

**Class Hours:** 3 lecture

**Prerequisites:**

"C" or higher in CM 110.

**Recommended:**

"C" or higher in ETRO 101, MUS 121C, and MUS 121D.

**Description:**

This intermediate-level course teaches how to use Pro Tools to complete projects from initial setup to mix-down. Hands-on assignments teach how to record, edit, and mix soundtracks from multi-track recordings of live instruments and MIDI sequencing of software synthesizers.

**Semester Offered:** Fall

**Designation:** Diversification: Arts – DA

**Course Student Learning Outcomes (CSLOs):**

1. Apply design elements and principles to mix multitrack recordings.
2. Record music from live instruments and MIDI synthesizers.
3. Use professional Digital Audio Workstation (DAW) software to complete projects from initial setup to mixdown.
4. Compose, record, and produce a full song Demo from start to finish.
5. Demonstrate exceptional interpersonal communication and collaborative skills.

## CM 220 : Intermediate Digital Video

**Credits:** 3

**Class Hours:** 6 lecture/lab

**Prerequisites:**

"C" or higher in CM 120.

**Recommended:**

"B" or higher in ART 112. "C" or higher in ETRO 101.

**Description:**

This course examines the technical and aesthetic issues of digital video production at the intermediate level. Lessons include production management, directing actors, script writing, storyboard production, video camera operation, sound recording, lighting, and editing techniques. Working individually and collaboratively, students use professional video cameras, lights, audio equipment, and editing software to produce commercial-quality video programs.

**Semester Offered:** Fall, Spring

**Designation:** Diversification: Arts – DA

**Course Student Learning Outcomes (CSLOs):**

1. Apply professional design elements and principles to create a commercial-quality video program.

2. Write a script, plan the production, and record and edit a commercial-quality video program.
3. Safely use industry-standard video, lighting, and sound equipment to create commercial-quality video programs.
4. Use industry-standard measurement processes to evaluate and gauge the effectiveness of completed video programs.
5. Demonstrate exceptional interpersonal communication and collaborative skills.

## CM 280 : Intermediate Website Technology

**Credits:** 3

**Class Hours:** 3 lecture

**Prerequisites:**

"C" or higher in CM 180.

**Recommended:**

"B" or higher in ART 112. "C" or higher in ART 113.

**Description:**

In this course, students use industry-standard development applications to design and create professional websites that are user friendly, visually appealing, scalable, and ADA compliant. This course also covers how to customize websites using Cascading Style Sheets (CSS), Hypertext Markup Language (HTML) and Javascript.

**Semester Offered:** Fall, Spring

**Designation:** Diversification: Arts – DA

**Course Student Learning Outcomes (CSLOs):**

1. Define and apply design elements and principles to create professional websites.
2. Use industry-standard software applications to create professional websites that are user-friendly, visually-appealing, scalable and ADA-compliant.
3. Use Cascading Style Sheets (CSS), Hypertext Markup Language (HTML) and Javascript to customize websites.
4. Use industry-standard measurement processes to evaluate and gauge the effectiveness of completed websites.
5. Demonstrate exceptional interpersonal communication and collaborative skills.