

Online Media Specialist

Diploma (D219)

Technical Requirements45

Total Credits45

Program Description

For students who want the full videography and social media learning experience, this 3-semester diploma is a perfect fit. The entire Social Media Producer track is completed in the first year, followed by one semester of advanced videography courses. CLC Videography is designed to simulate an actual production environment creating content for all media entities. We have a large client base demanding high-quality online social media content. Our students produce authentic videos for actual clients on a regular basis. Then they learn to distribute visual content in current online platforms for marketing purposes. The curriculum emphasizes lab-based learning in a predominantly online environment. Many courses can be taken entirely online, while others include intensive in-person workshops. Classes have flexible lecture schedules and labs can be performed remotely. Our goal is simple: to prepare students for entry-level careers in new media.

Program Outcomes

By completing this program, students will achieve the following learning outcomes:

- Apply protocol and safety in video production working environments;
- Recognize and apply knowledge in script writing, camera operation, sound recording, editing, and production design for video applications;
- Utilize video production equipment and software programs used in videography applications and creating special effects;
- Analyze and apply appropriate lighting techniques for motion picture programming; and
- Encode video files for distribution to broadcast, web, and digital recording.

Course Prerequisites

Some courses may require appropriate test scores or completion of basic math, basic English and/or reading courses with a "C" or better. CLC utilizes a multiple measure approach for placement which may include high school MCA, SAT, ACT scores in addition to high school GPAs. For insurance purposes, internships may require that students be 18 years old.

Program Course Requirements

BUSN 1166	Business Communications.....	3 cr
BUSN 2101	Business Entrepreneurship	3 cr
BUSN 2116	Social Media Marketing	3 cr
GDES 1146	Video Graphics	3 cr
GDES 2128	After Effects.....	3 cr
MUSC 2413	Introduction to Pro Tools	3 cr
VPRO 1110	Video Editing Workflow	3 cr
VPRO 1114	Camera Operations	3 cr
VPRO 1160	Live Sound and Field Recording	3 cr
VPRO 2104*	Video Productions	4 cr
VPRO 2106*	Social Media Production	4 cr
VPRO 2114*	Online Content	3 cr
VPRO 2116*	Advanced Field Methods.....	3 cr
VPRO 2350	Videography Internship.....	4 cr

GRADUATION REQUIREMENT - 45 CREDITS

**Denotes Prerequisites*

Career Opportunities

Nationally and regionally, the industry is in a dramatic growth period with the explosion of internet and mobile delivery options. Organizations are increasingly turning to web-based video conferencing for corporate communications. Video content has become the de facto form of communication in business. According to Minnesota State CAREERwise, the outlook for editors, producers, directors, graphic designers and social media directors is for high growth between now and 2026. Our focused approach to hands-on learning at Central Lakes College ensures graduates will be positioned appropriately for successful entry into the industry. Careers include: Freelance Videographer or Camera Operator, Editor, Media Specialist, Multimedia News Journalist, Independent Filmmaker, Social Media Manager, Content Creator, Streaming and Webcasting Manager, Video Specialist.

Semester Course Requirements

Semester One (15 credits)

BUSN 1166	Business Communications.....	3 cr
GDES 1146	Video Graphics	3 cr
VPRO 1110	Video Editing Workflow.....	3 cr
VPRO 1114	Camera Operations.....	3 cr
VPRO 1160	Live Sound and Field Recording.....	3 cr

Semester Two (16 credits)

BUSN 2116	Social Media Marketing.....	3 cr
GDES 2128	After Effects.....	3 cr
VPRO 2106*	Social Media Production.....	4 cr
VPRO 2114*	Online Content	3 cr
VPRO 2116*	Advanced Field Methods.....	3 cr

Semester Three (14 credits)

BUSN 2101	Business Entrepreneurship.....	3 cr
MUSC 2413	Introduction to Pro Tools	3 cr
VPRO 2104*	Video Productions	4 cr
VPRO 2350	Videography Internship.....	4 cr

Graduation Requirements

In addition to the program requirements, students must meet the following conditions in order to graduate:

1. College Cumulative GPA Requirement: cumulative grade point average (GPA) of credits attempted and completed at CLC must be at least 2.0;
2. College Technical Core GPA Requirement: cumulative GPA of credits attempted and completed towards the technical core of the diploma or degree must be at least 2.0;
3. Residency Requirement: students must complete 25% of their credits at Central Lakes College.