

# Videography Production, A.A.S

Associate of Applied Science Degree (A219)

Technical Requirements .....	42
MN Transfer Curriculum .....	15
Electives.....	3
<b>Total Credits .....</b>	<b>60</b>

## Program Description

Video production and business marketing are now one field. CLC Videography is designed to simulate an actual production environment creating content for all media entities. We have a large client base who demand high-quality online social media content. Our students produce authentic videos for actual clients on a regular basis. 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. Others include intensive in-person workshops. Classes have flexible lecture schedules and labs can be performed remotely. Our goal is to make it easy to prepare for entry-level careers in new media.

## Program Outcomes

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

- Recognize and apply knowledge in script writing, camera operation, sound recording, editing, and production design for video applications;
- Utilize contemporary video production equipment and software for videography and social media platforms;
- Create visually artistic motion graphic designs for all types of programming;
- Develop an understanding of basic marketing principles adaptable to social media distribution;
- Create content specific to social media marketing;
- Analyze and apply appropriate lighting techniques for all types of media;
- Encode video files for distribution to broadcast, web, and digital recording.

## Program Course Requirements

### Required Technical Courses (42 credits)

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
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

An A.A.S. degree requires a minimum of 15 credits selected from at least three of the ten goal areas of the Minnesota Transfer Curriculum (MnTC). Students must include the following classes:

MUSC 2413	Introduction to Pro Tools (Goal 6).....	3 cr
	Additional Minnesota Transfer Curriculum courses .....	12 cr
Electives	.....	3 cr

### GRADUATION REQUIREMENT - 60 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 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 2016 & 2026. Our focused approach to hands-on learning at Central Lakes College ensures graduates are positioned for successful entry into the industry.

## 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 (Goal 6).....	3 cr
VPRO 2104*	Video Productions .....	4 cr
VPRO 2350	Videography Internship.....	4 cr

### Semester Four (15 credits)

Minnesota Transfer Curriculum .....	12 cr
Electives .....	3 cr

## 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.

## 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.