Lakeland
COMMUNITY COLLEGE

Applied Studies Division

Media Technology

- Associate of Applied Business Degree in Media Technology

- Audio Recording and Production Technical Major

- Interactive Media Design and Delivery Technical Major

- Radio Production and Broadcast Technical Major

- Video Production and Broadcast Technical Major

Opportunity starts **HERE**

lakelandcc.edu

Media Technology

New technology available to the media enables people to connect to visual and auditory experiences in amazing ways. With access to information from distant places and across time, people can affect social change, broaden their education, influence cultural and artistic avenues, and communicate across the globe.

Career Opportunities

Media technologists are communications professionals responsible for the assistance and delivery of information to the public through broadcast tools. They can operate the sound and broadcast equipment used to record music; engineer the sound for movies; and provide broadcast information on television, the Internet or radio. They can also operate cameras, being responsible for shooting the raw video and editing the images for the Internet, television, film and videos.

Individuals with skills in this industry are most often required to understand and operate equipment that electronically conveys a message authored by another person or group. Media professionals are invisible to the outside world; their effective message is the only thing that should be visible of their craft. Designing effective presentations and making them easy for the public to understand is key to the success of any initiative a media technologist undertakes. These messages can arrive to the public through such broadcast vehicles as radio, television, theatrical productions and the Internet.

The Lakeland Advantage

- The college has a state-of-the-art broadcast, television and recording facility.

- The diverse education provided in this program means students graduate with a wide-range of skills that can lead to better job opportunities.

- Students can specialize their media technology degree or certificate in an area that most interests them.

For more information

1.800.589.8520 • lakelandcc.edu

Robert Hill • Professor/Department Chair

440.525.7132 • rhill@lakelandcc.edu

Lakeland's Program

Lakeland offers an Associate of Applied Business degree in media technology with concentration areas. Graduates of this degree have the necessary skills to enter the media industry or to continue their education toward a baccalaureate degree in communication technology. All students study core skills in areas of broadcast technologies, such as audio, video (film), radio, animation and interactive design and further concentrate their education in a specialty field.

Media technology specialty fields:

- Audio Recording and Production Technical Major
- Interactive Media Design and Delivery Technical Major
- Radio Production and Broadcast Technical Major
- Video Production and Broadcast Technical Major

Certificates are also available in the areas of:

- Animation and Cartoon Arts
- Audio Engineering and Production
- Interactive Entertainment Technology
- Interactive Media
- Radio Production and Broadcast
- Video Production and Broadcast

The Lakeland media technology areas of study create a media professional with specific skills, but the core education in the adjacent areas allow for diversification, so the potential for career opportunities greatly increases. Employment in this field can range from corporate communications and in-house media specialists to freelance production specialists whose entrepreneurial aptitude leads to much success, especially in the film and music production industries. Many people have messages, music, pictures and opinions that they wish conveyed to others. The media technologist makes this happen in a way that delivers maximum impact.

Audio Recording and Production Technical Major (9275)

Associate of Applied Business Degree

Course	Title	Credit Hours
First Semester		

ENGL 1110
    or ENGL 1111
	English Composition I (A) [1]
	    or English Composition I (B)
		3

FYEX 1000	First Year Experience	1
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1200	Video I: Introduction to Video Production and Broadcast 👈	3
MDIA 1300	Radio I: Introduction to Radio Production and Broadcast 👈	3
MDIA 1400	Audio I: Introduction to Audio Production and Recording 👈	3
	Credit Hours	16
Second Semester		
BUSM 1300	Introduction to Business	3
ENGL 1121	English Composition II-Technical Focus	3
MDIA 1045	Writing for Broadcast and Interactive Media 👈	2
MDIA 1080	Staff Practice I 👈	1
MDIA 1405	Audio II: Recording and Studio Techniques 👈	3
MDIA 1420	Basics of Sound Reinforcement 👈	3
	Credit Hours	15
Third Semester		
COMM 1000	Effective Public Speaking	3
MDIA 1500	Interactive Media I: Introduction to Interactive Production 👈	3
MDIA 2400	Audio III: Sound Shaping and Advanced Production 👈	3
MDIA 2420	Foley Sound Design and Recording 👈	2
Select courses(s) from the Arts and Humanities Electives list		3
Select course(s) from the General Electives list		2
	Credit Hours	16
Fourth Semester		
MATH 1600	Survey of College Mathematics	3
MDIA 2080	Staff Practice II 👈	1
MDIA 2405	Audio IV: Advanced Recording and Editing 👈	3
MUSC 2650	Electronic Music I 👈	2
Select course(s) from the Social & Behavioral Sciences list		3
Select course(s) from the General Electives list		3
	Credit Hours	15
	Total Credit Hours	62

[1]   English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

👈   This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

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Electives

Course	Title	Credit Hours
General Electives		
BUSM 1620	Introduction to Entrepreneurship	3
BUSM 1640	Entrepreneurial Management	3
BUSM 1700	Principles of E-Business	3
BUSM 2000	Principles of Management	3
BUSM 2500	Principles of Marketing	3
BUSM 2530	Advertising	3
BUSM 2550	Direct and Internet Marketing	3
COMM 1100	Effective Interpersonal Communications	3
COMM 2000	Advanced Public Speaking	3
COMM 2100	Conflict Management	3
GRDS 1010	Visual Organization	3
GRDS 1015	Introduction to Typography	3
GRDS 1020	Graphic Design	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITIS 1000	Basic Computer Skills	1
or ITIS 1005	Computer Essentials	
ITIS 1102	Internet: Services, Tools, and Web Page Design	3
ITIS 1108	Using an HTML Editor	2
ITIS 1130	Introduction to Web Design	1
MUSC 2660	Electronic Music II	2
Any course(s) included in the Transfer Module		
Arts and Humanities		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3

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Social and Behavioral Sciences

ANTH 1160	Introduction to Cultural Anthropology	3
ECON 1150	Basic Economics	3
ECON 2500	Principles of Macroeconomics	3
ECON 2600	Principles of Microeconomics	3
GEOG 1500	Introduction to Geography	3
GEOG 1600	World Regional Geography	3
GEOG 2500	World Cultural Geography	3
HIST 1150	Western Civilization I: Antiquity Through the Reformation	3
HIST 1250	Western Civilization II: Age of Revolution Through the Present	3
HIST 2150	U.S. History: Colonization Through Reconstruction	3
HIST 2250	U.S. History: Reconstruction to the Present	3
POLS 1300	U.S. National Government	3
POLS 2500	Modern Political Ideologies	3
PSYC 1500	Introduction to Psychology	3
SOCY 1150	Principles of Sociology	3

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Interactive Media Design and Delivery Technical Major (9276)

Associate of Applied Business Degree

Course	Title	Credit Hours
First Semester		
ENGL 1110	English Composition I (A) [1]	3
or ENGL 1111	or English Composition I (B)	
FYEX 1000	First Year Experience	1
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1200	Video I: Introduction to Video Production and Broadcast 🎓	3
MDIA 1400	Audio I: Introduction to Audio Production and Recording 🎓	3
MDIA 1500	Interactive Media I: Introduction to Interactive Production 🎓	3
	Credit Hours	16
Second Semester		
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1121	English Composition II-Technical Focus	3
MDIA 1045	Writing for Broadcast and Interactive Media 🎓	2
MDIA 1080	Staff Practice I 🎓	1
MDIA 1505	Interactive Media II: Interactive Production Technology 🎓	3
	Credit Hours	15
Third Semester		
MDIA 1540	Interactive Media Design Theory 🎓	2
MDIA 1600	Animation I: Introduction to Two and Three-Dimensional Animation 🎓	3
MDIA 1700	Interactive Entertainment I: Introduction to Entertainment Production 🎓	3
MDIA 2500	Interactive Media III: Multiple Media Integration 🎓	3
Select courses(s) from the Arts and Humanities Electives list		3
Select course(s) from the General Electives list		2
	Credit Hours	16
Fourth Semester		
MATH 1600	Survey of College Mathematics	3
MDIA 2080	Staff Practice II 🎓	1
MDIA 2505	Interactive Media IV: Advanced Interactive Presentation 🎓	3
MDIA 2560	Interactive Educational Design 🎓	2
Select course(s) from the Social & Behavioral Sciences list		3
Select course(s) from the General Electives list		3
	Credit Hours	15
	Total Credit Hours	62

[1] English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

🎓 This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

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Electives

Course	Title	Credit Hours
General Electives		
BUSM 1620	Introduction to Entrepreneurship	3
BUSM 1640	Entrepreneurial Management	3
BUSM 1700	Principles of E-Business	3
BUSM 2000	Principles of Management	3
BUSM 2500	Principles of Marketing	3
BUSM 2530	Advertising	3
BUSM 2550	Direct and Internet Marketing	3
COMM 1100	Effective Interpersonal Communications	3
COMM 2000	Advanced Public Speaking	3
COMM 2100	Conflict Management	3
GRDS 1010	Visual Organization	3
GRDS 1015	Introduction to Typography	3
GRDS 1020	Graphic Design	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITIS 1000	Basic Computer Skills	1
or ITIS 1005	Computer Essentials	
ITIS 1102	Internet: Services, Tools, and Web Page Design	3
ITIS 1108	Using an HTML Editor	2
ITIS 1130	Introduction to Web Design	1
MUSC 2650	Electronic Music I	2
MUSC 2660	Electronic Music II	2
Any course(s) included in the Transfer Module		
Arts and Humanities		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3

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Social and Behavioral Sciences

ANTH 1160	Introduction to Cultural Anthropology	3
ECON 1150	Basic Economics	3
ECON 2500	Principles of Macroeconomics	3
ECON 2600	Principles of Microeconomics	3
GEOG 1500	Introduction to Geography	3
GEOG 1600	World Regional Geography	3
GEOG 2500	World Cultural Geography	3
HIST 1150	Western Civilization I: Antiquity Through the Reformation	3
HIST 1250	Western Civilization II: Age of Revolution Through the Present	3
HIST 2150	U.S. History: Colonization Through Reconstruction	3
HIST 2250	U.S. History: Reconstruction to the Present	3
POLS 1300	U.S. National Government	3
POLS 2500	Modern Political Ideologies	3
PSYC 1500	Introduction to Psychology	3
SOCY 1150	Principles of Sociology	3

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Radio Production and Broadcast Technical Major (9277)

Associate of Applied Business Degree

Course	Title	Credit Hours
First Semester		

ENGL 1110
   or ENGL 1111
	English Composition I (A) [1]
	   or English Composition I (B)
		3

FYEX 1000	First Year Experience	1
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1060	Vocalization and Diction for Broadcast Media 🎓	2
MDIA 1300	Radio I: Introduction to Radio Production and Broadcast 🎓	3
MDIA 1400	Audio I: Introduction to Audio Production and Recording 🎓	3
	Credit Hours	15
Second Semester		
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1121	English Composition II-Technical Focus	3
MDIA 1045	Writing for Broadcast and Interactive Media 🎓	2
MDIA 1080	Staff Practice I 🎓	1
MDIA 1305	Radio II: Advanced Radio Technique 🎓	3
	Credit Hours	15
Third Semester		
MDIA 1200	Video I: Introduction to Video Production and Broadcast 🎓	3
MDIA 1320	Live Radio Performance and Engineering 🎓	2
MDIA 1500	Interactive Media I: Introduction to Interactive Production 🎓	3
MDIA 2300	Radio III: Electronic News Gathering 🎓	3
Select courses(s) from the Arts and Humanities Electives list		3
Select course(s) from the General Electives list		2
	Credit Hours	16
Fourth Semester		
MATH 1600	Survey of College Mathematics	3
MDIA 2080	Staff Practice II 🎓	1
MDIA 2305	Radio IV: Commercial Radio Production 🎓	3
MDIA 2340	Radio Business Techniques and Broadcast Direction 🎓	2
Select course(s) from the Social & Behavioral Sciences list		3
Select course(s) from the General Electives list		3
	Credit Hours	15
	Total Credit Hours	61

[1] English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

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Electives

Course	Title	Credit Hours
General Electives		
BUSM 1620	Introduction to Entrepreneurship	3
BUSM 1640	Entrepreneurial Management	3
BUSM 1700	Principles of E-Business	3
BUSM 2000	Principles of Management	3
BUSM 2500	Principles of Marketing	3
BUSM 2530	Advertising	3
BUSM 2550	Direct and Internet Marketing	3
COMM 1100	Effective Interpersonal Communications	3
COMM 2000	Advanced Public Speaking	3
COMM 2100	Conflict Management	3
GRDS 1010	Visual Organization	3
GRDS 1015	Introduction to Typography	3
GRDS 1020	Graphic Design	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITIS 1000	Basic Computer Skills	1
or ITIS 1005	Computer Essentials	
ITIS 1102	Internet: Services, Tools, and Web Page Design	3
ITIS 1108	Using an HTML Editor	2
ITIS 1130	Introduction to Web Design	1
MUSC 2650	Electronic Music I	2
MUSC 2660	Electronic Music II	2
Any course(s) included in the Transfer Module		
Arts and Humanities		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3

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Social and Behavioral Sciences

ANTH 1160	Introduction to Cultural Anthropology	3
ECON 1150	Basic Economics	3
ECON 2500	Principles of Macroeconomics	3
ECON 2600	Principles of Microeconomics	3
GEOG 1500	Introduction to Geography	3
GEOG 1600	World Regional Geography	3
GEOG 2500	World Cultural Geography	3
HIST 1150	Western Civilization I: Antiquity Through the Reformation	3
HIST 1250	Western Civilization II: Age of Revolution Through the Present	3
HIST 2250	U.S. History: Reconstruction to the Present	3
POLS 1300	U.S. National Government	3
POLS 2500	Modern Political Ideologies	3
PSYC 1500	Introduction to Psychology	3
SOCY 1150	Principles of Sociology	3

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2019-2020 CATALOG

Video Production and Broadcast Technical Major (9278)

Associate of Applied Business Degree

Course	Title	Credit Hours
First Semester		

ENGL 1110
    or ENGL 1111
	English Composition I (A) [1]
	    or English Composition I (B)
		3

FYEX 1000	First Year Experience	1
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1060	Vocalization and Diction for Broadcast Media 🎓	2
MDIA 1200	Video I: Introduction to Video Production and Broadcast 🎓	3
MDIA 1400	Audio I: Introduction to Audio Production and Recording 🎓	3
	Credit Hours	15
Second Semester		
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1121	English Composition II-Technical Focus	3
MDIA 1045	Writing for Broadcast and Interactive Media 🎓	2
MDIA 1080	Staff Practice I 🎓	1
MDIA 1205	Video II: Action Videography and Video Techniques 🎓	3
	Credit Hours	15
Third Semester		
MDIA 1500	Interactive Media I: Introduction to Interactive Production 🎓	3
MDIA 1600	Animation I: Introduction to Two and Three-Dimensional Animation 🎓	3
MDIA 2200	Video III: Electronic News Gathering 🎓	3
MDIA 2260	Video Compositing and Special Effects 🎓	2
Select courses(s) from the Arts and Humanities Electives list		3
Select course(s) from the General Electives list		2
	Credit Hours	16
Fourth Semester		
MATH 1600	Survey of College Mathematics	3
MDIA 2080	Staff Practice II 🎓	1
MDIA 2205	Video IV: Independent Commercial Video Production 🎓	3
MDIA 2265	Sports Reporting, Commentary and Videography 🎓	2
Select course(s) from the Social & Behavioral Sciences list		3
Select course(s) from the General Electives list.		3
	Credit Hours	15
	Total Credit Hours	61

[1]   English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

🎓   This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

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Electives

Course	Title	Credit Hours
General Electives		
BUSM 1620	Introduction to Entrepreneurship	3
BUSM 1640	Entrepreneurial Management	3
BUSM 1700	Principles of E-Business	3
BUSM 2000	Principles of Management	3
BUSM 2500	Principles of Marketing	3
BUSM 2530	Advertising	3
BUSM 2550	Direct and Internet Marketing	3
COMM 1100	Effective Interpersonal Communications	3
COMM 2000	Advanced Public Speaking	3
COMM 2100	Conflict Management	3
GRDS 1010	Visual Organization	3
GRDS 1015	Introduction to Typography	3
GRDS 1020	Graphic Design	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITIS 1000	Basic Computer Skills	1
or ITIS 1005	Computer Essentials	
ITIS 1102	Internet: Services, Tools, and Web Page Design	3
ITIS 1108	Using an HTML Editor	2
ITIS 1130	Introduction to Web Design	1
MUSC 2650	Electronic Music I	2
MUSC 2660	Electronic Music II	2
Any course(s) included in the Transfer Module		
Arts and Humanities		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3

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Social and Behavioral Sciences

ANTH 1160	Introduction to Cultural Anthropology	3
ECON 1150	Basic Economics	3
ECON 2500	Principles of Macroeconomics	3
ECON 2600	Principles of Microeconomics	3
GEOG 1500	Introduction to Geography	3
GEOG 1600	World Regional Geography	3
GEOG 2500	World Cultural Geography	3
HIST 1150	Western Civilization I: Antiquity Through the Reformation	3
HIST 1250	Western Civilization II: Age of Revolution Through the Present	3
HIST 2150	U.S. History: Colonization Through Reconstruction	3
HIST 2250	U.S. History: Reconstruction to the Present	3
POLS 1300	U.S. National Government	3
POLS 2500	Modern Political Ideologies	3
PSYC 1500	Introduction to Psychology	3
SOCY 1150	Principles of Sociology	3

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Cartoons and animations have been an active form of entertainment since Edison's kinescope techniques of the late 1800s. This program relies on a foundation of basic cartoon art skills and develops their role in contemporary media industry. Modern animation skills are developed through hands-on training and professional business outcomes. Also included is in-depth analysis and training in three-dimensional animation skills, both for entertainment and industrial applications. This program is designed to meet the needs for gainful employment in the media industry.

Course	Title	Credit Hours
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1080	Staff Practice I	1
MDIA 1200	Video I: Introduction to Video Production and Broadcast	3
MDIA 1500	Interactive Media I: Introduction to Interactive Production	3
MDIA 1600	Animation I: Introduction to Two and Three-Dimensional Animation	3
MDIA 1605	Animation II: Two Dimensional Animation and Cartooning	3
MDIA 1640	Cartoon Animation Drawing	2
MDIA 1700	Interactive Entertainment I: Introduction to Entertainment Production	3
MDIA 2080	Staff Practice II	1
MDIA 2600	Animation III: Three Dimensional Animation	3
MDIA 2605	Animation IV: Advanced Animation	3
MDIA 2660	Virtual Set and World Design	2
Total Credit Hours		30

The following courses are suggested as supplementary enrichment to the Media Technology certificates:

Course	Title	Credit Hours
ARTS 1120	Art Appreciation	3
ARTS 1130	Art Drawing I	3
ENGL 2215	Graphic Fiction	4
GRDS 1010	Visual Organization	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITCS 1820	Java Programming I	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
PHOT 1100	Basic Photography	3
or PHOT 1105	Basic Photography - Digital	
PHOT 1400	Commercial Photography	3

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Audio Engineering and Production Certificate (2503)

The audio recording and production industry has been a mainstay of the communications field for many decades. The techniques used to create fine audio programs have been a paramount issue in the media industry. With the advent of modern music and the associated industry promotion, there is an increased interest in this discipline. Lakeland's Audio Engineering and Production certificate program, in keeping with the industry's history of master/apprentice training, provides students with the opportunity to work with a teaching staff well recognized for its accomplishments in the world of broadcast, recording, sound reinforcement, and audio production. With its heavy emphasis on direct application of skills, the program helps prepare students for success in the audio recording and production industry.

Course	Title	Credit Hours
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1080	Staff Practice I	1
MDIA 1200	Video I: Introduction to Video Production and Broadcast	3
MDIA 1300	Radio I: Introduction to Radio Production and Broadcast	3
MDIA 1400	Audio I: Introduction to Audio Production and Recording	3
MDIA 1405	Audio II: Recording and Studio Techniques	3
MDIA 1420	Basics of Sound Reinforcement	3
MDIA 2080	Staff Practice II	1
MDIA 2400	Audio III: Sound Shaping and Advanced Production	3
MDIA 2405	Audio IV: Advanced Recording and Editing	3
MDIA 2420	Foley Sound Design and Recording	2
MUSC 2650	Electronic Music I	2
Total Credit Hours		**30**

The following courses are suggested as supplementary enrichment to the Media Technology certificates:

Course	Title	Credit Hours
ARTS 1120	Art Appreciation	3
ARTS 1130	Art Drawing I	3
ENGL 2215	Graphic Fiction	4
GRDS 1010	Visual Organization	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITCS 1820	Java Programming I	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
PHOT 1100	Basic Photography	3
or PHOT 1105	Basic Photography - Digital	
PHOT 1400	Commercial Photography	3

Lakeland COMMUNITY COLLEGE

Admissions Office 440.525.7100 A-1002 | Counseling Center 440.525.7200 A-1027
Financial Aid Office 440.525.7070 A-1004 | Career Services Center 440.525.7222 A-1039

2019-2020 CATALOG

Video games have swept the world as both a form of entertainment and as learning tools for many industries. The field and its underlying hardware are one of the key factors in the development of innovational technology. This program sets forth a series of courses that encourage the development of analytical, psychological, and programming techniques to produce entertainment and educational-oriented assets. Through this program of study, students will engage in hands-on study of a field they have enjoyed as a diversion or relaxation and be prepared to work as a member of the media industry's most exciting workforces.

Course	Title	Credit Hours
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1080	Staff Practice I	1
MDIA 1200	Video I: Introduction to Video Production and Broadcast	3
MDIA 1500	Interactive Media I: Introduction to Interactive Production	3
MDIA 1600	Animation I: Introduction to Two and Three-Dimensional Animation	3
MDIA 1640	Cartoon Animation Drawing	2
MDIA 1700	Interactive Entertainment I: Introduction to Entertainment Production	3
MDIA 1705	Interactive Entertainment II: Interactive Game Design Techniques	3
MDIA 1740	Interactive Entertainment Design Theory	2
MDIA 2080	Staff Practice II	1
MDIA 2700	Interactive Entertainment III: Applied Game Logic	3
MDIA 2705	Interactive Entertainment IV: Advanced Game Design and Production	3
Total Credit Hours		30

The following courses are suggested as supplementary enrichment to the Media Technology certificates:

Course	Title	Credit Hours
ARTS 1120	Art Appreciation	3
ARTS 1130	Art Drawing I	3
ENGL 2215	Graphic Fiction	4
GRDS 1010	Visual Organization	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITCS 1820	Java Programming I	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
PHOT 1100	Basic Photography	3
or PHOT 1105	Basic Photography - Digital	
PHOT 1400	Commercial Photography	3

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**2019-2020
CATALOG**

Interactive Media Certificate (2501)

Media integration and presentation have become accepted as one useful form of communication. Be it for a CD-based retail catalog, business website, or DVD video, media integration brings together the best possible communications tools to provide efficiency, impact, clarity, and entertainment. Lakeland's Interactive Media (Interactive Web Design) certificate program spans a number of media-related communications disciplines and topics. The study of concepts reinforced with a heavy emphasis on realistic application helps prepare students for employment in a variety of settings.

Course	Title	Credit Hours
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1080	Staff Practice I	1
MDIA 1200	Video I: Introduction to Video Production and Broadcast	3
MDIA 1400	Audio I: Introduction to Audio Production and Recording	3
MDIA 1500	Interactive Media I: Introduction to Interactive Production	3
MDIA 1505	Interactive Media II: Interactive Production Technology	3
MDIA 1540	Interactive Media Design Theory	2
MDIA 1600	Animation I: Introduction to Two and Three-Dimensional Animation	3
MDIA 2500	Interactive Media III: Multiple Media Integration	3
MDIA 2505	Interactive Media IV: Advanced Interactive Presentation	3
MDIA 2560	Interactive Educational Design	2
MDIA 2080	Staff Practice II	1
Total Credit Hours		30

The following courses are suggested as supplementary enrichment to the Media Technology certificates:

Course	Title	Credit Hours
ARTS 1120	Art Appreciation	3
ARTS 1130	Art Drawing I	3
ENGL 2215	Graphic Fiction	4
GRDS 1010	Visual Organization	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITCS 1820	Java Programming I	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
PHOT 1100	Basic Photography	3
or PHOT 1105	Basic Photography - Digital	
PHOT 1400	Commercial Photography	3

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2019-2020 CATALOG

One of the most significant developments of the 20th century was the advent of organized radio transmission. To this day, news, information, and music find radio their marketplace and a pinnacle of the communications industry. Internet radio production has increased dramatically the broadcast reach of the medium and has secured radio's future as a communications giant. This program is designed to provide real-world knowledge and hands-on training in the areas of broadcast, newsgathering, live performances and radio business. Designed to facilitate both broadcast and interactive media applications, this program is designed to meet the needs of students seeking employment in the radio industry.

Course	Title	Credit Hours
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1045	Writing for Broadcast and Interactive Media	2
MDIA 1060	Vocalization and Diction for Broadcast Media	2
MDIA 1080	Staff Practice I	1
MDIA 1300	Radio I: Introduction to Radio Production and Broadcast	3
MDIA 1305	Radio II: Advanced Radio Technique	3
MDIA 1320	Live Radio Performance and Engineering	2
MDIA 1400	Audio I: Introduction to Audio Production and Recording	3
MDIA 2080	Staff Practice II	1
MDIA 2300	Radio III: Electronic News Gathering	3
MDIA 2305	Radio IV: Commercial Radio Production	3
MDIA 2340	Radio Business Techniques and Broadcast Direction	2
Total Credit Hours		28

The following courses are suggested as supplementary enrichment to the Media Technology certificates:

Course	Title	Credit Hours
ARTS 1120	Art Appreciation	3
ARTS 1130	Art Drawing I	3
ENGL 2215	Graphic Fiction	4
GRDS 1010	Visual Organization	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITCS 1820	Java Programming I	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
PHOT 1100	Basic Photography	3
or PHOT 1105	Basic Photography - Digital	
PHOT 1400	Commercial Photography	3

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Lakeland COMMUNITY COLLEGE

Video Production and Broadcast Certificate (2502)

Our increasing dependence on broadcast television, film, and video as means of communication has helped to further the development of technology necessary for proper production. The advent of internet broadcasting and high capacity satellite transmissions has further increased the need for training in the techniques of communication. Lakeland's Video Production and Broadcast certificate program, designed to provide hands-on training in the areas of broadcast, newsgathering, live performance, and video engineering for both broadcast and interactive media applications, helps prepare students to meet the needs of the video communications industry.

Course	Title	Credit Hours
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1045	Writing for Broadcast and Interactive Media	2
MDIA 1060	Vocalization and Diction for Broadcast Media	2
MDIA 1080	Staff Practice I	1
MDIA 1200	Video I: Introduction to Video Production and Broadcast	3
MDIA 1205	Video II: Action Videography and Video Techniques	3
MDIA 1400	Audio I: Introduction to Audio Production and Recording	3
MDIA 2080	Staff Practice II	1
MDIA 2200	Video III: Electronic News Gathering	3
MDIA 2205	Video IV: Independent Commercial Video Production	3
MDIA 2260	Video Compositing and Special Effects	2
MDIA 2265	Sports Reporting, Commentary and Videography	2
Total Credit Hours		28

The following courses are suggested as supplementary enrichment to the Media Technology certificates:

Course	Title	Credit Hours
ARTS 1120	Art Appreciation	3
ARTS 1130	Art Drawing I	3
ENGL 2215	Graphic Fiction	4
GRDS 1010	Visual Organization	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITCS 1820	Java Programming I	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
PHOT 1100	Basic Photography	3
or PHOT 1105	Basic Photography - Digital	
PHOT 1400	Commercial Photography	3

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2019-2020 CATALOG

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CAMPUS MAP

A	A-Building	**F5**	Softball Field	**V**	Mooreland Mansion
B	B-Building	**H**	H-Building	**Y**	Athletic & Fitness Center
C	C-Building	**K**	Faculty Staff Lot	●	Clocktower
D	D-Building	**L**	Teaching Learning	★	Dental Hygiene Clinic
E	E-Building		Center	♿	Handicap Parking
F1	Baseball Field	**P**	Parking	■	HIVE
F2	Soccer Field	**S**	Student Service Center/	▲	Mind Ladders
F3	Tennis Courts		Breakers Dining		
F4	Multi-Purpose Court	**T**	T-Building		
		U	Holden University Center		

Quality Education

Professors at Lakeland are experts in their fields with real-world experience. Lakeland prepares you for a high-demand career or for transfer to a four-year college or university. Access to bachelor's and graduate degrees is available on campus from partner institutions through Lakeland's Holden University Center (lakelandcc.edu/uc).

Affordable Tuition

Lakeland's tuition is about one-third the cost of most four-year schools. More than 50 percent of Lakeland students receive some form of financial assistance (lakelandcc.edu/tuition).

Convenience

Lakeland offers convenient day, evening, weekend and online courses (lakelandcc.edu/schedule).

Focus on Students

Lakeland offers a variety of student services to help you succeed, such as counseling, tutoring, computer labs, career services, free parking and affordable child care.

Opportunity starts HERE

Visit us on campus or online. Call 440.525.7900, email recruitmentcenter@lakelandcc.edu or visit lakelandcc.edu/visit for a campus tour.

Apply online: lakelandcc.edu/apply

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