

## Liberal Arts & Sciences: Communication Arts: New Media A.S. Program

**HEGIS: 5008**

**SUNY CODE:**

This program explores emerging information technologies and prepares students for challenging and exciting careers in growing fields such as:

- |  |                              |
|--|------------------------------|
| -Web page design                         | -Public relations            |
| -Computer-based training                 | -Technical writing           |
| -Corporate communication                 | -Multi-media design          |
| -Marketing communication                 | -Advertising and copywriting |
| -Internet-based & traditional journalism |                              |

### Transfer Information

Upon graduation from this unique program, the student is afforded the opportunity to transfer automatically from HCCC to SUNY Institute of Technology at Utica/Rome into the B.S. degree program in Communication and Information Design.

| <u>1<sup>st</sup> Semester</u>                                   |          | <b>1<sup>st</sup> Year</b> | <u>2<sup>nd</sup> Semester</u>                |          | Credits |
|--|----------|----------------------------|---|----------|---------|
| +EN 111 English I  | 3        |                            | EN 112 English II                             | 3        |         |
| FS 100 Freshman Seminar  | 1        |                            | +HU 146 Intro to Computer Graphics and Design | 3        |         |
| +HU 165 Intro to Mass Media                                      | 3        |                            | +EN 171 Intro to Technical Writing            | 3        |         |
| HU 113 Intro to Drawing OR                                       |          |                            | EN 225 Public Speaking OR                     |          |         |
| HU 120 Two-Dim. Design & Color OR                                |          |                            | EN 228 Interpersonal Communication            | 3        |         |
| HU 140 Basic Photography   | 3        |                            | PE Physical Education Elective                | 1        |         |
| +BU 141 Intro to Marketing OR                                    |          |                            | SC Lab Science Elective **                    | <u>4</u> |         |
| BU 221 Public Relations  | 3        |                            |   | 17       |         |
| SS Social Science Selective*                                     | <u>3</u> |                            |   |          |         |
|  | 16       |                            |   |          |         |
| <b>2<sup>nd</sup> Year</b>                                       |          |                            |   |          |         |
| <u>3<sup>rd</sup> Semester</u>                                   |          |                            | <u>4<sup>th</sup> Semester</u>                |          | Credits |
| +RT 145 Broadcast Copywriting                                    | 3        |                            | MA Math Elective****                          | 3-4      |         |
| +HU 223 Internet Pub. & Design                                   | 3        |                            | +EN 163 Journalism II: News Editing           | 3        |         |
| HU 148 Digital Photography                                       | 3        |                            | SS Social Science Elective***                 | 3        |         |
| +EN 161 Journalism I   | 3        |                            | HU 205 Creative Video Techniques              | 3        |         |
| SC Science Elective  | 3        |                            | HU 144 Photojournalism OR                     |          |         |
| PE Physical Education Elective                                   | <u>1</u> |                            | BU 141 Intro to Marketing OR                  |          |         |
|  | 16       |                            | BU 221 Public Relations                       | 3        |         |
|  |          |                            | HU 280 Communication Arts Portfolio           | <u>1</u> |         |
|  |          |                            |   | 16-17    |         |
| 65-66 Credits Required<br>for the<br>Associate in Science Degree |          |                            |   |          |         |

Students should consult with their academic advisor for appropriate course selections.

+ Students must complete at least **one 3 credit HCCC Internet Academy course**

\* Student must select (1) from the Social Science category.

\*\* Student must select (1) from the Natural Science category. (SC 131 is *recommended*.)

\*\*\* Student must select (1) from the American History, Western Civilization, or Other World Civilizations category.

\*\*\*\*MA 124 or higher

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