

LIBERAL ARTS AND SCIENCES: COMMUNICATION ARTS: NEW MEDIA

HEGIS: 5008
SUNY CODE: 1939

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

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

Transfer Information

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

1st Year			
1st Semester	Credits	2nd Semester	Credits
BU 141 Intro to Marketing+ OR		EN 112 English II	3
BU 221 Public Relations	3	EN 171 Intro to Technical Writing+	3
EN 111 English I+	3	EN 225 Public Speaking OR	
FS 100 First Year Student Seminar	1	EN 228 Interpersonal Communication	3
HU 113 Intro to Drawing OR		HU 146 Intro to Computer Graphics and Design+	3
HU 120 Two-Dimensional Design & Color OR		Physical Education Elective	1
HU 140 Basic Photography	3	Lab Science Elective**	4
HU 165 Intro to Mass Media+ Social Science Elective	3 <u>3</u>		
Total	16	Total	17

2nd Year			
3rd Semester	Credits	4th Semester	Credits
EN 161 Journalism I	3	BU 141 Intro to Marketing OR	
RT 145 Broadcast Copywriting+	3	BU 221 Public Relations	3
HU 148 Digital Photography	3	EN 163 Journalism II: News Editing	3
HU 223 Internet Publishing & Design+ Science Elective	3 3	HU 144 Photojournalism OR	
Physical Education Elective	<u>1</u>	HU 205 Creative Video Techniques	3
		HU 280 Communication Arts Portfolio	1
		Math Elective****	3-4
		Social Science Elective***	<u>3</u>
Total	16	Total	16-17

*65-66 Credits Required
for the
Associate in Science Degree*

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

+Student must complete at least **one three-credit HCCC Internet Academy course**.

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

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

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

****MA 124 or higher

For more information, contact the Humanities and Social Science Division at (315) 866-0300 or toll free 1-888-GO-4-HCCC, ext. 8200/8430.