



Degree Guide:

Multimedia Journalism Foundations Short Term Certificate

Program

[Multimedia Communications \(MEDIA\)](#)

Degree Type

Professional Technical Certificate

Program Coordinator

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Program Description

This certificate will provide students with an understanding of professional communications grounded in Mass Media. Students will learn how print, visual and broadcast communications are created, edited and published on a variety of media platforms. Courses will emphasize workflow, publication of media, analysis of news, entertainment, and persuasive storytelling. Students will differentiate between facts, opinion, and analysis.

Program Code: DMWJFC01

Program Outcomes

- Demonstrate responsible skills for collaboration in management, ethical writing, and editing with use of graphic design fundamentals and production to assemble publications for print and online delivery
- Research, plan, use photography principles, and creative techniques to execute and assemble a photo stories and newspaper layouts comprised of aesthetic compositions and journalistic integrity

Approximate Additional Costs

- Books, supplies and miscellaneous fees (per quarter): \$250
- Computer which meets the system requirements of required software*: approximately \$1,400-\$1,700
- ‘Adobe Creative Cloud for Education’ or ‘Adobe Creative Cloud’ (Education edition available with use of Peninsula College student email address): approximately \$20 per month
- E-Portfolio website hosting and domain registration: approximately \$175 per year
- Digital camera: \$500-\$1000

*Please confirm the computer you have access to meets the system requirements for Adobe Premiere Pro: helpx.adobe.com/premiere-pro/system-requirements.html

Catalog #	Course Title	Credits
CMST& 102	Intro to Mass Media	5
CMST 121	Photojournalism I	5
MEDIA 110	Introduction to Multimedia Graphic	5
MEDIA 175	Principles of Digital Photography	4

Total Credits **19**