

Foothill College
Credit Program Narrative
Certificate of Achievement in Film, Television, and Electronic Media

Program Goals and Objectives

The Film, Television, and Electronic Media Certificate of Achievement emphasizes Media Studies, and will prepare learners to transfer to a four-year university and for professional careers in a variety of media-related fields. This local certificate is specifically aligned to serve the needs of students who hope to transfer to the San Francisco State University Cinema major, but who may elect not to complete a degree prior to transfer. The degree will offer a strong foundation in the language, history, culture, and aesthetics of media. The program objectives fall into two large categories: 1) developing the understandings and skills necessary for a career in media; 2) developing the critical thinking skills necessary to interpret and analyze the values, assumptions, and constituent cultural/sociological phenomena housed within--and underneath--its ubiquitous presence.

Program Learning Outcomes

1. Students completing the Film, Television, and Electronic Media certificate will demonstrate the ability to analyze, synthesize, and critique media languages and aesthetics.
2. Students will demonstrate the ability to interpret, evaluate, and analyze the wide variety of contexts and ideologies embedded within different media forms.
3. Students will demonstrate a working knowledge of media history and technological innovation, including its effects upon the development of media as business and art form.
4. Students will demonstrate the ability to analyze media's role in the shaping of cultural values and perceptions.

Catalog Description

The Film, Television, and Electronic Media Certificate of Achievement will prepare learners to transfer to a San Francisco State University and for professional careers in a variety of media-related fields. The degree will offer a strong foundation in the language, history, 0 0 1ETQ0.000n

Program Requirements

TOTAL UNITS: 29 units

Proposed Sequence:

Year 1, Fall = MDIA 1/ 1H- 4 units

Year 1, Winter = JRNL 2- 5 units

Year 1, Spring = MDIA 20- 4 units

Year 2, Fall = MDIA 81B- 4 units

Year 2, Winter =

TOTAL UNITS: 29 units

Item 4. Master Planning

The Foothill College Mission Statement outlines the importance of programs for transfer and to support students as global citizens- 0"Hqvy kmEqngi g"qlhtu'r tqi tco u'cpf "ugtxlegu"vj cv" empower students to achieve their goals as members of the workforce, as future students, and as i mdcrl'ekk gpu0b

The Film, Television, and Electronic Media degree will support students looking to transfer by providing a solid foundation in media study basics as well as transferable and articulating classes to many four-year programs.

In addition, the degree is intended to address a specific need for employment within our region, including careers in media marketing and promotion, film and video production, and media analyst and archivist.

Finally, the program will support

Attached is **ASSIST documentation** verifying that a majority of required courses in the program are articulated for the major at the single baccalaureate institutions (SFSU and SJSU) to which