

Fall 2016

# **ART 198 Seminar and Project**

## **COURSE OUTLINE**

**Prerequisites:** None

**Course Description:**

Requires completion of a project or research report related to the student's occupational objectives and a study of approaches to the selection and pursuit of career opportunities in the field.

**Semester Credits: 2 Lecture Hours: 2**

VIRGINIA WESTERN COMMUNITY COLLEGE  
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# ART 198

## Course Outcomes:

**At the completion of this course, the student should be able to:**

- Recognize the role of media in politics, society, and culture in the global arena.
- Demonstrate an understanding of the industry and the functions of the various mass media.
- Demonstrate an understanding of the research process for media messages.
- Demonstrate an understanding of ethics and the laws that govern the mass media industry
- Complete a video vignette as a final project that incorporates and demonstrates master of all phases of video and multimedia production in all phases of the process.
- Demonstrate an understanding of Final Cut Express non-Linear Editing Software.

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# **BCS 198: Seminar and Project**

**Required Materials: None**

**Textbook: None**

**The following supplementary materials are available: None**

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# BCS 198: Seminar and Project

## Topical Description

- The Role of Media in Politics
- The Role of Media and Culture
- Media Industry
- Research Process for Media Messages.
- Ethics
- Laws that Govern the Mass Media Industry
- Non-Linear Editing

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