

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, 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 Requirements

Requirements	Crse #	Name	Units		
Core Courses (21 Units)	MDIA1 OR MDIA1H	Introduction to Film Studies Honors Introduction to Film Studies	4 4	IGETCC3A, CSUC1	
	JRNL 2 OR COMM 5	Mass Communication	5 5	IGETC4, CSUD	
	MDIA 2A OR MDIA 2B	History of Film 1895-1945 History of Film 1945-Current	4 4	IGETCC3A, CSUC2	
	MDIA 81B/ MUS 57A	Sound Design for Film & Video	4	CSUT	
	MDIA 20	Fundamentals of Media Production	4	UCT, CSUT	
Electives (select 8 units)	MDIA 3	Introduction to Film & Media Criticism	4	CSUC1	
	MDIA 11 OR MDIA 11H	Introduction to Popular Culture Honors Introduction to Popular Culture	4 4	IGETCC3B, CSUC2	
	MDIA 12	Popular Culture & United States History	4	IGETCC3B, CSUC2	
	MDIA 13	Video Games & Popular Culture	4	UCT, CSUT	

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 = MDIA 2A/2B, plus one elective- 8 units

Year 2, Spring = one elective- 4 units

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- “.... Foothill College offers programs and services that empower students to achieve their goals as members of the workforce, as future students, and as global citizens. “

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 the college mission by addressing the increasing importance of media literacy in contemporary society and will strive to produce well-educated citizens.

Enrollment and Completer Projections

Numbers indicate that several of the classes in the major will continue to have robust enrollment, while others should have enrollment boosted by affiliation with the new major.

Year 1- It is estimated that one year after the program commences, there will be five certificate completers in Media Studies.

Year 5- It is estimated that after five years, the program can be increased to ten annual completers of the certificate.

Course #	Course Title	Year 1		Year 2	
		Annual Sections	Annual Enrollment	Annual Sections	Annual Enrollment
MDIA 1/1H	Introduction to Film Studies	7	235	7	250
MDIA 2A	History of Film 1895-1945	4	150	4	155
MDIA 2B	History of Film 1945-Current	8	250	8	275
MDIA 3	Introduction to Film & Media Criticism	1	40	1	45
MDIA 11/11H	Introduction to Popular Culture	15	600	15	600
MDIA 12	Popular Culture & United States History	2	80	2	80
MDIA 13	Video Games & Popular Culture	4	50	6	55
MDIA 20	Fundamentals of Media Production	1	15	1	20
MDIA	Sound Design for Film &	1	25	1	25

81/MUS 57A	Video				
New class, no past data					
JRNL 2	Mass Communication	2	80	4	160

Item 6. Place of Program in Curriculum/Similar Programs

The certificate allows students who are taking a complementary degree (such as Music Tech, Graphic & Interactive Design, Communication Studies, etc.) to complete a certificate of more advanced work in Media Studies as a secondary area of study. This will provide an advantage in transfer applications or the job market. Many students may be interested in MDIA but not have time to complete the full degree; the Certificate of Achievement allows them to pursue and receive documentation of this area of study.

Item 7. Similar Programs at Other Colleges in Service Area

The Certificate of Achievement for Film, Television, and Electronic Media covers at least 51% of the requirements for the Cinema major at SFSU and for the Film major at SJSU.

Additional Information Required for State Submission:

TOP Code: 060420

Annual Completers: Year 1- It is estimated that one year after the program commences, there will be three certificate completers in Media Studies.

Year 5- It is estimated that after five years, the program can be increased to ten annual completers of the certificate.

Faculty Workload: Full-time faculty load of 1.0

New Faculty Positions: No new faculty positions are needed.

New Equipment: No new equipment is needed.

New/Remodeled Facilities: No new or remodeled facilities are needed.

Library Acquisitions: No library acquisitions are needed.

Gainful Employment: Yes

Program Review Date: Indicate the month and year of the first Program Review

Distance Education: 50-99%

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 the program's students are likely to transfer.