

PROGRAM FEATURES & BENEFITS

In this program, students will gain practical skills and theoretical knowledge in various aspects of media production, including:

- Writing,
- Editing,
- Photography,
- Videography,
- Sound design, and
- Media management.

Through a combination of classroom instruction, hands-on training, and real-world projects, students will develop the creative and technical skills needed to succeed in this exciting field.

iEnroll@ Laney

Admissions Application

- Apply at [Laney.edu/enroll](https://www.laney.edu/enroll)
- You will be emailed your 8-digit Peralta student ID number and password in 24-48 hours.

Visit the Welcome Center for assistance.



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Counseling

See a counselor to complete your Educational Plan and get English, Math and Chemistry classes cleared. Online: [Laney.edu/counseling](https://www.laney.edu/counseling) Phone: (510) 464-3152

*Counseling is located on the 3rd floor of the Tower Building.

Enroll to Classes

Once you have completed orientation, Academic & Career Interest, and have created an Educational Plan, you are ready to enroll into your classes.

- Go to sa.peralta.edu
- Login to add your classes or visit the Welcome Center for assistance.



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Financial Aid & Photo ID

Go to [Laney.edu/financial_aid](https://www.laney.edu/financial_aid) for information on applying for Financial Aid, or fill-out your FAFSA directly at fafsa.ed.gov.

For the California Dream Act application, visit: dream.csac.ca.gov.

- Laney's school code is 001266

Student ID: Bring a valid picture ID and your current class schedule as proof of enrollment to the Welcome Center to get your student ID card.

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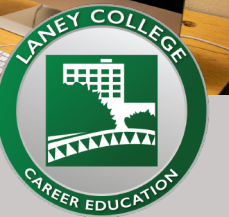
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LANEY COLLEGE
Career and Technical Education
[WWW.LANEY.EDU/CTE](https://www.laney.edu/cte)

[LANEY.EDU/MEDIA](https://www.laney.edu/media)

MEDIA COMMUNICATIONS



ABOUT LANEY COLLEGE MEDIA COMMUNICATIONS

Laney College's Media Communications program is designed to prepare students for careers in the dynamic and rapidly evolving media industry. Media Communications encompasses a wide range of fields, from journalism and broadcasting to film and video production, digital media, and social media marketing. With the rise of digital and mobile technologies, the demand for skilled media professionals has never been greater.

CALIFORNIA RESIDENTS CURRENTLY PAY

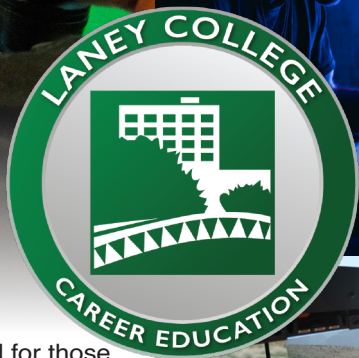
\$46 PER UNIT 
FOR COMMUNITY COLLEGE COURSES

DREAM. FLOURISH. SUCCEED





EXCELLENT
CAREER
CHOICES



Media Communications is a dynamic field for those interested in using creativity and communication skills to engage audiences through various forms of media. From journalism to public relations, multimedia design to virtual production, there are countless opportunities to explore and develop your talents in this exciting industry.

Journalism:

- News Reporter
- Investigative Journalist
- Broadcast Journalist
- Print Journalist
- Multimedia Journalist

Web Designer

- Video Editor
- Motion Graphics Designer
- Digital Producer

Public Relations:

- Public Relations Specialist
- Crisis Communications Specialist
- Social Media Specialist
- Public Relations Consultant

Broadcasting:

- Broadcast Producer
- Broadcast Engineer
- Broadcast Operations Manager
- Radio Host
- Radio Programmer
- Radio or TV Producer
- TV Director
- Camera Operator
- Video Production Specialist

Advertising:

- Advertising Account Executive
- Creative Director
- Media Planner
- Advertising Art Director
- Brand Manager

Virtual Production:

- Virtual Production Producer
- Virtual Set Designer
- Virtual Production Technical Director
- Virtual Production Animator

Digital Media:

- Content Strategist
- Multimedia Specialist
- UX/UI Designer

... and more

CERTIFICATE & DEGREE OPTIONS

Associate of Arts (AA) Degree

Performance and Production for Video,
Broadcast and Digital Cinematography (60 units)

COURSE SEQUENCE

Core Courses (10 units)

MEDIA 104	Beginning Digital Video Production	3
MEDIA 111	Basic Audio Production	3
MEDIA 115	Media-based Computing: iLife and Mac OSX	3
MEDIA 129	Portfolio Development	1

Writing and Performing Courses (12 units)

MEDIA 100A	Broadcast Media Announcing and Performance	3
MEDIA 101A	Acting/Directing for the Camera	3
MEDIA 102A	Broadcast Journalism I	3
MEDIA 125	Scriptwriting for Video, Broadcast, and Digital Cinematography	3

Select one of the following (2-3 units)

MEDIA 100B	Broadcast Media Announcing and Performance	3
MEDIA 101B	Acting/Directing for the Camera	3
MEDIA 112	Media Freelancing and Entrepreneurship	3
MEDIA 121	Event Videography: Sports Video Production	3
MEDIA 150	Pro Tools: Sound Design/Aesthetics for Video, Broadcast and Digital Cinematography	3
MEDIA 151	Making Podcasts - The New Wave of Broadcasting	2

TOTAL MAJOR UNITS: 24-25

Certificate of Achievement (CA)

AR/VR: Immersive Design (19 units)
Audio Visual Technologist (21 units)
Performance and Production for Video,
Broadcast and Digital Cinematography (24-25 units)
Video Production for Video, Broadcast
and Digital Cinematography (24-25 units)

Associate of Arts (AA) Degree

Video Production for Video,
Broadcast and Digital Cinematography (60 units)

The Media Communications program offers courses in HD and 4K video production, broadcasting, and post-production for digital video, film, radio and the broadcast arts. There are two major degrees and four certificates which offer entry into the industry or transfer to a four-year institution. The courses cover the gamut of authoring, producing, and editing creative content for the continually evolving communications technologies.

HOW CAN I GET STARTED?

VISIT US ONLINE:

Laney.edu/Media
APPLY at **LANEY.EDU/ENROLL**

Laney College does not discriminate on the basis of age, race, religion, color, gender identity, gender expression, sexual orientation, ancestry, citizenship, national origin, military or veteran status, disability, marital status, pregnancy, medical condition, and immigration status.

