

Multimedia Journalism Certificate of Accomplishment - Active

Department: Broadcast Electronic Media Arts

Approval: December 2012

This certificate provides students with news research, writing, reporting, and packaging skills for entry-level employment in radio, television, cable, syndicated, Internet, and satellite news organizations. The Multimedia Journalism certificate is recommended for degree holders seeking to upgrade skills for career transition.

Learning Outcomes

Upon completion of this program, students will be able to:

- Identify and analyze structure and writing style of material for electronic media news.
- Illustrate various electronic news media writing and announcing techniques through information gathering, writing news stories and oncamera presentation.
- Define terms, methods and practices related to digital video and audio production for electronic newsgathering.
- Produce and assemble broadcast/multimedia news packages (MMJs) and programs.
- Display professionalism and understanding of workforce protocol in the communication and behavior.

Students must complete each course with a grade of "C" or higher.

Students must complete at least 4 of the courses at City College of San Francisco.

All courses must have been taken within the last four years.

The minimum time for completion of this certificate is 2 semesters. Completion time will vary based on student preparation and number of classes completed per semester.

Courses Required for the Certificate of Accomplishment in Multimedia Journalism

Course	Units
First Semester:	
BCST 119 - Digital Media Skills	2.50
BCST 110 - Introduction to Writing for Electronic Media	3.00
BCST 115 - Announcing and Performance	3.00
Total:	8.50
Second Semester required courses:	
BCST 130 - Radio News and Public Affairs	3.50
BCST 141 - Field Video Production	3.00
Total:	6.50
Second Semester: choose 2 units from the following internship courses:	
BCST 160 - College Internship	2.00
BCST 165 - Industry Internship	2.00
Total:	2.00
Recommended Additional Coursework:	
BCST 100 - Introduction to Electronic Media	3.00
BCST 135 - Audio for the Web	1.00
BCST 136 - Video for the Web	1.00
JOUR 21 - News Reporting and Writing	3.00
JOUR 22 - Feature Writing	3.00
JOUR 24 - Newspaper Laboratory	4.00
JOUR 29 - Magazine Editing and Production	3.00
JOUR 37 - Introduction to Photojournalism	3.00
Total:	0.00
Total:	17.00

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