

# DIGITAL MEDIA PRODUCTION (BS)

## Program Overview Bachelor of Science Degree

The bachelor's program in Digital Media Production builds on the foundational skills gained in the associate degree program in Digital Media Production. In addition, graduates of the Graphic Design program are also able to enter this degree program by means of alternate seventh term courses. The curriculum's emphasis on the electronic media industry allows students to attain a high level of digital production expertise.

Digital Media Production video courses are designed to develop professional level skills in broadcast, non-broadcast, client-based and new media programs. Audio courses enhance students' abilities in multi-track studio recording and mixing techniques. Students will also be introduced to remote location recording, sound reinforcement, and mixing for digital film.

Experience in multi-camera location shooting, visual design, commercial, news, documentary, music video, and audio productions offer students opportunities to apply their creative talents and broaden their career options. Throughout the curriculum, students are challenged to apply real-world management-level problem-solving techniques within their production teams and when dealing with clients.

The capstone project focuses on developing and producing a video or audio program for an outside client's product or service. Acting as freelance producers, students work to their predefined budgets, production schedules, and scripts to deliver their finished programs on time while meeting client expectations.

## Curriculum

Course	Title	Quarter Credit Hours
<b>Term VII</b>		
Choose one of the following options:		15
Option 1. For graduates of the associate degree in Digital Media Production		
DMP 305	Digital Editing 2	
DMP 307	Visual Design 2	
DMP 325	Podcasting 2	
DMP 328	Music Recording Techniques (5 weeks)	
EN 322	Advanced Career Writing for Digital Media (COM Core) <sup>1</sup>	
Option 2. For graduates of the associate degree in Graphic Design		
DMP 302	Introduction to Digital Audio (5 weeks)	
DMP 305	Digital Editing 2	
DMP 321	Digital Production Techniques	
DMP 328	Music Recording Techniques (5 weeks)	
EN 322	Advanced Career Writing for Digital Media (COM Core) <sup>1</sup>	
<b>Quarter Credit Hours</b>		<b>15</b>

<b>Term VIII</b>		
DMP 336	Multi-Track Recording	3
DMP 338	Music Video Pre-Production (5 weeks)	2
DMP 357	Remote Audio Production	4
DMP 381	Motion Graphics 3	2
DMP 409	MIDI (5 weeks)	2
SS 304	Digital Media & The Law (SS Core) <sup>1</sup>	4
<b>Quarter Credit Hours</b>		<b>17</b>

<b>Term IX</b>		
DMP 309	Documentary Pre-Production	1
DMP 331	Advanced Studio Production	3
DMP 410	Sound for Picture	2
DMP 421	Music Video Production	2
DMP 447	Mixdown 1	4
EN 421	Technical Communications (COM Core) <sup>1</sup>	4
<b>Quarter Credit Hours</b>		<b>16</b>

<b>Term X</b>		
DMP 337	Sound Reinforcement 1	3
DMP 401	Documentary Filmmaking	5
DMP 423	Advertising	3
Elective	300-400 Level Math/Science Core <sup>1</sup>	4
Elective	300-400 Level Humanities Core <sup>1</sup>	4
<b>Quarter Credit Hours</b>		<b>19</b>

<b>Term XI</b>		
DMP 402	Capstone Project Pre-Production	3
DMP 426	Commercial Production	2
DMP 431	Remote Production	4
DMP 449	Mixdown 2	3
Elective	300-400 Level Math/Science Core <sup>1</sup>	4
<b>Quarter Credit Hours</b>		<b>16</b>

<b>Term XII</b>		
DMP 445	Sound Reinforcement 2	3
DMP 452	Preparing for Your Career	5
DMP 455	Capstone Project <sup>2</sup>	3
Elective	300-400 Level Humanities, Social Sciences, or 200 Level Foreign Language Core <sup>1</sup>	4
<b>Quarter Credit Hours</b>		<b>15</b>

**Total Quarter Credit Hours** 98

## Legend

C = Number of lecture hours per week

L = Number of laboratory hours per week

T = Total Quarter Credit Hours where each lecture hour per week is one credit, every 2-4 laboratory hours are one credit depending on the expected amount of pre- or post-lab work.

## Program Mission, Goals, and Outcomes

### Program Mission

The mission of the Digital Media Production (DMPB) program is to provide students the opportunity to attain a high level of digital recording expertise and creativity within the electronic media industry.

DMP is designed to develop professional level broadcast, non-broadcast, client-based, and new media programs. They are conceptualized,

budgeted, and scheduled in the pre-production phase of the project. Audio courses enhance the student's abilities in multi-track studio recording and mixing techniques. Students will be introduced to remote location recording, sound reinforcement, and mixing for digital film.

Students will be challenged to apply real-world problem-solving techniques within their production teams and when dealing with clients.

## Program Goals

The DMP program will:

1. Allow students to think creatively or apply current knowledge to new problems and situations.
2. Develop the student's ability to function effectively as a member of a team.
3. Develop the student's ability to communicate effectively.
4. Foster commitment to produce quality work in a creative fashion.
5. Enhance the student's resume and resume reel through specialized course work and the application of advanced production techniques
6. Emphasize the importance of detailed pre-production planning.

## Program Outcomes

Graduates of this program will be able to:

1. Develop professional project management skills in the execution of video, audio, and/or radio productions.
2. At a professional level and creative level, operate the necessary pieces of equipment to produce a video, audio, and/or radio production based on defined objectives.
3. At a professional level and creative level, operate the necessary software to produce a video, audio, and/or radio production based on defined objectives.
4. Effectively communicate orally and in writing.
5. Develop a job search strategy to prepare students for the workplace.

## Q&A and Technical Standards Questions & Answers

### 1. When do my classes meet?

**Day Classes:** Technical classes normally meet for at least three hours a day for up to five days a week. Classes normally begin in the early morning (7:45 a.m.), late morning (usually 11:25 a.m.), or mid-afternoon. The time slot of your program may vary from term to term.

**Evening Classes:** technical classes meet on the average of three nights a week, although there may be times when they will meet four nights a week. Classes normally begin at 5:45 p.m.

In addition, to achieve your bachelor's degree, you will take a total of approximately seven liberal arts courses, which will be scheduled around your program schedule over the course of your entire program. Each liberal arts course meets approximately four hours per week. Liberal arts courses are offered days, evenings, and Saturdays.

At the beginning of each term you will receive a detailed schedule giving the exact time and location of all your classes. The university requires that all students be prepared to take classes and receive services at

any of NEIT's locations where the appropriate classes and services are offered.

When a regularly scheduled class falls on a day which is an NEIT observed holiday (Columbus Day, Veterans Day, Martin Luther King, Jr. Day, and Memorial Day), an alternate class will be scheduled as a make up for that class. The make up class may fall on a Friday. It is the student's responsibility to take note of when and where classes are offered.

### 2. How large will my classes be?

The average size for a class is about 20 to 25 students; however, larger and smaller classes occur from time to time.

### 3. How much time will I spend in lab?

Almost half of your technical courses consist of laboratory work. In order for you to get the most out of your laboratory experiences, you will first receive a thorough explanation of the theory behind your lab work.

### 4. Where do my classes meet?

Students should be prepared to attend classes at any of NEIT's classroom facilities: either at the Post Road, Access Road, or East Greenwich campuses.

### 5. How long should it take me to complete my program?

To complete your degree requirements in the shortest possible time, you should take the courses outlined in the prescribed curriculum. For a typical six-term curriculum, a student may complete the requirements in as little as 18 months.

To complete all your degree requirements in the shortest time, you should take at least one liberal arts course each term.

Students may also elect to complete some of their liberal arts requirements during Intersession (except for EN courses), a five-week term scheduled between Spring and Summer Terms. Students will not be assessed any additional tuition for liberal arts courses taken during the Intersession but may be assessed applicable fees.

Students wishing to extend the number of terms needed to complete the required technical courses in their curriculum will be assessed additional tuition and fees.

### 6. Is NEIT accredited?

NEIT is accredited by the New England Commission of Higher Education. Accreditation by NECHE is recognized by the federal government and entitles NEIT to participate in federal financial aid programs. Some academic departments have specialized professional accreditations in addition to accreditation by NECHE. For more information on accreditation, see NEIT's catalog.

### 7. Can I transfer the credits that I earn at NEIT to another college?

The transferability of a course is always up to the institution to which the student is transferring. Students interested in the transferability of their credits should contact the Office of Teaching and Learning for further information.

### 8. Can I transfer credits earned at another college to NEIT?

Transfer credit for appropriate courses taken at an accredited institution will be upon receipt of an official transcript for any program, biology, science, and mathematics courses in which the student has earned a "C" or above within the past three years and for English or humanities courses in which the student has earned a "C" or above within the last ten years. An official transcript from the other institution must be received

before the end of the first week of the term for transfer credit to be granted for courses to be taken during that term.

#### 9. What is the "Feinstein Enriching America" Program?

New England Institute of Technology is the proud recipient of a grant from the Feinstein Foundation. To satisfy the terms of the grant, the university has developed a one-credit community enrichment course which includes hands-on community enrichment projects. The course can be taken for a few hours per term, spread over several terms. Students who are already engaged in community enrichment on their own may be able to count that service towards course credit.

#### 10. How many credits do I need to acquire my Financial Aid?

In order to be eligible for the maximum financial aid award, you need to maintain at least 12 credits per academic term.

#### 11. What kind of employment assistance does NEIT offer?

The Career Services Office assists NEIT students and graduates in all aspects of the job search, including resume writing, interviewing skills, and developing of a job search strategy. Upon completion of their programs, graduates may submit a resume to the Career Services Office to be circulated to employers for employment opportunities in their fields. Employers regularly contact us about our graduates. In addition, our Career Services Office contacts employers to develop job leads. A strong relationship with employers exists as a result of our training students to meet the needs of industry. No school can, and NEIT does not, guarantee to its graduates' employment or a specific starting salary.

#### 12. Where will job opportunities exist?

Graduates have obtained employment in the local area. However, one of the most exciting aspects of this program is the ability to look nationally for employment opportunities.

#### 13. Is there any state or federal licensing required in my field?

No license is required for any of the careers which you will be preparing to enter. The Digital Media Production program is not designed to prepare a student for a licensure exam.

#### 14. What kind of jobs will I be qualified to look for?

Generally, jobs will exist in the program production, post-production, and audio aspects of the television and cable industry, as well as in the corporate area. The U.S. Department of Labor Occupational Handbook predicts that job opportunities in the television industry will grow at an average rate, with the greatest potential in the newer technologies such as cable television. Competition for jobs will be keen and requirements will increasingly emphasize an applicant's training and education. The job best suited to you will depend upon your individual strengths and interests.

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## Technical Standards

These technical standards set forth by the Digital Media Production Department, establish the essential qualities considered necessary for students admitted to these programs to achieve the knowledge, skills and competencies to enter these fields. The successful student must possess the following skills and abilities or be able to demonstrate that they can complete the requirements of the program with or without reasonable accommodation, using some other combination of skills and abilities.

### Cognitive Ability

- Ability to interpret ideas and concepts visually and/or graphically

- Good reasoning and critical thinking skills.
- Ability to learn, remember and recall detailed information and to use it for problem solving.
- Ability to deal with materials and problems such as organizing or reorganizing information.
- Ability to use abstractions in specific concrete situations.
- Ability to break information into its component parts.
- Ability to understand spatial relationships.
- Possession of basic math skills through addition, subtraction, multiplication and division of whole numbers and fractions using both the U.S. and Metric systems of measurement.
- Ability to perform tasks by observing demonstrations.
- Possession of basic keyboarding skills and knowledge of computer operation.

### Communications Skills

- Ability to communicate effectively with faculty and students.
- Ability to understand and follow oral and written instructions.
- Ability to read English sufficiently to read equipment manuals, installation instruction, and technical service bulletins.
- Ability to demonstrate and use the knowledge acquired during the classroom training process and in the lab setting.

### Adaptive Ability

- Ability to maintain emotional stability and the maturity necessary to interact with other members of the faculty and students in a responsible manner.

### Physical Ability

- Ability to climb ladders up to 12' high and perform tasks at that height.
- Ability to perform tasks requiring bending, stooping, kneeling and walking.
- Able to perform tasks in confined spaces (i.e. edit booths).
- Ability to grasp, lift, and carry equipment weighing up to 50 lbs.
- Able to stand and/or sit and continuously perform essential course functions in the radio and television studios, audio production booths, editing booths, and graphics lab.
- Ability to stand and/or sit for long periods of time.
- Ability to perform learned skills, independently, with accuracy and completeness.

### Manual Ability

- Sufficient motor function and sensory abilities to participate effectively in the classroom laboratory.
- Sufficient manual dexterity and motor coordination to coordinate hands, eyes and fingers in the operation of a camcorder, use a computer keyboard, and operate an edit controller and other equipment.

### Sensory Ability

#### Visual

- Acute enough to enable the adjustment of an electronic image into sharp focus.
- Ability to properly distinguish colors.
- Acute enough to read small print.

- Acute enough to read small numbers on precision measuring instruments.

### **Auditory**

- Acute enough to distinguish low level (weak) audio signals.
- Ability, corrected, to discern the full range of audible sound frequencies

## **Degree Progress Checklist**

### **Digital Media Production - BS**

#### **Degree Progress Checklists**

- For students entering October 2024 or later
- For students entering April 2024 to September 2024
- For students entering October 2023 to March 2024
- For students entering October 2018 to September 2023

#### **9 Term Checklists (for students with a previous degree)**

- For students entering April 2024 or later
- For students entering October 2023 to March 2024
- For students entering April 2022 to September 2023
- For students entering October 2018 to March 2022