

## Certificates in Media Technology

### Audio Engineering and Production

The audio recording and production industry has been a mainstay of the communications fields for many decades. The techniques used to create fine audio programs have been a paramount issue in the media industry. With the advent of modern music and its associated industry promotion, interest in the discipline has taken a dramatic rise. Lakeland's Audio Production and Engineering Certificate program, in keeping with the industry's history of master/apprentice training, provides students with the opportunity to work with a teaching staff well recognized for its accomplishments in the world of broadcast, recording, sound reinforcement and audio production. With its heavy emphasis on direct application of skills, the program helps prepare students for success in the audio recording and production industry.

### Video Engineering and Production

Within the last half-century, Broadcast Television, Film and Video Production have become so common in our lives that they are more of a necessity than a luxury. Our increasing dependence on broadcast television, film and video as a means of communication has helped to further the development of technology necessary for proper production. The advent of Internet broadcasting and high capacity satellite transmissions has further increased the need for training in the techniques of communication. Lakeland's Video Production and Broadcast Certificate program, designed to provide true hands-on training in the areas of Broadcast, Newsgathering, Live Performance and Video Engineering for both broadcast and interactive media applications, helps prepare students to meet the needs of the video communications industry.

### Interactive Media

Media Integration and presentation has become accepted in concept as one of the most useful forms of communication that the world has seen. Be it for a CD-based retail catalog, business web site, or DVD video, media integration brings together the best possible communications tools to provide efficiency, impact, clarity and entertainment. It has moved into the forefront of business impetus and is being touted as the most important communication advance in the civilized world. Interactive media and its proper presentation have begun to construct a new order in worldwide thought and information. Lakeland's Interactive Media Certificate program spans a number of media-related communications disciplines and topics. The study of concepts reinforced with a heavy emphasis on realistic application helps prepare students for employment in a wide variety of settings.



# Dream. Create. Achieve.

certificate programs in:

- interactive media
- music production
- video broadcasting



the media institute  
Lakeland Community College

Lakeland Community College is well recognized throughout the United States for its technology programs. Health Sciences, Manufacturing, Computer Science as well as Media Technology training has provided many with quality, active, hands-on education taught by an educational faculty primarily composed of industry professionals. It was from this industry association and professional-outcome approach that The Media Institute developed into a "school within a school." The Institute provides industry professionals and students of all ages with training in many of the most up-to-date media disciplines and specialties. It is possible to enroll in individual classes for training on specific applications, or complete a series of courses to provide certification in a number of broadcast and interactive media avenues.

Offering intensive education in many media disciplines, The Media Institute is a concept of learning that is designed to embrace current technological trends and necessities. The fast pace of today's information technology evolution requires businesses to maintain and update their technical skills or lose their marketplace. Through advice from industry professionals and program participants, the necessary skills for success are distilled into academic programs that are both conceptual and applied. Hands-on training abound in Certificate programs that encompass many of today's electronic communications industries in the following majors:

**Audio Production and Recording**  
**Video Production and Broadcast**  
**Interactive Media Presentation Technology**

Many media corporations have allied with The Media Institute and will be working in close contact to provide first-hand looks at the latest technologies to help students get a head start on their competition. Business Partners include impact companies such as Sony, Tascam, JVC, Avid, Digidesign and AMS/NEVE. Their representatives will provide much insight into the marketplace and trends in media technology.

Begin to fulfill your dreams.  
Classes start August 26.

Enroll today for a class or certificate program.  
Call Lakeland's Academic Counseling Office  
at **953-7200** for more information on classes  
necessary for your success.

**Interactive Media Certificate (2501)**

MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1200	Video I: Introduction to Video Production	3
MDIA 1400	Audio I: Introduction to Audio Production	3
MDIA 1500	Interactive Media I: Introduction to Interactive Production	3
MDIA 1505	Interactive Media II: Interactive Production Technology	3
MDIA 1540	Interactive Media Design Theory	2
MDIA 1580	Staff Practice I: Interactive Media	1
MDIA 1600	Animation I: Introduction to Two and Three-Dimensional Animation	3
MDIA 2500	Interactive Media III: Multiple Media Integration	3
MDIA 2505	Interactive Media IV: Advanced Interactive Presentation	3
MDIA 2560	Interactive Educational Design	2
MDIA 2580	Staff Practice II: Interactive Media	1

**Certificate Total: 30**

**Video Production and Broadcast Certificate (2502)**

MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1045	Writing for Broadcast and Interactive Media	2
MDIA 1060	Vocalization and Diction for Broadcast Media	2
MDIA 1200	Video I: Introduction to Video Production	3
MDIA 1205	Video II: Action Videography and Video Technique	3
MDIA 1280	Staff Practice I: Video	1
MDIA 1400	Audio I: Introduction to Audio Production	3
MDIA 2200	Video III: Electronic News Gathering	3
MDIA 2205	Video IV: Independent Commercial Video Production	3
MDIA 2260	Video Compositing and Special Effects	2
MDIA 2265	Sports Reporting, Commentary, and Videography	2
MDIA 2280	Staff Practice II: Video	1

**Certificate Total: 28**

**Audio Engineering and Production Certificate (2503)**

MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1200	Video I: Introduction to Video Production	3
MDIA 1400	Audio I: Introduction to Audio Production	3
MDIA 1405	Audio II: Recording and Studio Techniques	3
MDIA 1420	Basics of Sound Reinforcement	2
MDIA 1480	Staff Practice I: Audio	1
MDIA 2400	Audio III: Sound Shaping and Advanced Production	3
MDIA 2405	Audio IV: Advanced Recording and Editing	3
MDIA 2420	Foley Sound Design and Recording	3
MDIA 2480	Staff Practice II: Audio	1
MUSC2650	Electronic Music I	1
CMPA 2001	Radio Production	3

**Certificate Total: 29**