

CONTENT CREATION AND MEDIA PRODUCTION CERTIFICATION

Overview

This academic certificate complements the newly branded Rider Media Center, which brings together the University's three student media organizations, The Rider News (<https://theridernews.com/>), 107.7 The Bronc (<https://1077thebronc.com/>), and RUNTV (<https://runnetwork.weebly.com/>), to reflect today's integrated media landscape better.

The provides an experiential learning opportunity for students to gain professional, hands-on experience across Rider Media through participation in three semester-long practicums: COM 380 Broadcast Practicum, COM 381 Newspaper Practicum and COM 382 Radio Practicum.

Certificate Offered

- Certificate in Content Creation and Media Production

Contact

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Requirements for the Content Creation and Media Production Certificate

Code	Title	Credits
Required Courses:		
COM 380	Broadcast Practicum	3
COM 381	Newspaper Practicum	3
COM 382	Radio Practicum	3
Total Credits		9

Courses and Descriptions

COM 380 Broadcast Practicum 3 Credits

Provides a workshop dedicated to the planning and creation of professional caliber broadcast content for the RUN TV campus television network and beyond. This course will provide an opportunity for students to develop skills in video production, media writing, audio, video design and graphics, and social media in an experiential setting. Students can be involved in any and all phases of creating content from project conception through implementation. This course may be repeated once. Pass/Fail.

Prerequisite(s): COM 131 or FTV 135, minimum grade of C or permission of instructor.

COM 381 Newspaper Practicum 3 Credits

Provides a workshop dedicated to the planning and creation of professional caliber print content for The Rider News and beyond. This course will provide an opportunity for students to develop skills in news and feature writing, interviewing, editing, social media, graphics, and production skills in an experiential setting. Students can be involved in any and all phases of creating content from project conception through implementation. This course may be repeated once. Pass/Fail.

Prerequisite(s): COM 102 or COM 107, C or better, or permission of instructor.

COM 382 Radio Practicum 3 Credits

Provides a workshop dedicated to the planning and creation of professional caliber radio content for 107.7 The Bronc and beyond. This course will provide an opportunity for students to develop skills in audio production, programming, broadcast writing, graphics and social media in an experiential setting. Students can be involved in any and all phases of creating content from project conception through implementation. This course may be repeated once. Pass/Fail.

Prerequisite(s): COM 233 or COM 234, C or better, or permission of instructor.