Montgomery County Community College
COM 291
Communication Capstone
3-2-2

COURSE DESCRIPTION:
In this course, students work collaboratively, discuss, conceive, create and produce a body of work that displays the culmination of their knowledge, experience, and writing and production skills. Students develop advanced skills in scripting, journalism, writing, planning, organizing and executing media projects from inception to completion. Students work as producers and directors and lead a production crew on media packages. At the end of the course, students design, organize and complete a portfolio, including a resume, cover letter, personal essays and all professional-level media work. Students also practice mock job placement interviews. This course is subject to a course fee. Refer to http://mc3.edu/adm-fin-aid/paying/tuition/course-fees for current rates.

REQUISITES:
Previous Course Requirements
  − COM 107 Introduction to Video Production and Literacy with a minimum grade of 'C'
  − COM 200 Ethics, Responsibility, Mass Media and the Law with a minimum grade of 'C'

Concurrent Course Requirements
None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Demonstrate mastery of storytelling, digital production, and advanced production equipment and techniques.	Lectures/Discussions Demonstration Practice Case Studies Student Presentations Resume Online Web Site	Peer to Peer Review Portfolio
2. Complete a professional production through pre-production, production, post-production, and distribution.	Lectures/Discussions Demonstration Practice Case Studies Student Presentations	Peer to Peer Review Portfolio

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Create a professional level portfolio of work, including all print, aural and video packages of digital video projects, plus a resume, cover letter, and personal statement.	Lectures/Discussions Demonstration Practice Case Studies Student Presentations On-Camera Job Interview Online Web Site	Portfolio On-Camera Job Interview rubric Online Web Site rubric

At the conclusion of each semester, course faculty using the listed evaluation method(s) will complete assessment of the learning outcomes. Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that 70% of students will meet or exceed outcome criteria

SEQUENCE OF TOPICS:
1. Scripting
2. Storyboarding
3. Writing
4. Advanced Production Techniques
5. Advanced Editing Techniques
6. Résumé Writing
7. Cover Letter Writing
8. Developing Professional Interviewing Skills
9. Job Search
10. Entrepreneurial Spirit
11. Team Building/Effective Leadership
12. Executive Decision Making
13. Digital Portfolio/Online Web Site

LEARNING MATERIALS:
Alten, Stanley R. *Audio in Media* (9th ed.). Wadsworth Press. Millerson, Gerald (2011);

Video Production Handbook (5th ed.). Focal Press.
Wardrip-Fruin, Noah and Montfort, Nick. (2012).

Seguin, James. *Media Career Guide; Preparing For Jobs In The 21st Century (9th ed.)* Bedford/St. Martin's (2014)

In addition, the instructor may provide students with handouts or access to selected Radio or Television programs or clip

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:
Prepared by: Allan Schear   Date: 1/16/2016
VPAA/Provost Compliance Verification:
                         Victoria Bastecki-Perez, Ed.D.   Date: 3/7/2016

Revised by: Debbie Dalrymple   Date: 1/10/2018
VPAA/Provost or designee Compliance Verification: Date: 1/10/2018

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.