

JOURNALISM AND DIGITAL COMMUNICATION

ASSOCIATE DEGREE & CERTIFICATE PROGRAMS

2023-2024 CATALOG

DESCRIPTION

The Journalism Program is for students who want an overview of mass media and practical training in how to report, write, edit and produce multimedia content for publication. Courses emphasize writing for print, broadcast and online publications, as well as using social media and modern technology to communicate with the public. Students who obtain a degree in journalism will have the foundation to pursue careers as writers, editors, photojournalists, designers, multimedia developers and public relations practitioners.

ASSOCIATE DEGREE AND CERTIFICATE PROGRAMS

Students who complete an [Associate Degree for Transfer \(ADT\)](#) and transfer to a similar major at a CSU are guaranteed a pathway to finish their baccalaureate degrees in 60 semester or 90 quarter units. These degrees require students to meet both of the following requirements: (1) Completion of 60 semester units or 90 quarter units that are eligible for transfer to the California State University, including both of the following: (A) The Intersegmental GE Transfer Curriculum (IGETC) or the California State University GE-Breadth Requirements (CSU GE-Breadth). (B) A minimum of 18 semester units or 27 quarter units in a major or area of emphasis, as determined by the community college district. (2) Obtainment of a minimum grade point average of 2.0.

[An Associate Degree](#), depending on the focus of study, is designed to prepare students for transfer into upper division course work in a bachelor's degree program, or, to prepare students to enter the workforce in a particular vocational field. To qualify for an Associate's Degree, a student must: (1) complete each major-specific course required for the degree with at least a "C" grade or better, (2) complete all Cuesta College general education, graduation and residency requirements, and (3) achieve an overall grade point average of 2.0 for all courses attempted (major, general education, elective).

[A Certificate Program](#) is designed for students who desire specific training to meet an immediate occupational or personal goal, or for promotion or lateral transfer within their existing field of employment. To qualify for a Certificate of Achievement or a Certificate of Specialization, a student must 1) complete all courses required for the Certificate with an overall grade point average of 2.0.

DEGREES, CERTIFICATES & AWARDS

- Associate in Arts for Transfer (A.A.-T.)
- Associate in Arts (A.A.)
- Certificate of Specialization (C.S.)

CAREER OPPORTUNITIES

- Blogger
- Communications Director
- Copy Editor
- Copywriter
- Correspondent
- Legislative Assistant
- Magazine Editor
- Magazine Writer
- Multimedia Producer
- News Director
- Press Relations Officer
- Public Affairs Manager
- Public Information Specialist
- Reporter
- Researcher
- Social Media Specialist
- Speech Writer
- Technical Writer

CONTACT

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ASSOCIATE DEGREE FOR TRANSFER PROGRAM

Journalism — Associate in Arts for Transfer

The Associates in Arts in Journalism for Transfer degree (AA-T in Journalism) will help students achieve their academic and career goals by helping them acquire the skills needed to gather information from a variety of sources and prepare that information to share with the public using a variety of platforms. The AA-T in Journalism degree will provide courses for students so that they may succeed at college level journalistic writing, editing, news judgment, news ethics and elements of design. The degree will prepare them for success in a baccalaureate degree in journalism with the lower-division coursework required to transfer in the CSU system.

Required Core (14 units)

JOUR 200. Introduction To Mass Communication.	3
JOUR 201. News Writing And Reporting	3
JOUR 202A . . . Intro To News Production	4
JOUR 202B . . . News Production	4

List A: Select one course (3 units)

JOUR 205. Multimedia Journalism.	3
or JOUR 207 . . Intermediate Reporting And Newswriting.	(3)

List B: Select one course (3 to 4 units)

ART 244. Photography I.	3
MATH 236. Introduction To Applied Statistics	3
MATH 247. Introduction To Statistics.	4
ECON 201B. . . Principles Of Microeconomics	3
ECON 201A. . . Principles Of Macroeconomics.	3
POLS 202. Government And Politics Of The United States	3
POLS 206. Comparative Government.	3
ENGL 201C . . . English Composition: Critical Thinking.	4
PHIL 208 Introduction To Logic	3
COMM 215 . . . Argumentation And Debate.	3

Total Credits: 20 - 21

“P” (Pass) grade is acceptable for major coursework in the Associate Degrees for Transfer. In addition to major preparation course work listed above, completion of the CSU GE or IGETC pattern is mandatory. Courses completed for the major can also be double counted towards GE, where appropriate. See a counselor for details.

[Click Here For Program Student Learning Outcomes](#)

TRANSFER PREPARATION

Courses that fulfill major requirements for an associate degree may differ from those needed to prepare to transfer. Students who plan to transfer to a four-year college or university should schedule an appointment with a Cuesta College counselor to develop a student education plan (SEP) before beginning their program.

TRANSFER RESOURCES:

CSU and UC Articulation Agreements and Majors Search Engine:
www.ASSIST.org
 CSU System Information:
www2.calstate.edu

FINANCIAL AID

Paying for the cost of a college education requires a partnership among parents, students and the college. As the cost of higher education continues to rise we want you to know that Cuesta College offers a full array of financial aid programs—grants, work study, scholarships, federal loan programs, and fee waivers. These programs are available to both full-and part-time students who are seeking a degree or certificate. For those who qualify, financial aid is available to help with tuition, fees, books and supplies, food, housing, transportation, and childcare. Please log onto our website for additional information:
www.cuesta.edu/student/studentservices/finaid

ASSOCIATE DEGREE PROGRAM

Journalism — Associate in Arts

The journalism program is for students who want an overview of mass media and practical training in how to report, write, edit and produce multimedia content for publication. Courses emphasize writing for print, broadcast and online publications, as well as using social media and modern technology to communicate with the public. Students who obtain a degree in journalism will have the foundation to pursue careers as writers, editors, photojournalists, designers, multimedia developers and public relations practitioners.

Required Courses (24 credits)

JOUR 200. Introduction To Mass Communication.	3
JOUR 201. News Writing And Reporting	3
JOUR 202A . . . Intro To News Production	4
JOUR 202B . . . News Production	4
JOUR 202C . . . News Production	4
JOUR 204. Nonfiction And Magazine Writing For Publication	3
or JOUR 205 . . . Multimedia Journalism.	(3)
or JOUR 206 . . . Social Media And Data Visualization.	(3)
or JOUR 207 . . . Intermediate Reporting And Newswriting.	(3)
ART 249A. Digital Photography I.	3
or ART 249B . . . Digital Photography II	(3)
Total Credits:	24

[Click Here For Program Student Learning Outcomes](#)

CERTIFICATE PROGRAM

Multimedia Journalism — Certificate of Achievement

The Multimedia Journalism Certificate of Achievement is designed for both students and mid-career professionals. It will complement an AA-T degree for students and better prepare them for internships and entry-level positions. It will also serve mid-career professionals who want to develop or update multimedia skills that could be applied to a variety of careers, including journalism, communications, marketing, public relations and business. Students and mid-career professionals will learn the digital communication skills necessary to be competitive in a multimedia world. The program focuses on storytelling across a variety of platforms, including print and online writing, video, photographs, graphics, design, data visualization and social media. Potential publication on the student news site and with professional outlets. Professional standards, ethical principles and legal issues are emphasized.

Required Courses (6 credits)

JOUR 205	Multimedia Journalism	3
JOUR 206	Social Media And Data Visualization.	3

Plus 3-4 credits from the following:

JOUR 203A . . .	News Production For Visual Artists: Photo And Video. . .	4
JOUR 203B . . .	News Production For Visual Artists: Graphics And Design.	4
JOUR 204	Nonfiction And Magazine Writing For Publication	3
JOUR 207	Intermediate Reporting And Newswriting	3

Plus 4 credits from the following:

JOUR 202C . . .	News Production	4
JOUR 203C . . .	Intermediate News Production For Visual Artists.	4
JOUR 203D . . .	Advanced News Production For Visual Artists	4

Plus 3 credits from the following:

ART 249A	Digital Photography I.	3
ART 258	Foundation Of Digital Layout Design	3
ART 265	Motion Graphic Design I.	3
FTVE 223	Introduction To Motion Picture And TV Production.	3

Total Credits: **16 - 17**

[Click Here For Program Student Learning Outcomes](#)



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