

Media Arts: Audio Production AAS

Media Arts: Audio Production AAS  
Music Production Option

Media Arts: Media Communications AS

Media Arts: Media Production AAS

Media Arts: Telecommunications  
Technology AAS



### State-of-the-Art

- Media Facilities
- Protocols Recording Studio
- FM Radio Station •Television Studio
- Remote Video Production Facility
- Digital Media Lab •Video Editing Lab
- Audio and Video Editing and Production Suites

### START YOUR MEDIA CAREER AT CAYUGA

Cayuga's Media Arts programs offer students opportunities to explore mass media and new media technologies.

In these programs, students work with outstanding faculty in a collaborative learning environment.

Media Arts: Telecommunications Technology graduates are eligible to receive certification as broadcast technologists by the *Society of Broadcast Engineers*.

### Seamless Transfer

Cayuga has transfer agreements with:  
Buffalo State College, Cazenovia College,  
Empire State College, Ithaca College,  
Le Moyne College, St. John Fisher College,  
SUNY Cortland, SUNY Fredonia, SUNY Oswego,  
and Utica College

### Student-Run Companies

**C3 Video** teaches video production and entrepreneurial skills to students by putting them to work on set, behind the camera, and in the editing suite.

**Cayuga Records** offers its independent label to artists looking to begin their record careers while students learn what it takes to launch new artists.

**WIN89** is Cayuga's FM radio station, offering students opportunities as on-air talent, radio operations staff, and as radio engineers.



cayuga-cc.edu



# Index

**Media Arts: Audio Production AAS** ..... 1

*Concentrations*

Beat Production Concentration ..... 2

Immersive Audio Concentration ..... 2

Live Sound Concentration ..... 2

Radio Production Concentration ..... 2

Sound for Film and Television Concentration ..... 2

**Media Arts: Audio Production AAS: Music Production Option** ..... 3

*Concentrations*

Beat Production Concentration ..... 4

Immersive Audio Concentration ..... 4

Live Sound Concentration ..... 4

Radio Production Concentration ..... 4

Sound for Film and Television Concentration ..... 4

**Media Arts: Media Communications AS** ..... 5

*Concentrations*

Public Relations ..... 6

Social Media Communications ..... 6

**Media Arts: Media Production AAS** ..... 7

*Concentrations*

Broadcast Journalism ..... 8

Film and Cinema Studies ..... 8

Social Media Communications ..... 8

Video/Digital Film Production ..... 8

**Media Arts: Telecommunications Technology AAS** ..... 9



## Media Arts: Audio Production AAS



Cayuga's media faculty have been training students to become audio and music production professionals for more than two decades.

Students work in state-of-the-art music recording and broadcast production studios and learn from industry professionals.

**Career Possibilities**

- Music Recording Industry
- Radio, Television, and Motion Picture Industries
- Video Production
- Recording Engineers • Audio Engineers
- Audio Operators • Board Operators
- Sound Technicians
- Mixers

**AUDIO ENGINEER**

2021 Median Salary

**\$53,441/yr**

*Glassdoor.com*

[https://www.glassdoor.com/Salaries/audio-engineer-salary-SRCH\\_K00,14.htm](https://www.glassdoor.com/Salaries/audio-engineer-salary-SRCH_K00,14.htm)

Courses	Credit Hours
<b>First Semester</b>	
ENGL 101 Freshman English I	3
COMM 101 Introduction to Mass Media	3
TELC 104 Audio Video Production Techniques I	3
Math/Science	3
Health/Physical Education	1
General Education American History, General Education Western Civilization	
or General Education Social Science	3
	<b>16</b>
<b>Second Semester</b>	
ENGL 102 Freshman English II	3
COMM 201 Media and Society	3
MUSI 170 Music Preparation for Audio Professionals	3
TELC 221 Audio Editing	4
TELC/MUSI/COMM Elective	3
	<b>16</b>
<b>Third Semester</b>	
COMM 207 Video Production I	4
TELC 230 Music/Multi-Track Recording	4
TELC/MUSI/COMM Elective	3
TELC 220 Advanced Audio Production	3
Math/Science	3
	<b>17</b>
<b>Fourth Semester</b>	
TELC 231 Advanced Recording Techniques	4
COMM 208 Video Production II	4
TELC 275 Internship in Radio and TV	3
TELC/MUSI/COMM Elective	3
	<b>14</b>
<b>TOTAL CREDIT HOURS</b>	<b>63</b>

## Media Arts: Audio Production AAS Concentrations

These targeted courses allow you to gain specialized skills to prepare for immediate employment or for transfer to a four-year degree program.

### Beat Production

This concentration prepares students for opportunities in the field of beat production. Students in this concentration will study digital music and arranging by using pre-existing music and samples to create original compositions. This concentration will enable students to gain expertise for both employment and transfer opportunities in fields like gaming, audio production for media, music recording and musical performance.

Courses	Credit Hours
MUSI 247 Beats Production 1	3
MUSI 248 Beats Production 2	3
MUSI 207 Digital Music Arranging	3

### Immersive Audio

This concentration prepares students for opportunities in the field of immersive audio. Students in this concentration will study the latest techniques of recording and mastering surround sound and immersive audio. This concentration will enable students to gain expertise for both employment and transfer opportunities in the music and audio recording industries. Students will also gain expertise creating re-mastered music recordings, movie sound, game sound, and live immersive audio for events such as sports and concerts.

Courses	Credit Hours
TELC 238 Immersive Audio I	3
TELC 239 Immersive Audio II	3

### Live Sound

This concentration prepares students for opportunities in the field of live sound. Students in this concentration will study the art and craft of live sound reinforcement in concerts, theaters, sports venues, and exhibitions. This concentration will enable students to gain expertise for both employment and transfer opportunities as live sound technicians, engineers, and designers

Courses	Credit Hours
TELC 227 Live Sound 1	3
TELC 228 Live Sound 2	3
TELC 229 Concert and Event Design	3

### Radio Production

This concentration prepares students for opportunities in the field of radio production. Students in this concentration will study how programming is created for radio, audio streaming, and podcasting services. This concentration will enable students to gain expertise for both employment and transfer opportunities as announcers, program creators, program directors, producers, and hosts.

Courses	Credit Hours
TELC 227 Live Sound 1	3
TELC 228 Live Sound 2	3
TELC 229 Concert and Event Design	3

### Sound for Film and Television

This concentration prepares students for opportunities in the field of sound for film and television. Students in this concentration will learn how to record, create, mix, and edit audio for film and television programs. This concentration will enable students to gain expertise for both employment and transfer opportunities in film and TV recording, mixing, and sound design, as well as sound effects and music supervision.

Courses	Credit Hours
TELC 240 Sound Design	3
MUSI 207 Digital Music Arranging	3
COMM 103 Intro to the Moving Image	3

## Media Arts: Audio Production AAS Music Production Option

The Media Arts: Music Production Option is designed for students who have an interest or skills in music and wish to apply audio production techniques specifically to that field.

Students who choose this option may wish to pursue a career in music recording or transfer to a four-year program in music production. Students who wish to transfer should consult with four-year schools for planning and preparation.



### MUSIC RECORDING ENGINEER

2021 Median Salary

**\$53,849/yr**

Salary.com

<https://www.salary.com/research/salary/posting/engineer-music-recording-salary>

Courses	Credit Hours
<b>First Semester</b>	
ENGL 101 Freshman English I	3
COMM 101 Introduction to Mass Media	3
TELC 104 Audio Video Production Techniques I	3
MUSI 101 Music Appreciation	3
TELC/MUSI/COMM Elective	1
Health/Physical Education	1
	<b>14</b>
<b>Second Semester</b>	
ENGL 102 Freshman English II	3
COMM 201 Media and Society	3
MUSI 170 Music Preparation for Audio Professionals	3
Math/Science	3
TELC/MUSI/COMM Elective	4
	<b>16</b>
<b>Third Semester</b>	
COMM 207 Video Production I	4
TELC 230 Music/Multi-Track Recording	4
MUSI 102 Jazz	
or	
MUSI 111 Rock	3
TELC 220 Advanced Audio Production	3
Math/Science	3
	<b>17</b>
<b>Fourth Semester</b>	
TELC 231 Advanced Recording Techniques	4
COMM 208 Video Production II	4
TELC 275 Internship in Radio and TV	3
General Education American History, General Education Western Civilization	
or	
General Education Social Science	3
One of the following	3
MUSI 154 Piano*	
MUSI 158 Guitar*	
Telecommunications Elective	
Communications Elective	
Music Elective	
	<b>17</b>
<b>TOTAL CREDIT HOURS</b>	<b>64</b>

\* MUSI 154 or MUSI 158 is required unless students pass a proficiency test. Students passing the proficiency test will enroll in a TELC, MUSI or COMM elective.

# Media Arts: Audio Production AAS Music Production Option Concentrations

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### Immersive Audio

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Courses	Credit Hours
TELC 238 Immersive Audio I	3
TELC 239 Immersive Audio II	3

### Live Sound

This concentration prepares students for opportunities in the field of live sound. Students in this concentration will study the art and craft of live sound reinforcement in concerts, theaters, sports venues, and exhibitions. This concentration will enable students to gain expertise for both employment and transfer opportunities as live sound technicians, engineers, and designers

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TELC 229 Concert and Event Design	3

### Sound for Film and Television

This concentration prepares students for opportunities in the field of sound for film and television. Students in this concentration will learn how to record, create, mix, and edit audio for film and television programs. This concentration will enable students to gain expertise for both employment and transfer opportunities in film and TV recording, mixing, and sound design, as well as sound effects and music supervision.

Courses	Credit Hours
TELC 240 Sound Design	3
MUSI 207 Digital Music Arranging	3
COMM 103 Intro to the Moving Image	3

# Media Arts: Media Communications AS

Cayuga's Media Arts: Media Communications program teaches students how to navigate the evolving new media landscape.

Courses	Credit Hours
<b>First Semester</b>	
ENGL 101 Freshman English I	3
COMM 101 Introduction to Mass Media	3
TELC 104 Audio / Video Prod. Techniques I	3
General Education Science	3
Health	1
Physical Education	1
<b>Total</b>	<b>14</b>

<b>Second Semester</b>	
ENGL 102 Freshman English II	3
COMM 201 Media and Society	3
ENGL 221 Effective Speech: Public Address	3
Elective	3
Liberal Arts/COMM/TELC Elective	3
Physical Education	1
<b>Total</b>	<b>16</b>

<b>Third Semester</b>	
COMM 207 Video Production I	4
Elective	3
HIST 101-105	3
General Education Mathematics	3
COMM 103 Introduction to Moving Image	3
<b>Total</b>	<b>16</b>

<b>Fourth Semester</b>	
COMM 208 Video Production II	4
ENGL 217 Media Writing	3
ENGL 220 Interpersonal Communications	3
Behavioral/Social Sciences Elective	3
Liberal Arts/COMM/TELC Elective	3
<b>Total</b>	<b>16</b>

**Total Credit Hours 62**



**PUBLIC RELATIONS  
SPECIALISTS**

2020 Median Salary

**\$62,810/yr**

\*United States Department of Labor  
<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm#tab-1>

- Career Possibilities**
- Public Relations
  - Journalism
  - Media Management
  - Social Media
  - Strategic Communications



## Media Arts: Media Communications AS Concentrations



### Public Relations Concentration

This concentration prepares students for opportunities in the growing field of public relations.

Public relations is unique in its combination of skills in written and oral communication, media and social media, and relationship building. This concentration will enable students to gain expertise for both employment and transfer opportunities.

Courses		Credit Hours
COMM 120	Public Relations	3
COMM 250	PR Cases and Analysis	3
ENGL 217	Media Writing	3
ENGL 220	Interpersonal Communications	3
SOC/TELC 255	Impact of Social Media	3
<b>Total Credit Hours</b>		<b>15</b>

### Social Media Communications Concentration

This concentration is designed to prepare students for the many new opportunities as social media communications specialists at mainstream and new media companies. This concentration will enable students to gain expertise for both employment and transfer opportunities.

Courses		Credit Hours
ART 252	Photoshop	3
BUS 234	Social Media Analytics	3
ENGL 217	Media Writing	3
SOC/TELC 255	Impact of Social Media	3
<b>Total Credit Hours</b>		<b>12</b>



## Media Arts: Media Production AAS



Cayuga's Media Arts: Media Communications, Media Arts: Media Production, and Media Arts: Telecommunications programs provide a comprehensive education in all aspects of media.

Cayuga's graduates go directly into media careers or transfer to four-year programs.

### Career Possibilities

- Directors •Producers
- Camera Operators
- Technical Directors •Video Editors
- Industrial Video Specialists
- Reporters •Newscasters
- Disc Jockeys
- Advertising Salespeople
- Audio Engineers
- Sound Technicians

### FILM & VIDEO EDITORS & CAMERA OPERATORS

2020 Median Salary

**\$61,900/yr**

United States Department of Labor

<https://www.bls.gov/ooh/media-and-communication/film-and-video-editors-and-camera-operators.htm>

Courses Credit Hours

#### First Semester

ENGL 101	Freshman English I	3
COMM 101	Introduction to Mass Media	3
TELC 104	Audio Video Production Techniques I	3
	Math/Science Elective	3
	Health	1
	Physical Education	1
		<b>14</b>

#### Second Semester

ENGL 102	Freshman English II	3
TELC 105	Video Editing	4
TELC 114	Lighting	3
	Telecommunications	
or	Communications Elective	3
COMM 201	Media and Society	3
	Physical Education	1
		<b>17</b>

#### Third Semester

COMM 207	Video Production I	4
	Telecommunications	
or	Communications Elective	3
	Behavioral/Social Sciences	3
	Math/Science Elective	3
	Special Interest Elective	3
		<b>16</b>

#### Fourth Semester

COMM 208	Video Production II	4
TELC 275	Internship in Radio and TV	3
	Behavioral/Social Sciences Elective	3
	Liberal Arts/COMM/TELC Elective	3
	Special Interest Elective	3
		<b>16</b>

**Total Credit Hours 63**

## Media Arts: Media Production AAS Concentrations



### **Social Media Communications Concentration**

This concentration is designed to prepare students for the many new opportunities as social media communications specialists at mainstream and new media companies. This concentration will enable students to gain expertise for both employment and transfer opportunities.

Courses		Credit Hours
SOC/TELC 255	Impact of Social Media	3
BUS 234	Social Media Analytics	3
ART 252	Photoshop	3
ENGL 217	Media Writing	3

### **Video/Digital Film Production Concentration**

This concentration is designed for students who wish to enhance their skills in the design and production of video and audio content.

Courses		Credit Hours
COMM 103	Introduction to the Moving Image	3
TELC 140	Analysis of Broadcast Systems	3
TELC 180	Video Field Production	3

Choose from one of the following:

TELC 190	Scriptwriting for Film & TV	3
	or	
TELC 192	Script Analysis	3



Designed for students who wish to emphasize experience in a particular field of telecommunications or electronic media.

### **Broadcast Journalism Concentration**

This concentration is designed for students with an interest in broadcast announcing, sportscasting, broadcast journalism, or journalism.

Courses		Credit Hours
TELC 106	Radio and Television Announcing	3
TELC 212	Broadcast Journalism	3
ENGL 217	Media Writing	3
TELC 204	Journalism Practicum	3
	or	
TELC 205	Radio Practicum	3

### **Film and Cinema Studies Concentration**

Courses		Credit Hours
COMM 103	Introduction to the Moving Image	3
ENGL 237	Film and Literature	3

Choose from one of the following:

TELC 190	Scriptwriting for Film & TV	3
TELC 192	Script Analysis	3

## Media Arts: Telecommunications Technology



This program prepares students for employment in telecommunications and related industries.

Students learn to operate, install, maintain, and repair audio, video, RF, and specialized communications equipment used in the media and telecommunications industries.

Students work on engineering, operations, and production projects in a professional environment. Cayuga's facilities include video studio diagnostic stations, electronics labs, and a fully operational radio lab used for technical instruction. Internships are required in area industry facilities. Program graduates are eligible to receive certification as broadcast technologists from the *Society of Broadcast Engineers*.

Courses		Credit Hours
<b>First Semester</b>		
ENGL 101	Freshman English I	3
MATH 102	Intermediate Algebra	3
ELEC 101	Electrical Circuits	4
ELEC 105	Introduction to Digital Computers	4
TELC 104	Audio Video Production Techniques I	3
		17

### **Second Semester**

ENGL 102	Freshman English II	3
ELEC 102	Basic Electronics	4
TELC 102	Introduction to Telecommunications	3
CS 110	Exploring Computer Technology	3
	Health	1
	Physical Education	1
		15

### **Third Semester**

TELC 140	Analysis of Broadcast Equipment Systems	3
TELC 220	Advanced Audio Production	3
COMM 207	Television Production I	4
ELEC 201	Intermediate Electronics	4
		14

### **Fourth Semester**

TELC 260	Broadcast Systems Maintenance	3
TELC 275	Internship Radio/TV	3
ELEC 208	RF Communications	4
CS 180	Principles of Data Communications	3
CS 225	Introduction to Networks	3
	Physical Education	1
		17

**TOTAL CREDIT HOURS**

**63**

### **Career Possibilities**

- Telecommunications Specialists
- Radio, Television, Audio, and Cable TV Engineers
- Technicians

## TELECOMMUNICATIONS EQUIPMENT INSTALLERS AND REPAIRERS

2020 Median Salary

**\$61,470/yr**

United States Department of Labor

<https://www.bls.gov/ooh/installation-maintenance-and-repair/telecommunications-equipment-installers-and-repairers-except-line-installers.htm>

**Start Smart  
and Save  
Thousands**

**1<sup>st</sup>  
choice**

**8 out of 10 graduates  
said Cayuga was their  
first choice**



**For more on Media  
Communicaitons  
at Cayuga visit  
[telcomcayuga.com](http://telcomcayuga.com)**

## **Why Cayuga?**

Cayuga is **Affordable**: As a SUNY institution, Cayuga is one of the most affordable institutions in the country.

Cayuga's **Flexible Schedule** meets your needs. Degrees and courses are available in Auburn, Fulton, and online, and staggered start dates enable students to take classes that fit their schedule.

Cayuga is **Student Oriented**: Faculty members help students learn by emphasizing active, collaborative student learning techniques.

Cayuga has **Small Classes**: An average class size of 17 students ensures individualized attention and an ideal learning environment.

Cayuga has **Great Professors**: Our faculty hold advanced degrees from universities across the country, and bring a wealth of experience from the world to the classroom.

Cayuga **Prepares Students** for what's next. Over 90% of graduates said Cayuga met their educational needs, and 99% would recommend Cayuga to others.



### **Contact us for more information**

#### **ADMISSIONS OFFICE**

[admissions@cayuga-cc.edu](mailto:admissions@cayuga-cc.edu)

[www.cayuga-cc.edu/admissions](http://www.cayuga-cc.edu/admissions)

1-866-598-8883

#### **AUBURN CAMPUS**

197 Franklin Street  
Auburn NY 13021

#### **FULTON CAMPUS**

11 River Glen Drive  
Fulton NY 13069

