

Arts, Media, & Entertainment

Career Information Session





Degrees Related to Film, Broadcast and Journalism:

Film Production

- Associate of Science Degree - Film Production
- Certificate of Achievement - Film Production

Film Studies

- Associate of Arts Degree - Film Studies
- Certificate of Achievement - Film Studies

Broadcast Media

- Associate of Arts Degree - Broadcast Programming and Production
- Certificate of Achievement - Broadcast Programming and Production

Journalism

- Associate of Arts Degree - Journalism - Multimedia Storytelling
- Associate in Arts for Transfer – Journalism

Promo Pathway | Entertainment Promotions & Marketing Production

- Associate of Arts Degree - Entertainment Promotion and Marketing Production
- Certificate of Achievement - Entertainment Promotion and Marketing Production

Film



Degrees And Certificates - Film Production

Degrees and Certificates

Associate of Science Degree - Film Production

Certificate of Achievement - Film Production

For a short video about the program: <https://vimeo.com/95093244>

Many colleges/universities offer bachelor's degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has agreements with UC and CSU campuses, as well as several private and out-of-state institutions.



Academic Planning

For information on the program, assistance creating your educational plan, or exploring transfer preparation visit the SMC Counseling Center for the Center for Media and Design (CMD):

- <http://smc.edu/student-support/academic-support/counseling/contact.php>

There are different counselors and programs available to serve all needs. Once on the web page, to schedule an appointment, select the Center for Media and Design button.



**Center for Media &
Design**

**Center for Students
with Disabilities**

**Center for Wellness
& Wellbeing**

DREAM Program



Potential Career Options - Film Production

Job Title	Typical Education	Median Wage
Producers	Bachelor's Degree	\$98,560
Directors- Stage, Motion Pictures, Television, and Radio	Bachelor's Degree	\$98,560
Camera Operators, Television, Video, and Motion Picture	Associate Degree	\$61,810
Film and Video Editors	Bachelor's Degree	\$75,448
Sound Mixer	Bachelor's Degree	\$67,788

For additional career ideas and current salary information, we encourage you reach out to an SMC Career Counselor at the Career Services Center. They can be reached at (310) 434-4337.



Starter Class - Film Production

- **FILM 31: Intro to Digital Filmmaking**

This is an introductory course covering both the basic techniques of digital filmmaking and of critical appreciation, while emphasizing students' personal and creative expression. Topics will include the theory and practice of visualization, the grammar of cinematic storytelling, the aesthetics of various film movements, camera technique, lighting, sound recording, directing, and other fundamentals related to learning the craft of digital filmmaking. Students will engage in critical appreciation and individual and group analysis of movies, as well as in filming exercises under the direct and continuous supervision of their instructor.



Degrees And Certificates - Film Studies

Degrees and Certificates

Associate of Arts Degree - Film Studies

Certificate of Achievement - Film Studies

To watch SMC Film Program film trailers please visit: <https://www.youtube.com/watch?v=q0xy0dcaty4>

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DREAM Program



Potential Career Options - Film Studies

Job Title	Typical Education	Median Wage
Film Critic	Bachelor's Degree	\$62,170
Film Director	Bachelor's Degree	\$98,560
Screenwriter	Bachelor's Degree	\$80,000
Cinematographer	Associate Degree	\$75,030

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Starter Class - Film Studies

- **FILM 1: Film Appreciation: Intro to Cinema**

This course will introduce the art, technology, language, and appreciation of film, exploring the varieties of film experience, film and the other arts, and the ways of viewing. Students will learn about the basic cinematic techniques and structures, including mise-en-scene and montage, use of cinematic time and space, the image, soundtrack, and the script. Consideration will also be given to analyzing the fundamentals of film production, directing, acting, and editing; how the elements of the production process are analyzed separately, then brought together to show how they create the emotional and intellectual impact of the film experience. Film examples will be screened in class.



Program Highlights

- **Alumni Awards:**
 - Accepted into The American Pavilion Emerging Filmmaker Showcase at Cannes Film Festival
 - BAFTA Los Angeles, Student Film Awards Finalist
 - Official Selection Clermont-Ferrand International Short Film Festival, France
 - Winner Best Short Film San Diego Film Festival
 - REMI Winner, 47th Annual Worldfest - Houston International Film Festival
 - Official Selection, Huesca International short Film Festival, Spain
 - Official Selection, LA Shorts Fest
 - Official Selection, Guadalajara Film Festival (FICG), Mexico
 - Official Selection, Vilnius International Film Festival, Lithuania



Student Clubs

- **Student Clubs** <http://www.smc.edu/icc>
See the clubs available at Santa Monica College and/or learn how to start your own club!
 - **Santa Monica College Media Makers**
Email them to see how to get involved
smcmediamakers@gmail.com
 - **Film Club**
Message them on Instagram to see how to get involved
<https://www.instagram.com/smcfilmclub/>



Campus Resources

- **Film Program**
 - **Website:** <http://smc.edu/filmproduction>
 - **Contact Information:**
Phone: 310.434.4246
 - **Facebook:** <https://www.facebook.com/smcfilm/>
- **Career Services**
 - **Website:** <http://smc.edu/careercenter>
 - **Contact Information:**
Phone: 310.434.4337

Broadcast Media



Degrees and Certificates

Degrees and Certificates

Associate of Arts Degree - Broadcast Programming & Production

Certificate of Achievement - Broadcast Programming & Production

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DREAM Program



Potential Career Options

Job Title	Typical Education	Median Wage
Directors - Stage, Motion Pictures, Television, and Radio	Bachelor's Degree	\$98,560
Radio and Television Announcers	Bachelor's Degree	\$46,331
Camera Operators, Television, Video, and Motion Picture	Associate's Degree	\$61,810
Broadcast Technicians	Certificate	\$49,823

For additional career ideas and current salary information, we encourage you reach out to an SMC Career Counselor at the Career Services Center. They can be reached at (310) 434-4337.



Starter Classes

- **MEDIA 12: Broadcasting Programming & Management**
Principles of radio and television programming and management, including program sources, programming theories, station organization, community involvement, market demographics, and fulfillment of FCC requirements are covered in this course.
- **MEDIA 11: Intro to Broadcasting**
Radio, television and related electronic media are introduced in this course with emphasis on history, programming, FCC regulations, operations, economics, and social impact. The course also includes an examination of the newer technologies such as the Internet, cable, direct broadcast satellites, computers, wireless phones, and the communications technology revolution.



Program Highlights

- **Student Resources**

The Broadcast Media Department offers its' students access to their:

- **large production suite with control booths for broadcasting and film**
- **multiple editing bays for post-production work**
- **high-end computer classrooms**
- **radio broadcast suite**

All outfitted with an abundance of equipment to learn and grow with.



Student Clubs

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 - **Film Club**
Message them on Instagram to see how to get involved:
<https://www.instagram.com/smcfilmclub/>



Campus Resources

- **Broadcast Media Program**
 - **Website:** <http://smc.edu/media>
 - **Contact Information:**
Phone: 310.434.4583
- **Career Services**
 - **Website:** <http://smc.edu/careercenter>
 - **Contact Information:**
Phone: 310.434.4337

Journalism



Degrees and Certificates

Degrees and Certificates

Associate in Arts for Transfer - Journalism (Most Popular)

Associate of Arts Degree - Journalism - Multimedia Storytelling

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Potential Career Options

Job Title	Typical Education	Median Wage
Technical Writers	Bachelor's Degree	\$75,448
Copy Writers	Bachelor's Degree	\$51,484
Social Media Content Creator	Associates Degree	\$54,625
Radio and Television Announcers	Bachelor's Degree	\$46,331
Reporters	Bachelor's Degree	\$42,887
Editors	Bachelor's Degree	\$58,202
Photojournalist	Bachelor's Degree	\$42,050

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Starter Class

- **JOURN 1: The News**

An introductory course in planning stories, news gathering, organizing and writing news across multiple platforms. Students learn to report and write news stories based on their own reporting, including original interviews and research, and how to use AP style. Stories include both news and features, and may include covering events, public lectures, meetings and other local stories. Students will be made aware of legal and ethical issues related to journalism.



Program Highlights - Corsair Newspaper



Professors Ashanti Blaize-Hopkins and Gerard Burkhart meet with the Corsair staff in the newsroom at the Center for Media and Design. (Glenn Zucman | *The Corsair*)

Experiential Learning

Journalism 16: Producing the Campus Newspaper

Students produce 7 editions of the Corsair Newspaper each fall and spring semester and maintain the Corsair website and its active social media accounts.

Journalism 21: News Photography

This course is designed for journalism or photography majors and students interested in having work published in magazines and news publications. *A Digital Single Lens Reflex (DSLR) camera with manual exposure capability is required.*



Program Highlights - Corsair Newspaper

- **Follow The Corsair Newspaper at:**
 - **Website:** www.thecorsaironline.com
 - **Facebook:** <https://www.facebook.com/thecorsairnews/>
 - **Twitter:** https://twitter.com/the_corsair/
 - **Instagram:** <https://www.instagram.com/corsairnews/>
 - **YouTube:** <https://www.youtube.com/user/thecorsaironline>



Program Highlights - Speaker Series



Communication, Media & Design Speaker Series

Incredible leaders from the industry are always coming to speak to SMC Journalism students like:

Adele Lim | Co-Screenwriter of Crazy Rich Asians

(Pictured to the left being interviewed by Sharyn Obsatz, Journalism/Media Studies Professor)



Program Highlights - Notable Alumni



Nicole Edenedo | Freelance Television Journalist



Program Highlights - Notable Alumni



Sam Perez | Creative Production Assistant,
Fox Sports



Program Highlights - Notable Alumni



Daniel Bowyer's |
Freelance Photojournalist



Campus Resources

- **Journalism Program:**
 - **Website:** <http://smc.edu/journalism>
- **Career Services**
 - **Website:** <http://smc.edu/careercenter>
 - **Contact Information:**
Phone: 310.434.4337

Entertainment Promotions and Marketing



Degrees and Certificates

Degrees and Certificates

Associate of Arts Degree - Entertainment Promotion and Marketing Production

Certificate of Achievement - Entertainment Promotion and Marketing Production

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Potential Career Options

Job Title	Typical Education	Median Wage
Film and Video Editors	Bachelor's Degree	\$75,448
Marketing Assistant	Bachelor's Degree	\$49K
Entry Level Public Relations	Bachelor's Degree	\$45K
Social Media Marketing Assistant	Bachelor's Degree	\$45K
Public Relations Assistant	Bachelor's Degree	\$41K
Social Media Manager	Bachelor's Degree	\$52K

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Program Highlights

- **Alumni**

Some alumni highlights include students who have landed the following jobs and internships:

- **Fox:** Scheduling promotional spots for shows such as The Simpsons and American Idol
- **Lifetime TV:** Writer/Producer for on-air marketing
- **NBC Universal:** Video apprentice for the Entertainment and Marketing Department
- **Vox Pop Films:** Intern



Program Highlights

PROMAX Promo Pathway

produced in partnership with 

Promo Pathway is the nation's first accredited on-air promotions training program. Produced in partnership with Santa Monica College—and with the generous support of the Promax Leadership Through Diversity Partners—this one-year program immerses emerging talent in our industry through an exciting hands-on curriculum. Students graduate with a comprehensive understanding of entertainment marketing and promotion and the essential skills needed to launch their careers as predators, writers, producers and editors.



Application Instructions

- **Requirements:**
 - An application and an interview.
 - A commitment to a full year, full time curriculum that will guarantee a seat in all 9 program courses.
- **Application Schedule:**
 - **Application Period:** October - Mid June
 - **Informational Interviews:** February - June
 - **Attend Finalist Interview Event:** June
 - **Semester Begins:** End of August
 - **Application link:** <http://smc.edu/promo>



Freshman Year Tips

- **Recommended First Year Courses:**
 - **Media 20**, Introduction To Media Writing And Producing Short-Form Content
 - **Dmpost 3**, Digital Video Fundamentals
 - **Dmpost 30**, Digital Video Editing
 - **Cis 70**, Social Media Applications

Apply to the Program in October!



Student Clubs

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Don't forget to explore the additional videos about Programs and Careers in Arts, Media, and Entertainment:

- Theatre Arts
- Dance
- Music
- Cosmetology
- Web Design
- Graphic Design
- Interaction Design
- Digital Marketing
- Interior Architectural Design
- Architectural Design
- Photography
- Fashion Design
- Animation
- Game Design
- Post Production
- Art