

An Overview

The Media And Communication Arts Program provides you with opportunities to learn the latest digital and traditional skills in a fully integrated Media Arts curriculum. The program is designed to develop the creative, traditional, digital and multimedia foundations needed to succeed in our ever-changing, fast-paced world of Digital Media Design.

Media and Communication Arts

at Macomb Community College

MACA Program Specialty Areas

► Creative Imaging & Illustration

The Creative Imaging & Illustration Program provides training in the traditional and digital skill areas of media arts. Advanced illustration and rendering techniques are covered. You'll learn how to translate traditional techniques into digital art and imaging applications, creating industry-ready artwork.

► Photographic Technologies

The Photographic Technologies Program provides skill training in black and white, color and digital photography. You'll learn camera operation, and how to capture, process and print images in a wide variety of formats.

► Motion Design

In Macomb's Motion Design Program, you will acquire or build upon foundational skills that include traditional and digital drawing, photography, still and animated design, image manipulation, audio and video manipulation and color theory. The program is for those new to the field and those seeking career advancement, with an emphasis on providing diverse skills that can be used worldwide across the media arts spectrum.

The PC has improved the world in just about every area you can think of: amazing developments in communications, collaboration and efficiencies; new kinds of entertainment and social media; access to information and the ability to give a voice to people who would never have been heard.



—Bill Gates

► Design & Layout

Macomb's Design & Layout Program prepares you for a career as a graphic designer, knowledgeable in the industry standards for page layout and printing specifications. You'll learn on various hardware platforms; vector, raster and multimedia non-linear-based applications are included.

► Interactive Web Media

The Interactive Web Media Program prepares you for a career as a Web designer, Web developer or Web master, utilizing the latest skills in web design, animation and streaming.

► Video Production

The Video Production Program provides training in skills necessary to become a camera and lighting operator, gaffer technician, or sound and video editor, and to direct and produce projects.

► 3D Animation

The 3D Animation Program provides training in the most powerful character and product animation software in use today. You'll learn modeling, texturing, lighting, animating and rendering techniques to prepare you for a career as a multimedia artist or animator.

► Collaborative Media

Macomb's Collaborative Media Program prepares you for a broad-based career in media and communication arts, with a working knowledge of illustration, photo imaging, design, Web/interactive, digital video and animation. This program was designed to offer a collaborative associate degree or certificate as an overview of the MACA programs.

FOR MORE INFORMATION

For more information about the Media and Communication Arts Program at Macomb, contact:

Shaun Sarcona, Program Coordinator/Faculty
586.445.7443



Macomb
Community College

Education • Enrichment • Economic Development

Discover. Connect. Advance.™



YOU HAVE OPTIONS

As a Macomb student, you are able to plan a personalized pathway that takes you through your time at Macomb, and beyond. You're encouraged to speak with the academic advisor for Engineering & Advanced Technology as soon as possible after you have applied to Macomb, to discuss appropriate classes, transfer of credits to a four-year school, and other decisions that lie ahead.

South Campus
Building S, Room 145
586.445.7993

Email: answer@macomb.edu

LOOKING FOR A JOB?

Contact Career Services
586.445.7321
careerservices@macomb.edu

For general information about Macomb Community College, visit www.macomb.edu call 866.Macomb1 (866.622.6621) or email answer@macomb.edu.



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Employment Outlook

Career choices in this field will be influenced by a student's chosen path of study. Possible career paths include illustrator, web designer, motion design artist, photographer, videographer and film editor.

Gainful Employment Disclosure

For information about program cost, on-time completion rates, typical student debt, and other important information, visit:

Media & Communication Arts-Collaborative Media, Certificate:

<http://www.macomb.edu/ge/MCACMCT/>

Media & Communication Arts-Creative Imaging & Illustration, Certificate:

<https://www.macomb.edu/ge/MCAIICT/>

Media & Communication Arts-Design & Layout, Certificate:

<http://www.macomb.edu/ge/MCADLCT/>

Media & Communication Arts-Interactive Web Media, Certificate:

<http://www.macomb.edu/ge/MCAIWACT/>

Media & Communication Arts-Photographic Technologies, Certificate:

<http://www.macomb.edu/ge/MCAPHOTOTECCT/>

Media & Communication Arts-Video Production, Certificate:

<http://www.macomb.edu/ge/MCAVPCT/>

Media & Communication Arts-3D Animation, Certificate:

<https://www.macomb.edu/ge/MCA3DCT/>

Media & Communication Arts-Motion Design, Certificate:

<https://www.macomb.edu/ge/MCAMDCT/>



Two years at Macomb equals a tremendous savings—about \$18,000—compared to attending a Michigan four-year public university. Approximately 80 percent of Macomb students leave the College DEBT FREE.