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[Skip to content](#)

[Back to Program Page](#)

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[Media Communications](#)

[Diploma](#)

[Program Code: 11681](#)

[Campus: North, Lakeshore](#)

[Length: 4 semesters](#)

Humber's Media Communications diploma program is designed to meet industry demands within multi-faceted areas of the comm

In this program, you will learn how to:

be effective transmedia storytellers across multiple platforms

capture professional photo and video content in both the studio and on location environments

design, write for and edit effective websites and social media

establish, operate and market your business through a course in freelance and project management

produce corporate video and audio for the web and other applications

research, write and design communications such as media kits, blogs and podcasts

strategize, create and edit content using current software applications such as Photoshop, InDesign, XD, After Effect, Illustrator and

Courses are designed with industry input, ensuring you are learning current and relevant information from industry experts – people

The first semester of this program is shared with the two-year Advertising and Graphic Design diploma, the three-year Journalism

Students will participate in a mandatory field experience in their final semester of study. After completing a field experience preparation

Courses

Semester 1

GNED 101: An Introduction to Arts and Sciences

MDCP 100: Introduction to Media Studies

MDCP 101: Innovative Design

MDCP 102: Web Design

MDCP 103: Communication Skills

MDCP 104: Digital Imaging

WRIT 100: College Reading and Writing Skills

Semester 2

MDCM 150: Media Writing: Introduction

MDCM 151: Video Production

MDCM 155: Photography: Studio and Editorial

MDCM 156: Design: Application

MDCM 157: Web: Dynamic Site Design

WRIT 200: Workplace Writing Skills

Select 1 from the following courses

GNED: General Elective

Semester 3

MDCM 202: Video Storytelling & Post - Production

MDCM 206: Strategic Media Writing

MDCM 207: Advanced Image Portfolio

MDCM 208: Web Design: Portfolio Building

MDCM 209: Professional Practice

MDCM 254: Design: Advanced Techniques

Select 1 from the following courses

GNED: General Elective

Semester 4

MDCM 203: Portfolio Development

MDCM 204: Strategic Media Planning

MDCM 250: Media Marketing

MDCM 252: Field Experience - Media Communications

MDCM 255: Capstone and Special Topics

Admission Requirements

Admission selection is based on the following 3 requirements:

. Academic

To be eligible for admission, you must possess the following:

Ontario Secondary School Diploma (OSSD) or equivalent including these required courses:

Grade 12 English (ENG4C or ENG4U or equivalent)

Three Grade 11 or Grade 12 C, M or U courses in addition to those listed above.