

B.A. Communication Arts and Technology, Utech Jamaica

The B.A. in Communication Arts and Technology is offered by the Faculty of Education and Liberal Studies at the University of Technology. This 4 year degree programme started in 2009 and graduated its first batch of students in 2013. To date, 55 students have graduated from this programme.

The degree is comprehensive “hands-on” degree in media and communication production whereby students learn the following skills

- Website and Digital design
- Photography
- Digital audio and radio production
- Multimedia storytelling: video production, editing, motion graphics
- Creation of professional online e-portfolio

In additional to these skills, students can choose a particular area of concentration : advertising, public relations and journalism. In the final year, students are placed in internships with media/communication/public relations organizations.

WHAT YOU WILL NEED FOR THE BA in COMMUNICATION ARTS AND TECHNOLOGY



On enrolling in the programme, you will need to acquire the following equipment

1. Adobe Creative Suite CS 6 or CC 2015
2. SD memory card (16G, class 6 or above) (standard size)
3. Digital SL Camera- eg Canon Rebel Ti series with mic input
4. Laptop - Minimum specs - 500GB memory;7200RPM or SSD
i5 quad core processor with graphics card; 8GB RAM



COURSE OF STUDY

You will need to successfully complete a minimum of 120 credits to graduate. The credits required are as follows:

LEVEL 1

CORE MODULES

Core modules are the subjects you must complete to get a BA in Communication Arts and Technology. They are sometimes referred to as your *"specialization modules."*

When registering each semester, you should select your CORE MODULES first as these are only offered in **specific semesters**. Core modules can only be offered in the summer session if there are enough students sitting the module.

LEVEL 1			
CORE MODULES (COMPULSORY)			
MODULE CODE	MODULE NAME	CREDIT	SEMESTER
CAT1004	Communication & Media Theories	3	1
CAT 1001	Writing Workshop 1	3	1
COM 1002	Oral Communication	2	1
CAT 1002	Introduction to Communication Arts & Technology 1	4	1
CAT1000	Studies in Culture & Society	4	2
CAT1003	Writing Workshop 2	3	2
CAT1005	Introduction to Communication Arts & Technology 2	4	2
TOTAL CREDITS (CORE)		23	

GENERAL EDUCATION

The university requires that all undergraduates complete general education modules in order to qualify for a degree. These modules complement your core modules and help to provide a strong foundation for your professional development.

Level 1 BA CAT students should complete the following **general education modules** by the end of the Summer Session in their first year.

LEVEL 1			
GENERAL EDUCATION MODULES			
MODULE CODE	MODULE NAME	CREDIT	SEMESTER/SESSION
INT1001	Information Technology	3	1, 2 &3
ENS3001	Environmental Studies	3	1, 2 &3
MAT1044	College Maths 1A	4	1, 2 &3
CSP1001	Community Service Project	1	1, 2 &3
TOTAL CREDITS (GEN ED)			11
TOTAL CREDITS (LEVEL 1)			34

**LEVEL 2
CORE MODULES**

You should complete eight core modules in year 2. Do ensure that you have successfully completed all your Level 1 and 2 modules by the end of Level 2. Many of these modules are pre-requisites for modules in Level 3 and 4. BA CAT Level 2 core modules are listed below.

LEVEL 2			
CORE MODULES (COMPULSORY)			
MOD ULE COD E	MODULE NAME	C R E D I T	SEMESTER
CAT 2013	Fundamentals of Journalism	3	1
CAT 2000	Introduction to Research for Communicators	3	1
CAT 2002	Communication Studio 1	4	1
CAT 2013	Writing Workshop 3	2	1
CAT 2006	Legal and Ethical Issues in Media & Communication	3	1
CAT 2007	Communication Studio 2	4	2
CAT 2014	Writing Workshop 4	2	2
CAT 2006	Intro to Comm. Analysis Planning & Design	3	2

TOTAL CREDITS (CORE)	24
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BA CAT COURSE ELECTIVES

In your second year, you should begin selecting from an offering of several course electives. By final year, you should have completed at least three BA CAT course electives.

You can build a *concentration* in one area e.g. Journalism, Public Relations or Advertising OR you can choose modules from two areas e.g. Public Relations & Advertising or Journalism & Public Relations.

The Level 2 BA CAT Course Elective are listed below.

LEVEL 2			
BCAT COURSE ELECTIVES			
MODULE CODE	MODULE NAME	CREDIT	SEMESTER
CAT2010	Advertising Processes & Practices	4	1
CAT2011	Contemporary Prose	4	2
CAT2003	Organizational Communication	4	2
CAT2004	Principles of Advertising	4	2
CAT2008	Journalism Processes & Practices	4	2
CAT2009	Public Relation Processes & Practices	4	2
TOTAL CREDITS (COURSE ELECTIVES)		4 or 8	

GENERAL EDUCATION

The general education modules required in level 2 are listed below.

LEVEL 2			
GENERAL EDUCATION MODULES			
COM2014	Academic Writing 2	3	1, 2 &3
SOC3001	Social Psychology	3	1, 2 &3
	Basic Spanish or French may also be taken		
TOTAL CREDITS (GEN ED)		6	

LEVEL 3

CORE MODULES

Level 3 marks an important transition in your progress. The core modules are listed below,

YEAR 3			
CORE MODULES (COMPULSORY)			
Module Code	Module Name	Credit	Semester
CAT 3019	Scriptwriting 1	3	1
CAT3000	Communication Studio 3	4	1
CAT3009	Communication Studio 4	4	2
CAT3017	Professional Voice and Speech	3	2
TOTAL CREDITS (CORE)		14	

YEAR 3			
BCAT COURSE ELECTIVES			
CAT3020	Documentary Photojournalism	4	2
CAT3003	Creative Strategies in Advertising	4	2
CAT3002	Public Relation Strategies	4	2
CAT3010	Journalism & New Media	4	1
CAT3007	Communication Analysis, Planning and Design	4	2
CAT3012	Cases Studies in Advertising	4	2
TOTAL CREDITS (COURSE ELECTIVES)			8

YEAR 3			
GENERAL EDUCATION MODULES			
RES 3001	Research Methods	3	1, 2 &3
ENT 3001	Entrepreneurship	3	1, 2 &3
TOTAL CREDITS (GEN ED)		6	

UNIVERSITY ELECTIVES

In your third year, you are required to complete a 3 credit University Elective. A list of available modules will be provided to you by the Student Affairs officer in the faculty. You are encouraged to choose an elective that is not similar to any of the modules you are doing as part of your programme.

YEAR 4			
CORE MODULES (COMPULSORY)			
Module code	Module Name	Credit	Semester
CAT4002	Communication Studio 5	3	1
CAT4001	Media Project 1 (Research, Planning and Initiation)	3	1
CAT4000	Practicum	3	1
CAT4004	Professional Seminars	3	1
CAT4005	Communication Studio 6	3	2
CAT4003	Media Project 2	3	2
BCAT COURSE ELECTIVES			
	PR/ADVT/ Electives	4	2
CAT4007	Integrated Marketing & Communication (Elective)	3	2
TOTAL CREDITS		26	
*Dependent on student choice of electives			

WHAT IS PRACTICUM

A total of Two hundred and fourth hours (240) BCAT Practicum (Co-operative Education) will be assigned to each students. These hours will be assigned to completing various projects and tasks internally at UTECH and externally at an approved external organization

CAREER OPPORTUNITIES

So you may probably be wondering, what kind of profession or career opportunities will be available for you. Well rest assured as you will be extremely fortunate to note that you won't be short of possible career paths after completing your degree. As a result, of successful completion you can be eligible for any of the following jobs listed below:

- Public Relations Manager
- Radio and Television Announcer
- College or University Professor
- Photographer/Videographer
- Audiovisual Specialist
- Advertising Manager
- Production Assistant
- Campaign Manager
- Technical Director
- Publication Editor
- Account Executive
- Creative Director
- Publicity Manager
- Talk Show Host
- Script Writer
- Press Agent

We are proud to mention that several of our graduates have been able to land successful jobs within the media industry, all of whom have acquired the necessary skills which have allowed them to competently market themselves.