Creative Media

Creative Media is commercial art: the convergence of art, technology, and commerce. The Academy for Creative Media Maui incorporates storytelling, media & cinema analysis, screenwriting, graphic design, photography, video, audio, motion graphics, animation, marketing, publicity, and journalism. We emphasize foundational knowledge and skills, understanding of intellectual property and ethical concerns, and best practices in the field to foster professional attitudes for success in advertising, web marketing, publishing, motion picture and television production, programming, and more. Students enjoy project-based growth experiences that elevate critical thinking and awareness of related industries and vast career possibilities for commercial artists.

Our general Creative Media Associate of Science (AS) degree consists of core classes, general education, and nine credits of approved specialization electives. To develop a focused skill-set students are encouraged to commit to a pathway in Graphic Design, Filmmaking, or Web Development. Additionally, thirty-credit Certificates of Achievement (CA) exist for each discipline, and are also attained in the organic pursuit of the AS. Majors are required to earn a letter grade of C or better for core and specialization courses, to prepare students for the job market, as entrepreneurs, or continuation to a four-year degree. Students planning a transfer should consult a counselor about requirements for entrance into that school. Notably, an articulation agreement with UH West Oahu allows AS graduates the opportunity to pursue a Bachelor of Arts (BA).

Contact Program Coordinator Brian Kohne (984-3315, bkohne@hawaii.edu) for info.

Requirements for Certificate of Achievement (CA) : credits

Core courses required for CA programs: 18 credits

Creative Media (CA): 30 credits

All Core courses(18), plus:
Art 107D or 115(3)
Creative Media 120(3), 125(3), 147(3)

Filmmaking (CA): 30 credits

All Core courses(18), plus:
Art 107D(3)
Creative Media 119(3), 120(3), 147(3)

Web Development (CA): 30 credits

All Core courses(18), plus:
Art 107D(3)
Creative Media 125(3)

Requirements for Associate in Science (AS) Degree: 60-61 credits

Creative Media (AS): 60-61 credits

All CA Creative Media courses(30), plus:
Creative Media 175(3), 285(3)
COM 145, SP 151, or SP 251(3)
English 104 or 210(3)*
Hawaiian Studies 107(3)
Marketing 160(3)
Natural Science elective(3-4)
Specialization electives(9)**

Filmmaking (AS): 60-61 credits

All CA Filmmaking courses(30), plus:
Creative Media 139 or 146 or 148(3), 175(3), 220(3), 252(3), 285(3)
COM 145, SP 151, or SP 251(3)
English 204C(3)*
Marketing 160(3)
Natural Science elective(3-4)
Specialization elective(3)**

Graphic Design (AS): 60-61 credits

All CA Graphic Design courses(30), plus:
Creative Media 139 or 144(3), 175(3), 180(3), 225(3), 285(3)
COM 145, SP 151, or SP 251(3)
English 104, 210, 204C, or Journalism 205(3)*
Marketing 160(3)
Natural Science elective(3-4)
Specialization elective(3)**

Web Development (AS): 60-61 credits

All CA Web Development courses(30), plus:
Creative Media 139 or 144(3), 147(3), 175(3), 180(3), 285(3)
COM 145, SP 151, or SP 251(3)
English 104, 210, 204C, or Journalism 205(3)*
Marketing 160(3)
Natural Science elective(3-4)
Specialization elective(3)**

*Note: 3 Credits must be WI( Writing Intensive).
*Note: Courses required for the Certificate of Achievement.
**Specialization electives: ART 107, 115; BUS 125, 320; BUSN 158; CM 119, 120, 125, 139, 144, 146, 148, 180, 220, 225, 252; ENG 104, 204C, 210; ICS 110, 111, 200, 272, 320; ENG 104, 204C, 210; JOUR 250; MKT 300; MUS 271, 272.
**First Semester (Fall)**

- *ART107D or 115
- *CM 105 Storytelling: Find Your Voice in CM
- *CM 123 Photoshop & Illustrator
- *ENG 100 Composition I
- *ICS 101 Digital Tools for the Information World

**Second Semester (Spring)**

- *CM 125 Intro Graphic Design
- *CM 147 Mass Media and Culture
- *CM 152 Principles of Video Editing
- COM 145, SP 151 or 251
- *MATH 100, 103, 115, 135 or higher

**Third Semester (Fall)**

- *CM 120 Intro Digital Video
- CM 175 Motion Graphics & Animation
- ENG 104 or 210 (WT)*
- MKT 160 Advertising & Promotion
- Specialization elective**

**Fourth Semester (Spring)**

- CM 285 Creative Media Capstone
- HWST 107 Hawaii Center of the Pacific
- Natural Science elective
- Specialization elective**
- Specialization elective**

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**First Semester (Fall)**

- *ART107D Intro Digital Photo
- *CM 105 Storytelling: Find Your Voice in CM
- *CM 123 Photoshop & Illustrator
- *ENG 100 Composition I
- *ICS 101 Digital Tools for the Information World

**Second Semester (Spring)**

- *ART 115 Intro 2D Design
- *CM 147 Mass Media and Culture
- *CM 152 Principles of Video Editing
- COM 145, SP 151 or 251
- *MATH 100, 103, 115, 135 or higher

**Third Semester (Fall)**

- *CM 125 Intro Graphic Design
- CM 139 or 144 Media Analysis:(topic)
- CM 175 Motion Graphics & Animation
- ENG 104, 210, 204C or JOUR 250 (WT)*
- MKT 160 Advertising & Promotion

**Fourth Semester (Spring)**

- CM 180 Inter Web Technology
- CM 225 Inter Graphic Design
- CM 285 Creative Media Capstone
- Natural Science elective
- Specialization elective**

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**First Semester (Fall)**

- *ART107D Intro Digital Photo
- *CM 105 Storytelling: Find Your Voice in CM
- *CM 123 Photoshop & Illustrator
- *ENG 100 Composition I
- *ICS 101 Digital Tools for the Information World

**Second Semester (Spring)**

- *ART 115 Intro 2D Design
- *CM 147 Mass Media and Culture
- *CM 152 Principles of Video Editing
- COM 145, SP 151 or 251
- *MATH 100, 103, 115, 135 or higher

**Third Semester (Fall)**

- *CM 120 Intro Digital Video
- CM 139, 146, or 148 Media Analysis:(topic)
- CM 175 Motion Graphics & Animation
- ENG 204C Screenwriting (WT)*
- MKT 160 Advertising & Promotion

**Fourth Semester (Spring)**

- CM 220 Inter Video Production
- CM 252 Inter Video & Audio Editing
- CM 285 Creative Media Capstone
- Natural Science elective
- Specialization elective**

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**First Semester (Fall)**

- *ART107D Intro Digital Photo
- *CM 105 Storytelling: Find Your Voice in CM
- *CM 123 Photoshop & Illustrator
- *ENG 100 Composition I
- *ICS 101 Digital Tools for the Information World

**Second Semester (Spring)**

- *CM 119 Movies from Script to Screen
- *CM 147 Mass Media and Culture
- *CM 152 Principles of Video Editing
- COM 145, SP 151 or 251
- *MATH 100, 103, 115, 135 or higher

**Third Semester (Fall)**

- *CM 120 Intro Digital Video
- CM 139 or 144 Media Analysis:(topic)
- CM 175 Motion Graphics & Animation
- ENG 204C Screenwriting (WT)*
- MKT 160 Advertising & Promotion

**Fourth Semester (Spring)**

- CM 180 Inter Web Technology
- CM 225 Inter Graphic Design
- CM 285 Creative Media Capstone
- Natural Science elective
- Specialization elective**

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**First Semester (Fall)**

- *ART107D Intro Digital Photo
- *CM 105 Storytelling: Find Your Voice in CM
- *CM 123 Photoshop & Illustrator
- *ENG 100 Composition I
- *ICS 101 Digital Tools for the Information World

**Second Semester (Spring)**

- *CM 147 Mass Media and Culture
- *CM 152 Principles of Video Editing
- COM 145, SP 151 or 251
- *MATH 100, 103, 115, 135 or higher

**Third Semester (Fall)**

- *CM 125 Intro Graphic Design
- CM 139 or 144 Media Analysis:(topic)
- CM 175 Motion Graphics & Animation
- ICS 200 Web Technology
- ENG 104, 210, 204C or JOUR 250 (WT)*

**Fourth Semester (Spring)**

- CM 180 Inter Web Technology
- CM 285 Creative Media Capstone
- MKT 160 Advertising & Promotion
- Natural Science elective
- Specialization elective**