Instructional Programs

Digital Media

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Degree(s)
Transfer:
None
Non-Transfer:
A.S. in Digital Media 1282 AS DM
(with General Education Requirements Option A)

Certificate(s)
Certificate in Digital Media 22127 CTDM

Employment Concentration Certificate(s)
Digital Media Design 99999 ECC DM DMD
Digital Video Effects 99999 ECC DM DVE
Social Media Specialist 99999 ECC DM SSM
Video Production 99999 ECC DM VP
Web Design 99999 ECC DM WD

Program Description
The non-transfer Certificate in Digital Media is designed to prepare
students for entry into careers associated video production, video editing,
motion graphics, visual effects, web design, and social media, marketing.
This program specifically provides students with a strong foundation
in visual communication, professional production skills, verbal and
visual creativity, and individual and team accountability and interaction.
Apprenticeship, internships and special projects are also available. For
individuals currently working within these fields, there may be potential
for salary and/or career advancement.

Career Opportunities
All career opportunities listed are representative careers in each
field. There are no guaranteed positions for students completing
these programs. (See: www.onetonline.org)

Non-Transfer Degree
Illustrator, Production Artist, Creative Director, Lead Designer,
Graphic Designer and Artist, Animator, UX/UI Interface
Designer, Website Designer, Digital Media Designer, Social
Media Marketer, Technical Director, Webmaster, Public Relations
Worker, Producer, Camera Operator, Cinematographer, Video
Editor, Video Producer, Sound Designer, Sound Engineer and
Producer, Script Writer, Special Effects Specialist, Videographer

Certificate
Digital Media Designer, Web Designer and Developer, Mobile
Web Designer, Social Media Marketer, Information Architect,
Production Artist, Lead Designer, Graphic Designer and Artist,
Animator, UX/UI Designer, Technical Director, Computer
Programmer, Game Artist, Webmaster, Trainer, Director,
Producer, Camera Operator, Cinematographer, Video Editor,
Sound Designer, Screen Writer, Special Effects Specialist,
Motion Graphics Designer, Video Producer, Videographer

Employment Concentrations
Digital Media Design
Digital Media Designer, User Interface Designer, Product Design

Digital Video Effects
Visual Effects Editor, Virtual Reality Producer, Storyboard
Artist, Compositor, Animator

Social Media Specialist
Social Media Marketer, Social Media Manager, Social Media
Specialist, Content Strategist, Digital Media Producer,
Brand Manager, Engagement Coordinator, Online Content
Coordinator

Video Production
Assistant to Camera Operator, Editor’s Assistant, Production Assistant

Web Design
Web Developer, Social Media Marketer, Information
Architect, Computer Programmer, Network Systems and Data
Communications Analyst, Web Design and Development

Transfer Preparation
MSJC offers a range of course work to prepare students to transfer
to four-year colleges and universities. Courses that fulfill major
requirements for an associate degree in this program might
not be the same as those required for transfer into the major
at a four-year university. All four-year institutions prescribe
their own standards for course evaluation and admissions.
Prospective transfer students are advised to research careers,
degrees and majors in the Career/Transfer Center, access www.
assist.org, review the MSJC catalog and meet with a counselor
to expedite their transfer plan.
LEARNING OUTCOMES
• Apply information and digital design concepts.
• Communicate verbally and visually, demonstrating creativity and innovation.
• Demonstrate professional accountability, task completion and appropriate team interaction.
• Demonstrate professional level production skills effectively.
• Interpret, evaluate, and apply digital media effectively.

DEGREE
Non-Transfer Degree
Digital Media
In addition to the 24 units of the certificate program in Digital Media, students must also complete all MSJC General Education Option A requirements (a total of 60 units) for the Associate of Science degree in Digital Media.

CERTIFICATE
Certificate in Digital Media (24 units)

Required Courses (9 units)
DIG-110 Introduction to Digital Media 3 units
DIG-180 Digital Media Design 3 units
DIG-198 Digital Media Project Management 3 units

Elective Courses (15 units)
ART-120 2D Design 3 units
AUD-143/MUS-143 Pro Tools 101 3 units
AUD-180 Video Production I 3 units
AUD-183 Video Production II 3 units
CSIS-125A Web Development - Level 2 3 units
CWE-149K/DIG-149 Cooperative Work Experience 1-3 units
DIG-170 3D Animation 3 units
DIG-171 2D Animation 3 units
DIG-172 Motion Graphics 3 units
DIG-175 Animation Production 3 units
DIG-190 Digital Video Design I 3 units
DIG-191 Digital Video Design II 3 units
DIG-192 Digital Video Editing 3 units
DIG-193 Production Management 3 units
DIG-194 Virtual Reality 3 units
DIG-195 Professional Production 3 units
DIG-299 Special Projects: Digital Media 3 units

EMPLOYMENT CONCENTRATIONS
Digital Media Design (15 units)
Digital Media Designers produce creative, comprehensive layouts and high-level designs for deliverables requiring strong conceptualization of ideas in preparation of original art and media for digital media.
ART-120 2D Design 3 units
DIG-110 Introduction to Digital Media 3 units

Digital Visual Effects (15 units)
Visual-effects artists and technicians create special effects (VFX), animation, 3D models, and complete visual clean-up for corporate, commercial, and film industry. VFX applies drawing, storyboarding, 2D animation, video editing, virtual reality, 3D animation, texture and lighting, modeling, character rigging, compositing, rendering, motion capture and dynamic effects skills and knowledge to industry and entertainment projects.
DIG-170 3D Animation 3 units
DIG-171 2D Animation 3 units
DIG-172 Motion Graphics 3 units
DIG-175 Animation Production 3 units
DIG-190 Digital Video Design I 3 units
DIG-191 Digital Video Design II 3 units

Social Media Specialist (15 units)
Social media specialists administer and coordinate social media marketing and advertising campaigns, develop marketing plans, cultivate an engagement and promotion strategy, and determine marketing strategies using tools and analytics. Social media marketers develop brand awareness and online reputation, manage and communicate content, and monitor, listen and respond to users.
DIG-110 Introduction to Digital Media 3 units
DIG-181 Social Media Marketing 3 units
DIG-182 Advanced Social Media Marketing 3 units
DIG-299 Special Projects: Digital Media 3 units
MGT-205 Principles of Marketing Management 3 units

Video Production (15 units)
Video producers, designers, and editors create innovative, highly visual and interactive productions connecting stories to the world. These streaming productions combine visual styles, content, and motion for communicating online, internally, broadcast, and social media outlets for commercial, nonprofit, and entertainment companies.
DIG-190 Digital Video Design I 3 units
DIG-191 Digital Video Design II 3 units
DIG-192 Digital Video Editing 3 units
DIG-193 Production Management 3 units
DIG-195 Professional Production 3 units

Web Design (15 units)
Web designers create custom designs and interfaces which respond to differing screen sizes. Interface and web designers apply current emerging technologies, visual communication strategies, search engine optimization and social media marketing techniques, layouts and wireframes for preproduction, and usability and accessibility requirements to corporate, commercial, and entertainment products.
CSIS-125A Web Development - Level 2 3 units
DIG-110 Introduction to Digital Media 3 units
DIG-180 Digital Media Design 3 units
DIG-181 Social Media Marketing 3 units
DIG-185 Advanced Digital Media Design 3 units

Note: Every effort has been made to keep program information current.
Please use this information as a guide and consult with the chair of the department/program or an MSJC counselor.
Mt. San Jacinto College
Undergraduate certificate in Digital Media
Program Length: 72 weeks

<table>
<thead>
<tr>
<th>Students graduating on time</th>
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<tbody>
<tr>
<td>4% of Title IV students complete the program within 72 weeks</td>
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<table>
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<tr>
<th>Program Costs*</th>
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<tbody>
<tr>
<td>$1,104 for in-state tuition and fees</td>
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<tr>
<td>$8,184 for out-of-state tuition and fees</td>
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<tr>
<td>$3,942 for books and supplies</td>
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<tr>
<td>Other Costs:</td>
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<tr>
<td>Parking Permits cost $68 a year or $34 a semester</td>
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<td>RTA Go Pass cost $12 a year or $6 a semester</td>
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<tr>
<td>SGA discount sticker (optional) - $14 a year or $7 a semester</td>
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<tr>
<td>Student representation fee (optional) - $2 a year or $1 a semester</td>
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<tr>
<td>Help a Student Fund (optional) - $4 a year or $2 a semester</td>
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<tr>
<td>Health Center Fee - $40 a year or $20 a semester</td>
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*For summer session fees, please see: https://www.msjc.edu/StudentServices/EnrollmentServices/Pages/What-Fees-do-I-have-to-pay.aspx
Visit website for more program cost information: [www.msjc.edu/StudentServices/EnrollmentServices/Pages/What-Fees-do-I-have-to-pay.aspx](http://www.msjc.edu/StudentServices/EnrollmentServices/Pages/What-Fees-do-I-have-to-pay.aspx)
*The amounts shown above include costs for the entire program, assuming normal time to completion. Note that this information is subject to change.

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<th>Students Borrowing Money</th>
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<tbody>
<tr>
<td>The typical graduate leaves with</td>
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<tr>
<td>N/A* in debt 1</td>
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1. Fewer than 10 students completed this program within normal time. This number has been withheld to preserve the confidentiality of the students.

The typical monthly loan payment

| N/A* per month in student loans with an interest rate of N/A* |

1. The median earnings of program graduates who received Federal aid.

Students who got jobs

| N/A* of program graduates got jobs |

1. We are not currently required to calculate a job placement rate for program completers.

Program graduates are employed in the following fields: Media and Communication Workers, All Other: [http://onetonline.org/link/summary/27-3099.00](http://onetonline.org/link/summary/27-3099.00)

Licensure Requirements

The following do not have licensure requirements for this profession:
California

Additional Information:
No additional notes provided.

Date Created: 5/15/2019
These disclosures are required by the U.S. Department of Education

Footnotes:
1. The share of students who completed the program within 100% of normal time (72 weeks).
2. The share of students who borrowed Federal, private, and/or institutional loans to help pay for college.
3. The median debt of borrowers who completed this program. This debt includes Federal, private, and institutional loans.
4. The median monthly loan payment for students who completed this program if it were repaid over ten years at a N/A* interest rate.
5. The median earnings of program graduates who received Federal aid.
6. Some States require students to graduate from a state approved program in order to obtain a license to practice a profession in those States.
7. State Job Placement Rate:
   - Name of the state this placement rate is calculated for: N/A
   - Follow the link below to find out who is included in the calculation of this rate: N/A
   - What types of jobs were these students placed in?: N/A
   - When were the former students employed?: N/A
   - How were completers tracked?: N/A
8. Accreditor Job Placement Rate:
   - Name of the accrediting agency this placement rate is calculated for: N/A
   - Follow the link below to find out who is included in the calculation of this rate: N/A
   - What types of jobs were these students placed in?: N/A
   - When were the former students employed?: N/A
   - How were completers tracked?: N/A