



DIGITAL MEDIA

San Jacinto Campus

(951) 487-MSJC (6752)
1-800-624-5561
Rhonda Nishimoto (951) 639-5550
rnishimoto@msjc.edu
Alan Marsala (951) 639-5545
amarsala@msjc.edu
Digital Media Office (951) 639-5549

Menifee Valley Campus

(951) 672-MSJC (6752)
1-800-452-3335
Rhonda Nishimoto (951) 639-5550
rnishimoto@msjc.edu
Alan Marsala (951) 639-5545
amarsala@msjc.edu
Digital Media Office (951) 639-5549

Degree(s)

Transfer:

None

Non-Transfer:

A.S. in Digital Media ^{12022 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.SMS}

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	
	Digital Media	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-181	Social Media Marking	3 units
DIG-182	Advanced Social Media Marketing	3 units
DIG-185	Advanced Digital Media Design	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

DIG-172	Motion Graphics	3 units
DIG-180	Digital Media Design	3 units
DIG-192	Digital Video Editing	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
or		
DIG-194	Virtual Reality	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 Marking	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