



CURRICULUM GUIDE 2020-2021

DIGITAL MEDIA ESSENTIAL SKILLS

Certificate of Competency in Digital Media Essential Skills

The noncredit Digital Media Essential Skills Certificate of Competency is designed to provide students with an overview of digital media tools and processes used in the industry. Through lectures and hands-on instructions, students are introduced to a variety of workflows to create effective content for videos, web, games, graphic designs, and social media marketing campaigns.

Requirements for Certificate of Competency

- a) Complete all of the courses in the certificate.

Student Learning Outcomes

1. Apply basic digital media production skills.
2. Employ problem-solving skills to provide solutions for media productions.
3. Create media content for a diverse range of clients or industries using different modalities.
4. Evaluate artwork with an understanding of concepts, appropriate terminology, and aesthetic awareness.

GA-904	Digital Design Essentials	12 hours
MM-900	Game Design Essentials	12 hours
MM-901	Web Design Essentials	12 hours
MM-902	Video Production Essentials	12 hours
MM-903	Social Media for Business Essentials	<u>12 hours</u> 60 hours