

2007-08 Catalog: Programs of Study

Digital Media/Multimedia Technologies

The growth of the media production and entertainment industry in Florida has increased the demand for experienced multimedia production professionals in private industry, public service and education. The Digital Media/Multimedia Technologies program provides a unique, interdisciplinary program in which you will learn to integrate graphics, sound, video, animation, text, and still images in preparation for jobs and careers in media-related industries.

There are four options within this program:

- **Digital Media/Multimedia Technology** A.S. Degree
- **Digital Media/Multimedia Video Production** Technical Certificate
- **Graphic Design Production** Technical Certificate
- **Digital Media/Multimedia Production** Technical Certificate

Students may choose to pursue an A.S. degree and earn technical certificates while completing the requirements for the degree, or pursue one or more certificate programs to develop or upgrade their skills in a particular field. Contact an advisor or counselor to determine the career education path that is best for you.

Digital Media/Multimedia Technology (2152)

Associate in Science

The Digital Media/Multimedia Technology program prepares students for positions in multimedia design and development firms or for self-employment as a multimedia developer. An internship experience is provided with this degree to allow students to gain work experience.

Expected Job Outlook and Earnings

Employment in Digital Media Production is expected to grow faster than average throughout 2014, and job opportunities should be especially good for graphic designers, Web Designers and Video Production in particular. The Internet business community will continue to provide work for those interested in web design, and opportunities will grow as all businesses emphasize Digital Media. There will be strong demand for both freelance and salaried workers in graphic design, web design, motion graphics and video production.

Besides artistic ability and creativity, Digital media Production jobs are usually required to have some formal training. A portfolio (a collection of samples of work) is also an important tool when looking for a job. Work done while attending school or an internship can be used in a portfolio. Graduates in their first jobs should expect to start doing entry-level work, but as they progress they will receive more advanced projects. Experienced workers can advance to art director, design director, editor, producer or go out on their own as freelancers.

Apple Macintosh computer labs are provided with all the current software applications and computer peripherals for use in the instructional component of the Digital Media program. Many students choose to purchase their own Apple Macintosh computer to work on outside assignments due to convenience and scheduling. Students interested in purchasing a computer, please contact the Digital Media program manager for recommendations.

Annual Salaries

For 2007, the **U.S. Department of Labor, Bureau of Labor and Statistics** reports average entry-level salary for designers is \$26,000–\$36,000. On average, experienced graphic designers make \$32,000–\$36,000.

Cost

Estimated cost of tuition is \$4,250 (tuition rated for Florida residents, as of 7/07). Estimated costs of books and materials is \$1,500. Materials include a digital still and video camera.

Need More Information? Contact:

Troy Johnson, South Campus, 904.646.2239

Curriculum

Course Number and Title	Credits
General Education Courses	
ENC 1101 English Composition I	3
*Mathematics	3
*Social and Behavioral Science	3
ARH 2050 Art History I	3
or ARH 2051 Art History II	
or ENG 1100 Introduction to Film	
SPC 2016 Speech Communication for Business and the Professions	3
Credit Hours	15
Required Professional Courses	
DIG 2000 Introduction to Digital Media	3
DIG 2113 Fundamentals of Digital Media	3
DIG 2142 Digital Capturing and Streaming	3
GRA 1110 Introduction to Graphic Design	3
GRA 1100 Digital Media Survey	3
GRA 2201 Computer Application: Raster Graphics	3
GRA 1156 Computer Application: Vector Graphics	3
GRA 1105 Typography	3
GRA 2144 Computer Application: Web Publishing	4
GRA 2207 Electronic Imaging	3
DIG 2302 Computer Animation I	3
GRA 2732 Multimedia Project Management	3
GRA 1942 Internship	2
GRA 1951 Portfolio Development	1
Credit Hours	40
Professional Electives (minimum 9 credit hours)	
DIG 2303 Computer Animation II	3
RTV 2241 Introduction to Videography and Editing	3
CAP 2024 Advanced Game Programming	3
GRA 1121 Computer Application: Print Publishing	3
GRA 1111 Design Strategies I	3
GRA 1113 Design Strategies II	3
RTV 2245 An Introduction to Television Production	3
RTV 2242 Advanced Video Production	3
Credit Hours	9
Total Credit Hours	64

The following are suggested tracks to be used for advising purposes only:

Web Design/Motion Graphics Concentration

DIG 2303	Computer Animation II	3
RTV 2241	Introduction to Videography and Editing	3
CAP 2024	Advanced Game Design	3

Graphic Design Concentration

GRA 1121	Print Publishing	3
GRA 1111	Design Strategies I	3
GRA 1113	Design Strategies II	3

Digital Video Concentration

RTV 2245	An Introduction to Television Production	3
RTV 2242	Advanced Video Production	3
RTV 2241	Introduction to Videography and Editing	3

Note

This associate in science degree program is intended primarily for students who desire to complete an associate in science degree and become employed. Students who decide to pursue university transfer study must meet certain course and test requirements. For details refer to **the university transfer guide**.

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