DIGITAL MEDIA TECHNOLOGY

Digital Media Technology with Specializations in:
- Video Production
- Mobile Journalism
- Motion Graphics
- Web Development

Associate in Science Degree (CIP# 1611080102)
Valencia’s A.S. degree in Digital Media is one of the hottest emerging career fields today. Combining classroom experience with real-world projects, this interdisciplinary program is designed for students seeking exciting careers in digital video production, motion graphics, journalism, or programming for the web. Students create persuasive, informational, educational and entertainment-based projects for the web, mobile devices, broadcast and live events.

The Live Event Video Production specialization focuses on the creation of video and audio materials for formats ranging from streaming web video to full-resolution high definition. There is a strong emphasis on production and working on projects with live audiences in venues ranging from conventions and corporate meetings to themed interactive entertainment.

The Mobile Journalism specialization focuses on creating video, audio, and graphics content for the fast-paced world of news production. Students will learn to write, produce, edit, and upload stories from anywhere in the world. Topics include journalism, photography, on-camera performance, graphics creation, and video production. Students utilize state-of-the-art technology to prepare for work as a backpack journalist.

The Video and Motion Graphics specialization focuses on the artistry and design used to create compelling broadcast and interactive graphics. Students learn about a wide array of industry-standard motion graphics programs, including 3D and interactive motion graphics software.

The Web Developer specialization focuses on the programming associated with client-side web and application creation. Students create dynamic, interactive content using agile programming techniques, pair programming, and the most current scripting and programming languages. This track also covers the business and ethics of web development so students can work effectively as a free-lancer or as part of a team.

If you have an interest in becoming a web programmer, mobile journalist, videographer, video editor, or motion graphic artist, then Valencia’s program may be just what you’re looking for.

Students are strongly encouraged to consult a Career Program Advisor in the department office for assistance in determining the best education plan for their career goals.

Although scheduling may not always provide for the following progression of courses, students should use the foundation, intermediate and advanced course sequence as a guide in program planning.

All degree-seeking students must satisfy entry testing requirements and satisfactorily complete all mandatory courses in reading, student success, mathematics, English, and English for Academic Purposes in which the student is placed.

Alternative Ways to Earn Credit
Graduates of specific programs at Orange County Technical Colleges may be eligible to receive college credit for specific courses in this program. You may also be eligible to receive credit toward this degree if you have earned Career Pathways credit. For more information and requirements, go to valenciacollege.edu/asdegrees/credit_octc.cfm (http://valenciacollege.edu/asdegrees/transferagreements.cfm) to view the award of credit options. Eligible students should contact the related academic department and/or Career Program Advisor at Valencia for the award of credit.

Technical Certificates
The Digital Media A.S. degree also offers the following college credit certificate programs. These certificate programs can put you on the fast-track to reaching your career goals. They are designed to equip you with a specialized skill set for entry-level employment or to upgrade your skills for job advancement. Most can be completed in one year or less, and all of the courses in the certificate programs are embedded in the A.S. degree. Click on the Certificate tab at the top of the page for more information about the course requirements.

- Digital Video Fundamentals (12 credits) (CIP # 0610030414)
- Digital-Webcast Media (12 credits) (CIP # 0650010215)
- Digital Media Development (12 credits) (CIP # 0609070209)
- Digital Media Video Production (12 credits) (CIP # 0609070210)
- Digital Media Web Production (15 credits) (CIP # 0650010208)
- Digital Broadcast Production (24 credits) (CIP # 0610020216)
- Digital Video Editing and Post-Production (24 credits) (CIP # 0609040217)
- Digital-Webcast Technology (24 credits) (CIP # 0650010218)

Start Right
Degree-seeking students enrolling at Valencia for the first time will have a limited range of courses from which to choose for their first 18 college-level credits. Within the first 18 college credit hours, you will be required to take ENC1101 (3 credits), and if applicable, SLS 1122 (3 credits) and a mathematics course appropriate to your selected meta-major (3 credits). The remaining courses will be chosen from the General Education Core Courses in humanities (3 credits), science (3 credits), or social science (3 credits), and/or the introductory courses within the A.S. degree programs. For specific courses see the Foundation Courses on the “Program Requirements” tab. For course sequencing recommendations, see your Career Program Advisor or create an education plan by logging into Atlas, clicking on the LifeMap tab and clicking My Education Plan.

Potential Careers
- Interactive Media Technician
- Motion Graphics Designer
- Web Production Technician
- Broadcast Designer
- Post-Production Specialist
- Digital Video Editor
- Digital Audio Technician
- Digital Videographer
Salary & Earnings Information
For salary and wage information, visit: www.floridawages.com (http://www.floridawages.com).

Contacts
Future Students
Contact Enrollment Services at enrollment@valenciacollege.edu or call 407-582-1507.

Current Students
Robert McCaffrey, Program Chair, East Campus: 407-582-2784
rmccaffrey@valenciacollege.edu (mmessenger@valenciacollege.edu)

Kristol Bell, Career Program Advisor, East Campus: 407-582-2097
kbell@valenciacollege.edu

Internship and Workforce Services
If you need assistance with job resources or in locating an internship, please visit: valenciacollege.edu/internship

Video Production Specialization
Program Outcomes
• Produce professional quality video projects.
• Solve industry-related problems.
• Write and speak the language of the industry effectively.
• Demonstrate professional behavior.

Foundation Courses
SLS 1122 New Student Experience 3
DIG 1940 PROFESSIONAL DEVELOPMENT FOR DIGITAL MEDIA ** 1
DIG 2000C Intro to Dig Media and Desig * 5
DIG 2109C Digital Imaging Fundamentals ** 3
DIG 2430C Digital Storytelling ** 3
ENC 1101 FRESHMAN COMPOSITION I **~ 3
Science or Mathematics
Humanities
See Gen Ed Core Requirement ~ 3

Intermediate Courses
POS 2041 U.S. Government ~ 3
PSY 2012 General Psychology ~ 3
DIG 2030C Digital Video and Sound ** 3
DIG 2284C Adv Digital Video and Sound ** 3
MUM 1660L LOCATION SOUND * 1
MUM 2630C SOUND FOR MEDIA * 3
GEB 1011 Introduction To Business * or GEB 1139Foundations of E-Business
MAR 2011 Principles of Marketing ** 3

Advanced Courses
DIG 2291C ADVANCED AUDIO VISUAL TECHNOLOGY ** 3
DIG 2292C Digital Post-Production ** 3
DIG 2580C DIGITAL MEDIA PORTFOLIO REVIEW ** 1

DIG 2943 INTERNSHIP IN DIGITAL MEDIA ** 1
Video Production Electives
DIG 1102C INTRODUCTION TO WEB PROGRAMMING * 3
DIG 2100C WEB ESSENTIALS * 2
DIG 2341C Intro to Motion Graphics ** 3
DIG 2342C ADVANCED MOTION GRAPHICS ** 3
DIG 2302C Intro 3D Motion Graphics ** 3
DIG 2431C Advanced Digital Storytelling ** 3
DIG 2930 Selected Topics in Digital Med * 1-3
DIG 2941 INTERNSHIP EXPLORATION IN DIGITAL MEDIA ** 1-4
DIG 2943 INTERNSHIP IN DIGITAL MEDIA ** 1-4
DIG 2950C DIGITAL MEDIA PROJECT ** 3

* This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.
~ This is a general education course.
(GR) Denotes a Gordon Rule course.

Mobile Journalism Specialization
Program Outcomes
• Produce professional quality journalism.
• Solve industry-related problems.
• Write and speak the language of the industry effectively.
• Demonstrate professional behavior.

Foundation Courses
SLS 1122 New Student Experience * 3
DIG 1940 PROFESSIONAL DEVELOPMENT FOR DIGITAL MEDIA ** 1
DIG 2000C Intro to Dig Media and Desig * 5
SPC 1608 FUNDAMENTALS OF SPEECH ~ 3
JOU 1100 News Reporting * 3
ENC 1101 FRESHMAN COMPOSITION I **~ 3
Science or Mathematic
Humanities
See Gen Ed Core Requirement **~ 3

Intermediate Courses
TPP 1110 Acting I * 3
DIG 2030C Digital Video and Sound ** 3
DIG 2430C Digital Storytelling ** 3
MMC 2100 Writing For Mass Communication * 3
Humanities
See Gen Core Ed Core Requirement ~ 3
POS 2041 U.S. Government ~ 3
JOU 1031L MEDIA PRODUCTION II ** 1

Advanced Courses
DIG 2822C VIDEO JOURNALISM ** 3
PUR 2003 INTRODUCTION TO PUBLIC RELATIONS * 3
MMC 2150 WRITING FOR SOCIAL MEDIA ** 3
DIG 2580C DIGITAL MEDIA PORTFOLIO REVIEW ** 1
JOU 1032L Media Production III ** 1
Program Outcomes
Motion Graphics Specialization

- Design compelling motion graphics.
- Solve industry-related problems.
- Write and speak the language of the industry effectively.
- Demonstrate professional behavior.

Foundation Courses

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<tr>
<td>DIG 2430C</td>
<td>Digital Storytelling</td>
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<tr>
<td>ART 1300C</td>
<td>Drawing I</td>
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<tr>
<td>GRA 1206C</td>
<td>Fundamentals Of Typography</td>
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<tr>
<td>ENC 1101</td>
<td>FRESHMAN COMPOSITION I</td>
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<td>Humanities</td>
<td>See Gen Ed Core Requirement</td>
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<td>Mathematics</td>
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<td>MUM 2630C</td>
<td>SOUND FOR MEDIA</td>
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<td>GRA 2156C</td>
<td>Vector Illustration</td>
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Advanced Courses

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<tr>
<td>DIG 2580C</td>
<td>DIGITAL MEDIA PORTFOLIO REVIEW</td>
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Motion Graphics Electives

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<td>Total Credit Hours</td>
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Web Development Specialization

Program Outcomes

- Produce high quality, well-tested enterprise level applications.
- Solve industry-related problems.
- Write and speak the language of the industry effectively.
- Demonstrate professional behavior.

Foundation Courses

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<td>ENC 1101</td>
<td>FRESHMAN COMPOSITION I</td>
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<td>Humanities</td>
<td>See Gen Ed Core Requirement</td>
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<tr>
<td>Mathematics</td>
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Intermediate Courses

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<td>DIG 2107C</td>
<td>Adv Server-Side Programming</td>
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<td>DIG 2101C</td>
<td>Advanced Web Essentials</td>
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<td>DIG 2500C</td>
<td>Fundamentals of Interactive De</td>
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<td>DIG 2561C</td>
<td>Project Mgnt For Digital Media</td>
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<td>SPC 1017</td>
<td>Interpersonal Communication</td>
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<td>Humanities</td>
<td>See Gen Ed Core Requirement</td>
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<td>POS 2041</td>
<td>U.S. Government</td>
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Advance Courses

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<td>DIG 2943</td>
<td>INTERNSHIP IN DIGITAL MEDIA</td>
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### Web Development Specialization Electives

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<tbody>
<tr>
<td>COT 2104C</td>
<td>Foundations Discrete Math *</td>
<td>3</td>
</tr>
<tr>
<td>COP 2341C</td>
<td>LINUX SHELL SCRIPTING *</td>
<td>3</td>
</tr>
<tr>
<td>CTS 2321C</td>
<td>Linux System Administration *</td>
<td>3</td>
</tr>
<tr>
<td>DIG 2092C</td>
<td>Ethics of Web Development *</td>
<td>3</td>
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<tr>
<td>DIG 2312C</td>
<td>Intro to Actionscript **</td>
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<td>DIG 2317C</td>
<td>Advanced ActionScript **</td>
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<td>DIG 2170C</td>
<td>Web Application Development *</td>
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<td>DIG 2930</td>
<td>Selected Topics in Digital Med *</td>
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<tr>
<td>DIG 2941</td>
<td>INTERNSHIP EXPLORATION IN DIGITAL MEDIA +</td>
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<tr>
<td>DIG 2950C</td>
<td>DIGITAL MEDIA PROJECT **</td>
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+ This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.
~ This is a general education course.
(Gr) Denotes a Gordon Rule course.

### Notes:

Specialized program courses are offered on the East Campus; some of the courses are offered at other locations.

Associate in Science (A.S.) Degree students who wish to pursue a Bachelor’s Degree have the opportunity to transfer into a related bachelor’s degree (2+2) that is offered at any state college in Florida. Students who want to continue their education should discuss the career path with their Career Program Advisor, as well as contact their State College of choice for acceptance of this degree.

Specialized courses may not be offered every session or on every campus.

### Digital Broadcast Production

#### Technical Certificate

This program is designed to prepare students for initial employment as digital broadcast production technicians. This basic-to-intermediate-level certificate provides students with the skills needed for the use of computer hardware and software, and video equipment to create digital broadcast projects.

**Program Outcomes**

- Employ writing that allows stories to be easily searched and found.
- Adapt stories to different scales and formats depending on delivery requirements.
- Utilize visual storytelling techniques.
- Demonstrate competency with video and still cameras.
- Choose the correct compression formats for distribution.
- Create graphics.

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<tr>
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### Digital Media Development

#### Technical Certificate

This program is designed to provide students with the skills required to create digital media presentations for Internet or CD/DVD delivery as well as other venues.

**Program Outcomes**

- Use cloud-based tools.
- Demonstrate pair-programming and test-driven development.
- Create a simple HTML website.

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<tr>
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<tr>
<td>DIG 1102C</td>
<td>INTRODUCTION TO WEB PROGRAMMING</td>
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<tr>
<td>DIG 1108C</td>
<td>INTRODUCTION TO SERVER-SIDE PROGRAMMING</td>
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Total Credit Hours 12

+ This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.

### Digital Media Video Production

#### Technical Certificate

This program is designed to provide students with the skills required to create digital video presentations for DVDs, Internet or live audiences as well as other venues. This certificate focuses on screenwriting, digital video production and post-production skills.
Program Outcomes
- Utilize visual storytelling techniques.
- Demonstrate competency with video and still cameras.
- Indicate professional behavior.

DIG 1940 PROFESSIONAL DEVELOPMENT FOR DIGITAL MEDIA 1

DIG 2000C Intro to Dig Media and Desig 5
DIG 2030C Digital Video and Sound * 3
DIG 2430C Digital Storytelling * 3

Total Credit Hours 12

+ This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.
~ This is a general education course.

Notes:
All certificate courses are offered on the East Campus.
Specialized courses may not be offered every session or on every campus.

Digital Video Editing and Post-Production

Technical Certificate
This program is designed to prepare students for employment as video production or post-production assistants or to provide supplemental training for those already employed in the field. This certificate provides students with the skills needed for video production, editing, post-production and image manipulation.

Program Outcomes
- Edit professional quality video projects.
- Implement changes to Web sites.
- Solve industry-related problems.
- Comprehend the language of the industry.
- Demonstrate professional behavior.

ART 1300C Drawing I 3
DIG 1940 PROFESSIONAL DEVELOPMENT FOR DIGITAL MEDIA 1
DIG 2000C Intro to Dig Media and Desig + 5
DIG 2030C Digital Video and Sound ** 3
DIG 2109C Digital Imaging Fundamentals * 3
DIG 2284C Adv Digital Video and Sound * 3
DIG 2430C Digital Storytelling * 3
MUM 2630C SOUND FOR MEDIA 3

Total Credit Hours 24

+ This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.

Notes:
All certificate courses are offered on East Campus; some courses are offered at other locations.
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Digital Video Fundamentals

Technical Certificate
This program is designed to prepare students for initial employment as video or audio visual technicians. This basic-to-intermediate-level certificate provides students with the skills needed for computer operations, digital media production and image manipulation to create Web projects.

Program Outcomes
- Produce video projects.
- Recognize common terms and practices used in the creation of Web sites.
- Solve industry-related problems.
- Comprehend the language of the industry.

Notes:
All certificate courses are offered on the East Campus; some courses are offered at other locations.
Specialized courses may not be offered every session or on every campus.
• Demonstrate professional behavior.

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Total Credit Hours: 12

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Notes:

All certificate courses are offered on East Campus; some courses are offered at other locations.

Specialized courses may not be offered every session or on every campus.

### Webcast Media

#### Technical Certificate

This program is designed to prepare students for employment as webcast production assistants. The content includes, but is not limited to, use of lighting equipment, organization, and editing of video resources, and design and generation of graphic elements.

#### Program Outcomes

• Produce video projects.
• Recognize terms associated with webcasts.
• Solve industry-related problems.
• Demonstrate professional behavior.

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Total Credit Hours: 24

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* This course has a prerequisite; check description in Valencia catalog.

Note:

Specialized courses may not be offered every session or on every campus.

This certificate program is eligible for Financial Aid.