

# DIGITAL MEDIA TECHNOLOGY

## Digital Media Technology with Specializations in:

- Video Production
- Motion Graphics

## Associate in Science Degree (CIP# 1611080103)

Valencia College'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 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 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.

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

Students are strongly encouraged to consult a Student Success Coach 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 toward this Degree

Graduates of specific programs at Orange Technical College and Osceola Technical College, as well as other institutions may be eligible to receive college credit for courses in this program. You may also be eligible to receive credit toward this degree if you have earned one of the approved Gold Standard industry certifications or Career Pathways credit. To learn more about Valencia's award of credit options, visit <https://valenciacollege.edu/academics/programs/as-degree/alternative-award-of-credit-agreements.php>. Eligible students should contact the Student Success Coach in their academic department for more information about the requirements for the award of credit.

## College Credit Technical Certificates

The Digital Media A.S. degree also offers the following college credit certificate programs. These certificates 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 certificates are embedded in the A.S. degree. You can earn the certificates as you progress through your A.S. Degree or as a separate, stand-alone credential. Click on the Certificate tab at the top of the page for more information about the certificates that are offered.

- Digital Broadcast Production (24 credits) (CIP # 0610020216)
- Digital Media Production (15 credits) (CIP # 0610010507)
- Digital Media Video Production (12 credits) (CIP # 0609070210)
- Digital Media Motion Graphics Development (15 credits)
- Digital Media Motion Graphics Production (24 credits)
- Digital Video Editing and Post-Production (24 credits) (CIP # 0650060200)
- Digital Video Fundamentals (12 credits) (CIP # 0610020205)
- 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 Student Success Coach 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
- Digital Media Production Specialist

## Salary & Earnings Information

For career information related to this program, please visit **O\*Net OnLine** (<https://www.onetonline.org/>).

## Contacts

### Future Students

To learn more about this program, contact Enrollment Services at [enrollment@valenciacollege.edu](mailto:enrollment@valenciacollege.edu) or 407-582-1507 or visit [valenciacollege.edu/digital-media/](https://valenciacollege.edu/digital-media/) (<https://valenciacollege.edu/digital-media/>).

**Current Students**

Your Student Success Coach contact information can be found in Atlas. Log into Atlas, click on the Courses tab, and check your Academic Profile information to find a link to your Coach.

**Faculty Program Chair**

Dominic DiPaolo, Program Chair, East Campus: 407-582-2021  
ddipaolo@valenciacollege.edu (rmccaffrey@valenciacollege.edu)

**Internship and Workforce Services**

If you need assistance with job resources or in locating an internship, please visit: [valenciacollege.edu/internship](https://valenciacollege.edu/internship) (<https://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**

TPA 1380	SURVEY OF ENTERTAINMENT TECHNOLOGY	3
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN <sup>+</sup>	3
DIG 2109C	DIGITAL IMAGING FUNDAMENTALS <sup>++</sup>	3
DIG 2430C	DIGITAL STORYTELLING <sup>++</sup>	3
ENC 1101	FRESHMAN COMPOSITION I <sup>++~</sup>	3
Science	See Gen. Ed. Core Requirement <sup>~</sup>	3
Mathematics	See Gen. Ed. Core Requirement <sup>++~</sup>	3
Humanities	See Gen. Ed. Core Requirement <sup>~</sup>	3

**Intermediate Courses**

POS 2041	U.S. GOVERNMENT (recommended) <sup>~</sup>	3
or AMH 2020	U.S. HISTORY 1877 TO PRESENT	
DIG 2030C	DIGITAL VIDEO AND SOUND <sup>++</sup>	3
DIG 2284C	ADVANCED DIGITAL VIDEO AND SOUND <sup>++</sup>	3
MUM 2630C	SOUND FOR MEDIA <sup>+</sup>	3
GEB 1011	INTRODUCTION TO BUSINESS <sup>+</sup>	3
or GEB 1136		
MAR 2011	PRINCIPLES OF MARKETING <sup>*</sup>	3

**Advanced Courses**

DIG 2291C	ADVANCED AUDIO VISUAL TECHNOLOGY <sup>++</sup>	3
DIG 2292C	DIGITAL POST-PRODUCTION <sup>++</sup>	3
DIG 2580C	DIGITAL MEDIA PORTFOLIO REVIEW <sup>++</sup>	2
DIG 2943	INTERNSHIP IN DIGITAL MEDIA <sup>++</sup>	1

Video Production Electives 9

**Total Credit Hours 60**

**Video Production Electives**

FIL 1420	INTRODUCTION TO THE FILM PROCESS	3
FIL 2030	HISTORY OF MOTION PICTURES	3
DIG 2100C	WEB ESSENTIALS	2
DIG 2341C	INTRODUCTION TO MOTION GRAPHICS <sup>++</sup>	3

DIG 2342C	ADVANCED MOTION GRAPHICS <sup>++</sup>	3
DIG 2431C	ADVANCED DIGITAL STORYTELLING <sup>++</sup>	3
DIG 2930	SELECTED TOPICS IN DIGITAL MEDIA TECHNOLOGY <sup>+</sup>	1-3
DIG 2950C	DIGITAL MEDIA PROJECT <sup>++</sup>	3
DIG 2941	INTERNSHIP EXPLORATION IN DIGITAL MEDIA	1-4
TPA 2252C	INTRODUCTION TO AUDIO VISUAL TECHNOLOGY	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.

(GB) denotes a Gordon Rule course.

**Motion Graphics Specialization****Program Outcomes**

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

**Foundation Courses**

TPA 1380	SURVEY OF ENTERTAINMENT TECHNOLOGY	3
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN <sup>+</sup>	3
DIG 2132C	DIGITAL DRAWING AND DESIGN <sup>+</sup>	3
DIG 2109C	DIGITAL IMAGING FUNDAMENTALS <sup>++</sup>	3
DIG 2430C	DIGITAL STORYTELLING <sup>++</sup>	3
GRA 1206C	FUNDAMENTALS OF TYPOGRAPHY <sup>++</sup>	3
ENC 1101	FRESHMAN COMPOSITION I <sup>++~</sup>	3
Humanities	See Gen Ed Core Requirement <sup>~</sup>	3
Science	See Gen Ed Core Requirement <sup>~</sup>	3
Mathematics	See Gen Ed Core Requirement <sup>~</sup>	3

**Intermediate Courses**

POS 2041	U.S. GOVERNMENT (recommended) <sup>~</sup>	3
or AMH 2020	U.S. HISTORY 1877 TO PRESENT	
DIG 2341C	INTRODUCTION TO MOTION GRAPHICS <sup>++</sup>	3
DIG 2030C	DIGITAL VIDEO AND SOUND <sup>++</sup>	3
MUM 2630C	SOUND FOR MEDIA <sup>+</sup>	3
GRA 2156C	VECTOR ILLUSTRATION <sup>++</sup>	3

**Advanced Courses**

DIG 2342C	ADVANCED MOTION GRAPHICS <sup>*</sup>	3
DIG 2580C	DIGITAL MEDIA PORTFOLIO REVIEW <sup>++</sup>	2
DIG 2943	INTERNSHIP IN DIGITAL MEDIA <sup>++</sup>	1

Motion Graphics Electives 9

**Total Credit Hours 60**

**Motion Graphics Electives**

DIG 2284C	ADVANCED DIGITAL VIDEO AND SOUND <sup>++</sup>	3
DIG 2291C	ADVANCED AUDIO VISUAL TECHNOLOGY <sup>++</sup>	3
DIG 2292C	DIGITAL POST-PRODUCTION <sup>++</sup>	3

DIG 2302C	INTRODUCTION TO 3D MOTION GRAPHICS +*	3	DIG 2430C	DIGITAL STORYTELLING <sup>++</sup>	3
DIG 2431C	ADVANCED DIGITAL STORYTELLING <sup>++</sup>	3	DIG 2291C	ADVANCED AUDIO VISUAL TECHNOLOGY	3
DIG 2930	SELECTED TOPICS IN DIGITAL MEDIA TECHNOLOGY <sup>+</sup>	1-3	PGY 1800C	DIGITAL PHOTOGRAPHY	3
DIG 2941	INTERNSHIP EXPLORATION IN DIGITAL MEDIA <sup>++</sup>	1-4	DIG 1452C	ANNOUNCING AND PERFORMANCE FOR MULTIMEDIA	3
DIG 2943	INTERNSHIP IN DIGITAL MEDIA <sup>++</sup>	1-4	<b>Total Credit Hours</b>		<b>24</b>
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.

(GB) notes a Gordon Rule course.

## Specialized program courses are offered on the East Campus and may not be offered every session; some of the courses are offered at other locations.

Expand your career opportunities with a Bachelor's Degree in Business and Organizational Leadership (BASBOL) from Valencia. This degree builds on your skills, and prepares you for a supervisory or management role within your respective field. For more information, go to: Bachelor's Degree in Business & Organizational Leadership (<http://catalog.valenciacollege.edu/degrees/bachelorofscience/bas/>). Students who wish to continue their education should consult with a Career Program Advisor to determine the best education plan for their career goals.

Students wishing to transfer credits from this program to another institution must accept responsibility for securing approval from the transfer institution for acceptance of this degree.

## 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

- Pre-visualize video productions.
- Solve industry-related problems.
- Write and speak the language of the industry effectively.
- Demonstrate professional behavior.

TPA 1380	SURVEY OF ENTERTAINMENT TECHNOLOGY	3
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN	3
DIG 2030C	DIGITAL VIDEO AND SOUND <sup>++</sup>	3
DIG 2284C	ADVANCED DIGITAL VIDEO AND SOUND <sup>++</sup>	3

DIG 2430C	DIGITAL STORYTELLING <sup>++</sup>	3
DIG 2291C	ADVANCED AUDIO VISUAL TECHNOLOGY	3
PGY 1800C	DIGITAL PHOTOGRAPHY	3
DIG 1452C	ANNOUNCING AND PERFORMANCE FOR MULTIMEDIA	3
<b>Total Credit Hours</b>		<b>24</b>

+ 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.

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

## Digital Media Production

### Technical Certificate

The purpose of this program is to prepare students for initial employment as a digital media/multimedia production technician, digital media/multimedia developer, or to provide supplemental training for persons previously or currently employed in these occupations.

### Program Outcomes

- Produce digital media projects.
- Solve industry-related problems.
- Write and speak the language of the industry effectively.
- Demonstrate professional behavior.

TPA 1380	SURVEY OF ENTERTAINMENT TECHNOLOGY	3
or SLS 1122	NEW STUDENT EXPERIENCE	
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN <sup>+</sup>	3
DIG 2132C	DIGITAL DRAWING AND DESIGN	3
or ART 1300C	DRAWING I	
DIG 2030C	DIGITAL VIDEO AND SOUND <sup>++</sup>	3
DIG 2109C	DIGITAL IMAGING FUNDAMENTALS <sup>++</sup>	3
<b>Total Credit Hours</b>		<b>15</b>

+ This course must be completed with a C or better.

\* This course has a prerequisite; check description in the 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

- Pre-visualize video productions.
- Demonstrate professional behavior.

TPA 1380	SURVEY OF ENTERTAINMENT TECHNOLOGY	3
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN	3

DIG 2030C	DIGITAL VIDEO AND SOUND <sup>++</sup>	3
DIG 2430C	DIGITAL STORYTELLING <sup>*</sup>	3
<b>Total Credit Hours</b>		<b>12</b>

+ 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 Media Motion Graphics Development

### Technical Certificate

This program is designed to prepare students for initial employment as motion designers or to provide supplemental training for those already employed in the field. This basic-to-intermediate-level certificate provides students with the skills needed for computer operations, digital media production and image manipulation to create motion graphics for multiple platforms including video production, social media, and web based projects.

### Program Outcomes

- Create motion graphics
- Solve industry-related problems.
- Comprehend the language of the industry.
- Demonstrate professional behavior.

TPA 1380	SURVEY OF ENTERTAINMENT TECHNOLOGY	3
or SLS 1122	NEW STUDENT EXPERIENCE	
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN	3
or GRA 1142C	GRAPHIC DESIGN ESSENTIALS	
DIG 2109C	DIGITAL IMAGING FUNDAMENTALS <sup>++</sup>	3
or GRA 2201C	ELECTRONIC IMAGING	
DIG 2132C	DIGITAL DRAWING AND DESIGN	3
DIG 2341C	INTRODUCTION TO MOTION GRAPHICS <sup>++</sup>	3
<b>Total Credit Hours</b>		<b>15</b>

+ 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 the East Campus; some courses are offered at other locations.

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

TPA 1380	SURVEY OF ENTERTAINMENT TECHNOLOGY	3
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN <sup>+</sup>	3
DIG 2030C	DIGITAL VIDEO AND SOUND <sup>++</sup>	3
DIG 2109C	DIGITAL IMAGING FUNDAMENTALS <sup>*</sup>	3
DIG 2284C	ADVANCED DIGITAL VIDEO AND SOUND <sup>++</sup>	3
MUM 2630C	SOUND FOR MEDIA	3
DIG 2292C	DIGITAL POST-PRODUCTION	3
DIG 2430C	DIGITAL STORYTELLING	3
<b>Total Credit Hours</b>		<b>24</b>

+ 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.

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

This certificate program is eligible for Financial Aid.

## 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, video production, audio visual production and lighting to create video projects for web, broadcast or industrial use.

### Program Outcomes

- Edit video projects.
- Demonstrate professional behavior.

TPA 1380	SURVEY OF ENTERTAINMENT TECHNOLOGY	3
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN <sup>+</sup>	3
DIG 2030C	DIGITAL VIDEO AND SOUND <sup>++</sup>	3
MUM 2630C	SOUND FOR MEDIA <sup>+</sup>	3
<b>Total Credit Hours</b>		<b>12</b>

+ 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.

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

## Digital Media Motion Graphics Production

### Technical Certificate

This program is designed to prepare students for employment as Motion Graphics Artists. The content includes, but is not limited to, creation of motion graphics, development of typography, digital illustration, design and generation of graphic elements, as well as organization and editing of video resources.

### Program Outcomes

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

TPA 1380	SURVEY OF ENTERTAINMENT TECHNOLOGY	3
or SLS 1122	NEW STUDENT EXPERIENCE	
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN	3
or GRA 1142C	GRAPHIC DESIGN ESSENTIALS	
DIG 2132C	DIGITAL DRAWING AND DESIGN	3
or ART 1300C	DRAWING I	
DIG 2109C	DIGITAL IMAGING FUNDAMENTALS <sup>+</sup> *	3
or GRA 2201C	ELECTRONIC IMAGING	
GRA 1206C	FUNDAMENTALS OF TYPOGRAPHY <sup>+</sup> *	3
GRA 2156C	VECTOR ILLUSTRATION <sup>+</sup> *	3
DIG 2341C	INTRODUCTION TO MOTION GRAPHICS <sup>+</sup> *	3
DIG 2342C	ADVANCED MOTION GRAPHICS <sup>+</sup> *	3
<b>Total Credit Hours</b>		<b>24</b>

+ This course must be completed with a grade of C or better.

\* 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.