

DIGITAL MEDIA

Program Description

View on YouTube (<https://www.youtube.com/watch?v=atyV1ariBEM>)

Have you ever wanted to create professional videos, grow your social media presence, or express an idea through custom animations? Sure, these sound fun, but what if you could make a living doing exactly these and make the jump from media consumer to the creator?

The Digital Media program focuses on current industry trends in hardware and software to equip you with the tools you need to become a next-generation storyteller. With vibrant careers in a booming industry, our classes will deepen your understanding of your own personal brand, give you real client experience, and prepare you for the creative workforce. So long, boring careers.

Digital Media Department Page (<https://www.msjc.edu/digitalmedia/>)

Transfer Preparation

MSJC offers a range of course work to prepare students for the workforce or to transfer to four-year colleges and universities. All four-year institutions prescribe their own standards for course evaluation and admissions. Courses that fulfill major requirements for an associate degree in this program might not be the same as those required for transfer into a similar major at a four-year university.

Transfer students are advised to do research on prospective majors and careers through the Career/Transfer Center and the MSJC catalog. Students interested in transferring to CSU's or UC's can access major preparation by visiting <http://www.assist.org>. All students are advised to meet with a counselor at least once a semester to create or update their comprehensive education plan.

Contact Information

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Degrees/Certificates

Degrees

Non-Transfer Degree

- Digital Media, A.S. (<https://catalog.msjc.edu/instructional-programs/digital-media/digital-media-as/>)

Certificate

- Digital Media Certificate (<https://catalog.msjc.edu/instructional-programs/digital-media/digital-media-certificate/>)

Employment Concentrations

- Digital Media Design Employment Concentration (<https://catalog.msjc.edu/instructional-programs/digital-media/digital-media-design-ecc/>)
- Digital Visual Effects Employment Concentration (<https://catalog.msjc.edu/instructional-programs/digital-media/digital-visual-effects-ecc/>)
- Social Media Specialist Employment Concentration (<https://catalog.msjc.edu/instructional-programs/digital-media/social-media-specialist-ecc/>)
- Video Production Employment Concentration (<https://catalog.msjc.edu/instructional-programs/digital-media/video-production-ecc/>)

Program 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

Careers and Salaries

Discover in-demand careers and education options based on your interests! See the list of careers below or explore further by searching for Careers or Programs (<https://msjc.emsicc.com>).

Note: There are no guaranteed positions for students completing these programs. Education and work experience required will vary by employer. The salary and benefits for specific occupations will be dependent on work experience, education, background, and employer. Labor market statistics are from the Bureau of Labor Statistics, US Census Bureau, O-NET, EMSI.

Career/Industries	CA Annual Median Salary or Range	Employment Demand or Opening CA
Video Editor (SM), A, B)	\$69,854	1,751
UI/UX Designer (A, B)	\$69,370	2,584
Camera Operators, TV, Video (SM, A, B)	\$59,450	739
Social Media Strategists (SM, A, B)	\$78,692	4,095

(*degree required: SM some college, C: Certificate, A: Associate degree, B: Bachelor's degree, M: Master's degree, D: Doctorate*)