

BUSINESS CAREER PROGRAM- DIGITAL MULTIMEDIA CONCENTRATION

The Digital Multimedia Concentration of the Business Career Program places a strong emphasis on graphic design, webpage design, cascading style sheets (CSS), image processing, web content creation, search engine optimization (SEO) and social media optimization (SMO). By focusing on digital multimedia, students will learn the hands-on skills required to build and promote websites. Additionally, students will acquire the business skills necessary to grow and promote products and services effectively on and off line.



 COMPUTER
SYSTEMS
INSTITUTE

800.684.6884
CSINOW.EDU

Computer Systems Institute (CSI) is approved by the Division of Private Business and Vocational Schools of the Illinois Board of Higher Education and is licensed by the Commonwealth of Massachusetts Division of Professional Licensure, Office of Private Occupational School Education. CSI is authorized under federal law to enroll nonimmigrant alien students, student visas are issued to those who qualify. Programs vary by location. For more information about program graduation rates and other important information, visit our website at: www.csinow.edu/about-csi/consumer-information - Effective: 04/04/2025 IL

PROGRAM LENGTH

44 Weeks

*54 Credit Hours

PROGRAM COSTS

Tuition: \$1,350 per quarter

Course Materials Fee:

\$100 per quarter

Supply Fee: \$40 per qua

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Course Materials Fee: \$125

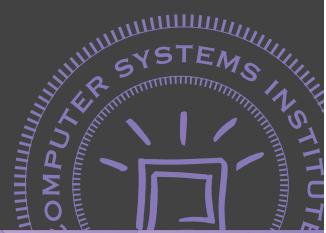
\$400 per year

Total: \$5,000 per year

EXTERNSHIP*

Externship can only be taken once a student has successfully earned 12 credits

*** ADDITIONAL OPTIONAL COURSES
FOR UP TO 9 MAXIMUM CREDITS**



COURSE DESCRIPTION

- **GRAPHIC DESIGN**
6 Qtr. Credit Hours / 5 Weeks
- **WEBPAGE MARKUP I**
6 Qtr. Credit Hours / 5 Weeks
- **WEBPAGE MARKUP II**
6 Qtr. Credit Hours / 5 Weeks
- **WEBPAGE STYLING**
6 Qtr. Credit Hours / 5 Weeks
- **IMAGE PROCESSING I**
6 Qtr. Credit Hours / 5 Weeks
- **IMAGE PROCESSING II**
6 Qtr. Credit Hours / 5 Weeks
- **WEB CONTENT MANAGEMENT**
6 Qtr. Credit Hours / 5 Weeks
- **SEARCH ENGINE OPTIMIZATION (SEO) & SOCIAL MEDIA OPTIMIZATION (SMO)**
6 Qtr. Credit Hours / 5 Weeks
- **BUSINESS PROFESSIONAL EXTERNSHIP**
3 Qtr. Credit Hours / 6 Seminar Hours / 84 Externship Hours
- **CROSS-CULTURAL MANAGEMENT FUNDAMENTALS**
3 Qtr. Credit Hours / 5 Weeks
- **INTRODUCTION TO SMALL BUSINESS MANAGEMENT**
3 Qtr. Credit Hours / 5 Weeks

EXTERNSHIP INFORMATION



EXTERNSHIP OBJECTIVES

- Explore graphical assets and image processing
- Introduce Webpage design using HTML, CSS and JavaScript
- Complete simple webpage design projects
- Modify and create images using photo editing techniques
- Produce blogs, - videos, and other digital multimedia
- Understand SEO and SMO methodologies to improve sales, brand awareness, and online promotion campaigns
- Explain the design process from idea generation to delivery

JOB TITLES

- Advertising and Promotions Assistant
- Content Specialist
- Copier and Digital Print Operator
- Copywriter
- Creative Assistant
- Digital Marketing Specialist
- Jr. Graphic Designer
- Jr. Product Photographer
- Photo Editor
- Photo Studio Intern
- Prepress Operator
- Production Assistant
- SEO Specialist
- Social Media Marketing Specialist
- Visual Content Creator