

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.



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 MA

PROGRAM LENGTH

44 Weeks

*54 Credit Hours

PROGRAM COSTS

Tuition: \$1,550 per quarter

Course Materials Fee:
\$100 per quarter

Supply Fee: \$40 per quarter

Total: \$1,690 per quarter

Tuition: \$6,200 per year

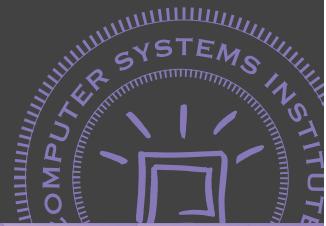
Course Materials Fee:
\$400 per year

Supply Fee: \$160 per year

Total: \$6,760 per year

EXTERNSHIP*

*ADDITIONAL OPTIONAL COURSES
FOR UP TO 12 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	• Jr. Graphic Designer	• SEO Specialist
• Content Specialist	• Jr. Product Photographer	• Social Media Marketing Specialist
• Copier and Digital Print Operator	• Photo Editor	• Visual Content Creator
• Copywriter	• Photo Studio Intern	
• Creative Assistant	• Prepress Operator	
• Digital Marketing Specialist	• Production Assistant	