# BUSINESS CAREER PROGRAM-DIGITAL MULTIMEDIA CONCENTRATION

The Digital Multimedia Concentration 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 (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: 01/212/2022 MA

#### ROGRAM LENGTH

44 Weeks \*54 Credit Hours

#### PROGRAM COSTS

Tuition: \$1,450 per quarter Course Materials Fee: \$100 per quarter Supply Fee: \$40 per quarter Total: \$1,590 per quarter

Tuition: \$5,800 per year

Course Materials Fee: \$400 per year Supply Fee: \$160 per year

Total: \$6,360 per year

## EXTERNSHIP\*

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

\* ADDITONAL 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

## **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

WEB CONTENT MANAGEMENT 6 Qtr. Credit Hours / 5 Weeks

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- 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