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.







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

- · 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