

VOCATIONAL RE-ENTRY

Digital Media Specialist

Certificate of Completion

The Digital Media Specialist Certificate program is designed to provide students with a comprehensive foundation in digital media production and management. Through a combination of theoretical knowledge and practical hands-on experience, students will acquire the skills necessary to advance in their careers or transition into a new career as digital media specialists to succeed in today's fast-paced digital landscape.

Program Learning Outcomes

- Students will be able to demonstrate proficiency in using digital media tools and software for content creation, editing, and production.
- Students will be able to apply design principles and techniques to develop visually appealing and engaging digital media assets.
- Students will be able to create and implement effective digital media strategies across various platforms, targeting specific audiences and goals.
- Students will be able to utilize analytics tools to measure the performance and effectiveness of digital media campaigns and make data-driven decisions.
- Students will be able to apply knowledge of copyright laws, intellectual property, and ethical guidelines in the creation and distribution of digital media content.
- Students will be able to develop a professional portfolio showcasing their digital media projects and skills to enhance employment opportunities.

Review [Student Learning Outcomes \(SLOs\)](#) for this program.

Required Courses

Course Prefix	Course Name	Units
VOC DCIS	Digital Citizenship - Internet Safety Course	
VOC DMB	Digital Media Basics for the Workplace or VOC CPNET Internet Research - an Introduction	

Recommended Electives

Course Prefix	Course Name	Units
VOC MIT	Mobile Information Technology for the Beginner	
VOC BCDP	Basic Computing - Desktop Publishing	