

A woman with dark hair, wearing a light blue patterned dress, is sitting at a desk in an office, typing on a keyboard. She is looking towards the right. In the background, a man in a grey shirt and blue tie is sitting at another desk, talking on a phone. The office has large windows and modern decor. A dark grey diagonal overlay covers the left side of the image, containing the text.

# Digital Media Training Statewide

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# The Project

- Identify digital media faculty across the state and invite them to take part in the project. Faculty were from the following areas:
  - Digital Photography
  - Adobe Creative Cloud
  - Intro to Visual Communications
  - Writing for Media/Storytelling
  - Basic Video Production & Editing
  - Word Press/Web Design
  - Graphic Design
- The purpose of the project was to finalize recommended courses for traditional students and upskillers and promote to digital media faculty statewide.
- Faculty provided input on course descriptions and student learning outcomes for introductory courses in the above areas.

# The Numbers

- Approximately 40 digital media instructors were contacted statewide to act as a focus group.
- The 27 colleges were identified and selected to provide a wide perspective of the state. Size of digital media programs had no influence or impacted on the selection. Faculty were selected and emails were sent.

### Related Subject Areas

1. Digital Photography
2. Creative/Design Applications
3. Intro to Visual Communications
4. Writing for Media/Storytelling
5. Basic Video Production & Editing
6. Web/Interactive Design
7. Graphic Design

## Digital Media

A cross-discipline pathway composed of a variety of courses that will prepare students with essential skills in technological ways of communication. Despite the different disciplines, these courses combine to create an essential digital pathway for students.

Many professional and business services industries use digital media tools to communicate their messaging through graphic design, advertising, and a media campaign, videography, and more.

### General Course Descriptions

- Digital Photography**  
Students will learn theory and hands-on practice of contemporary use of the Digital Single Lens Reflex camera. Skills include exposure control, photo composition, lighting, basic digital image editing, and image enhancement techniques. Students participate in critiques that emphasize the objective and subjective qualities of their work as a means of communication.
- Creative/Design Applications**  
This course will introduce students to the preparation of digital media and demonstrate widely used techniques for various digital outputs, such as presentations, interactive multimedia, and animations. Students will be introduced and create content in Adobe Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro and After Effects. Students will learn best practices in design and development.

- Web/Interactive Design**  
This course presents introductory topics in Web Page Design. It provides students with the knowledge, skills, and hands-on experience to create, enhance, and maintain a successful WordPress site. Students will learn how to create Web pages, use multimedia objects, plan and manage large-scale Web sites, use client plug-ins, work with CSS, Java, and other technologies, and use elements of dynamic HTML. Students will be able to edit the site, integrate analytics, optimize for Search Engine Optimization.
- Graphic Design**  
Introduction to design elements and principles, typography, and design process are explored. Topics include form, color palettes, text/image relationships, typography, its visual hierarchy, and its colors, and

# DIGITAL MEDIA



#### TRAIN IN TOMORROW'S SKILLS TODAY

Digital media skills are needed in today's workplace. Many professional and business services industries use digital media tools to communicate their messaging through graphic design, advertising, social media campaigns, videography, and more.

#### SKILLS COURSES

- Digital Photography
- Creative/Design Applications
- Intro to Visual Communications
- Writing for Media/Storytelling
- Basic Video Production & Editing
- Web/Interactive Design
- Graphic Design

#### JOB TITLES

Some job titles associated with Digital Media include (but not limited to):  
**Photographer, Web Developer, Graphic Designer, Animator, Digital Editor, Journalist, Multimedia Artist, Digital Illustrator, Multimedia Specialist, Videographer, Editor, Producer, etc.**

Contact the one of these Departments or the Counseling Department at your community college for more information on how you can start learning skills for your future...**TODAY!**

Log on to: [home.cccapply.org](http://home.cccapply.org)



#### CAREER OUTLOOK

California is a hotbed for digital media professionals. There are approximately **103,709 jobs** in digital media here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



#### SALARY PROJECTIONS

Earnings are high in California for digital media professionals. The national median salary for digital media occupations is \$68,065, compared to **\$72,117** in California.



#### JOB GROWTH

Jobs in the Digital Media field are projected to rise. There is a projected growth of **7.1% in California**. This is on par with the U.S. average of 7.6% job growth. Jobs for professionals with these skills will be needed long into the future.

\*Source: BLS occupational data

## INCREASE YOUR SKILLS AND IMPROVE YOUR EARNING POTENTIAL BY LEARNING DIGITAL MEDIA

### BECOME A BETTER COMMUNICATOR

Being a strong communicator is valuable in every job field. Critical thinking, strong and precise writing, interviewing skills and verification are the core skills that can benefit members of any work place. Learning and strengthening these skills create added value.

### COMMUNICATE IN MULTIMEDIA

Having the fundamentals to communicate and expanding them to communicate through digital media can provide resources for employers, and much sought-after skills for any employee. Web design, interactive graphics, and effective video are just some of the ways you can enhance your offerings and become a leader in your workplace.

### CREATE COMPELLING VISUALS

A picture is worth a thousand words. Learning to create strong and meaningful visuals (photos, videos, digital images, etc.), along with skillful writing will create powerful communication skills greatly enhance a person's employment marketability.

Enhance Your Skills Today

CONTACT YOUR CALIFORNIA COMMUNITY COLLEGE AND RE...

Start your training at [home.cccapply.org](http://home.cccapply.org)

## The Product

Draft flyers were created to promote Digital Media to upskillers, traditional students/parents, and counselors

# Digital Media



# The Results

- A course description for each of the 7 categories was determined and agreed upon.
- 2 student learning outcomes (SLOs) were defined for each course.
- Some faculty suggested coordinating wording with the established TMCs in the digital media area.
- Some faculty raised questions regarding certificates and the potential desire to unify wording of certificates to connect with this pathway.

# The Results

- Nearly all faculty (approx. 90%) said they feel a digital media pathway will be beneficial for their students and programs.
- The faculty felt there is indeed overlap in courses, but some expressed concern over software/app specific courses.
- All agree that promoting and marketing to upskillers will be a key part of this pathway.
- Some expressed that they are hoping that this pathway will be promoted and marketed by the state and not just be left solely to the individual campuses.

# Questions

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