Digital Media

Overview

This two-year instructional program is designed to provide skills for industry and for degree or transfer. This option can lead to entry-level jobs in television, Cable TV, business or industrial video and graphics, animation, or digital media for broadcast, CD/DVD production and the Internet.

Program Maps


Dean
Ryan Cox (/about-us/contact-us/faculty-and-staff-directory/ryan-cox)

Department Chair
Lauren Wagner (/about-us/contact-us/faculty-and-staff-directory/lauren-wagner)

Career and Academic Community
Arts, Media and Entertainment (/academics/career-and-academic-communities/arts-media-and-entertainment)

Phone
(916) 691-7537

Email
coxr@crc.losrios.edu

Associate Degree

A.A. in Digital Media

This two-year instructional program is designed to provide skills for industry and for degree or transfer. This option can lead to entry-level jobs in television, Cable TV, business or industrial video and graphics, animation, or digital media for broadcast, CD/DVD production and the Internet.

Highlights include:
* Practical experience working with contemporary computer software
* State of the art computer lab for graphics and nonlinear editing, including Final Cut Pro Studio, Photoshop, Illustrator, and After Effects
* Internship opportunities working with local television stations, independent film companies and post-production editing facilities

Note to Transfer Students:
If you are interested in transferring to a four-year college or university to pursue a bachelor's degree in this major, it is critical that you meet with a CRC counselor to select and plan the courses for your major. Schools vary widely in terms of the required preparation. The courses that CRC requires for an Associate's degree in this major may be different from the requirements needed for the Bachelor's degree.

Catalog Date: June 1, 2020

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTVF 300</td>
<td>Mass Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 302</td>
<td>Introduction to Digital Design &amp; Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 304</td>
<td>Introduction to Multimedia</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 319</td>
<td>Beginning Audio Production</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 330</td>
<td>Beginning Single Camera Production</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 360</td>
<td>Introduction to Motion Graphics: Adobe After Effects</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 362</td>
<td>Digital Non-Linear Video Editing</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 368</td>
<td>Scriptwriting for Film, Video &amp; Multimedia</td>
<td>3</td>
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<tr>
<td>PHOTO 302</td>
<td>Beginning Digital Photography</td>
<td>3</td>
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A minimum of 3 units from the following:

<table>
<thead>
<tr>
<th>COURSE CODE</th>
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<th>UNITS</th>
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</thead>
<tbody>
<tr>
<td>RTVF 354</td>
<td>Audio Editing for Film &amp; Video Post Production (3)</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 361</td>
<td>Intermediate Motion Graphics: Adobe After Effects (3)</td>
<td>3</td>
</tr>
<tr>
<td>RTVF 365</td>
<td>Intermediate Film &amp; Video Editing (3)</td>
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</tr>
<tr>
<td>RTVF 370</td>
<td>Broadcast Writing &amp; Announcing (3)</td>
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<tr>
<td>RTVF 371</td>
<td>Hollywood TV and Film Studios: A Behind the Scenes Experience (1)</td>
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</tr>
<tr>
<td>RTVF 498</td>
<td>Work Experience in Radio, Television and Film (1 - 4)</td>
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Total Units: 30

The Digital Media Associate in Arts (A.A.) degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See CRC graduation requirements.
Upon completion of this program, the student will be able to:

- Write in clear, concise English. (PSLO-1)
- Create traditional media, print and digital media projects that demonstrate effective use of established design principles for typography, color, images, animation, sound and video (PSLO-2)
- Demonstrate a conceptual foundation in new media technology. (PSLO-3)
- Articulate and apply the basic principles and processes used in traditional and digital graphic and multimedia design. (PSLO-4)
- Demonstrate a conceptual foundation in the ethics of new media technology. (PSLO-5)
- Examine and critique media products utilizing general information and concepts in new media. (PSLO-6)

Career Information

Career Options Nonlinear Video Editor, DVD Author, Computer Graphic Artist, Animation Artist, Producer/Director for Broadcast, Personal or Corporate Video and the Internet. Some career options may require more than two years of college study. Classes beyond the associate degree may be required to fulfill some career options or for preparation for transfer to a university program.

Certificate of Achievement

Digital Media Certificate

This instructional program is designed to provide skills for industry. This option can lead to entry-level jobs in television, Cable TV, business or industrial video and graphics, animation, or digital media for broadcast, CD/DVD production and the Internet.

Highlights include:
* Practical experience working with contemporary computer software
* State of the art computer lab for graphics and nonlinear editing, including Photoshop, Illustrator, After Effects, Final Cut Pro, Lightwave 3D
* Internship opportunities working with local television stations, independent film companies and post-production editing facilities

Certificate Requirements

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<td>Introduction to Digital Design &amp; Storytelling</td>
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</tr>
<tr>
<td>RTVF 362</td>
<td>Digital Non-Linear Video Editing</td>
<td>3</td>
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A minimum of 3 units from the following:

- RTVF 304 Introduction to Multimedia (3)
- RTVF 306 Introduction to Media Aesthetics and Cinematic Arts (3)
- RTVF 312 Beginning Radio Production (3)
- RTVF 354 Audio Editing for Film & Video Post Production (3)
- RTVF 361 Intermediate Motion Graphics: Adobe After Effects (3)
- RTVF 365 Intermediate Film & Video Editing (3)
- RTVF 368 Scriptwriting for Film, Video & Multimedia (3)

Total Units: 18

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Create digital media projects that incorporate art theory, digital design and development, digital audio and non-linear digital video. (PSLO-1)
- Examine and critique media products utilizing general information and concepts in new media. (PSLO-2)
- Demonstrate a conceptual foundation in the ethics of new media technology. (PSLO-3)
- Demonstrate skills required for a vast array of digital media careers including web design and development, multimedia production, digital video production and corporate communications. (PSLO-4)

Career Information

Career Options Nonlinear Video Editor, Computer Graphic Artist, Animation Artist, Personal or Corporate Video Producer/Director. Some career options may require more than two years of college study. Classes beyond the associate degree may be required to fulfill some career options or for preparation for transfer to a university program.