

DIGITAL VIDEO CONTENT CREATION CERTIFICATE

18 Semester Credit Hours; Curriculum: 0376

Learn to engage and influence audiences through the production of high quality digital video content. Through hands on experience in copy writing, creating digital video assets, managing electronic media, and building market plans, students will gain the skills and experiences critical to pursuing digital video content creation professionally. This certificate can be completed in one semester.

Code	Title	Hours
Courses for a Certificate		
ART 263	Introduction to Motion Graphics	3
EGL 211	Writing Digital Content	3
EGL 220	Introduction to Mass Communications	3
GRD 250	Introduction to Video Production	3
MKT 131	Principles of Marketing	3
MKT 266	New Media and Technology in Marketing	3
Total Hours		18

Program Learning Outcomes

1. Demonstrate understanding of the fundamentals of design principles and formats, as they relate to audiovisual production.
2. Use the basic tools and techniques of audiovisual production, including software and special hardware.
3. Create a portfolio of audiovisual projects to demonstrate acquisition of the necessary skills.

Digital Video Content Creation Certificate Pathway

The following Pathway is recommended for students pursuing the Digital Video Content Creation Certificate.

Course	Title	Hours
First Year		
Semester One		
EGL 211	Writing Digital Content	3
GRD 250	Introduction to Video Production	3
MKT 131	Principles of Marketing	3
	Hours	9
Semester Two		
ART 263	Introduction to Motion Graphics	3
EGL 220	Introduction to Mass Communications	3
MKT 266	New Media and Technology in Marketing	3
	Hours	9
	Total Hours	18

Note: Pathway is a recommended sequence of courses. Full-time students should contact the Program Coordinator to discuss a full-time pathway as well as course prerequisites and recommendations.