

## Associate Degree - Two Years

Offered at the Green Bay campus. For information: (920) 498-5444.

Visit our web site at <http://www.promo.nwtcbit.com/>

Toll-free: (800) 422-NWTC, ext. 5444.

### Program Description

The Digital Media Technology Program prepares students to compete in a global digital workforce including content conception, creation, and implementation. Learners will develop multimedia production skills using digital audio and video recording and editing, digital photography, animation, internet broadcasting (i.e., podcasting), and data transfer and conversion from analog to digital media. The program will provide learning opportunities for those desiring a business-related position or project-based entrepreneurial contract work.

### Program Outcomes

- Create design for digital media.
- Perform internet broadcasting.
- Assemble a digital media portfolio.
- Produce animation for video.
- Create professional digital photography images.
- Create interactive digital interfaces.
- Operate digital media studio.
- Interface digital media into web sites.
- Set the motion effects to 2D graphic designs.
- Write scripts.
- Conduct multi-track recording sessions.
- Compose audio scoring for video.
- Conduct live audio recording for video.
- Compose/edit/image both still and motion photography.
- Model/record/animate images.

### Requirements for Program Entry

- Completed application.
- High school transcript or equivalent (such as an HSED or GED® Transcript).
- NWTc Academic Skills Assessment or equivalent (See Academic Skills Assessment section for details and equivalents).
- Computer familiarity and ability to use a keyboard and mouse.
- Students should have mastered basic math skills. For a description of basic math, see the Basic Education section of the College Catalog.

### Notes

- Graphic Workstations class is a co-requisite to any first semester course in the Digital Media Technology degree. It is also suggested that learners, regardless of age or professional experience, should take the Graphic Workstations class if they are not familiar with the Macintosh OSX version operating system. This course is designed to help familiarize the learner with the Macintosh computer environment used in the Digital Media Technology degree.
- Students who complete this program are eligible to receive the Multimedia Technologies Certificate.

### Employment Potential

Program graduates may work in this evolving Digital Media Technology field, and will be needed by the media industry, as designers, developers, and technicians. For example, they will be hired or contracted as media creators and designers for video, interactive media, games, websites, and some will be New Media entrepreneurs expanding applications for the media arts in the 21st century.

A graduate of this program will have the potential for employment in the following areas:

**Digital Media Operators:** develops multi-functional digital content for commercial, educational and entertainment establishments. Research and analyzes digital media utilization and functionality. Reviews digital media trends and effectiveness in marketing, advertising, training, creative services and communications fields.

**Motion Graphic Artist:** performs detailed graphic compositing for broadcast, web, DVDs and mobile devices. Coordinates production of animated visuals and presentations for business, training, recreational and other applications.

**Video Editor:** assists post-production department by performing asset management and non-linear video editing duties. Performs script based synchronization of audio, video, special effects, titles and graphics.

**Multimedia Production Assistant:** assists in production, from concept through post-production, of digital media client-based projects. Operational workflow duties include assisting with concept planning, storyboarding, scriptwriting, production, editing and delivery.

**Freelance Digital Media Producer:** initiates entrepreneurial work with self established client base. Acts as a full-service digital media content creator and consultant. Provides customer with promotional, training, communication and other content for internal and external delivery methods and mediums.

**With additional education and/or work experience, graduates may find other opportunities for employment.**

- Digital Media Operations Manager
- Internet Broadcaster
- Sound Recordist/Editor
- Video Production Coordinator
- Videographer
- Video Department Manager

### Curriculum

The Digital Media Technology Associate Degree is a two-year, four-semester program. Learners are encouraged to meet with an Academic Advisor to create a program plan. Upon graduation, a student will have completed 67 credits.

#### First Semester

Catalog No.	Description	Credits
10-111-101	Macintosh-Image Editing	3
10-111-103	Graphic Workstations	1
10-206-100	Digital Audio Overview	3
10-206-107	Internet Broadcasting	3
10-801-136	English Composition 1	3
10-801-196	Oral/Interpersonal Comm	3
<b>Semester Total</b>		<b>16</b>

#### Second Semester

10-111-104	Photography-Digital	3
10-111-154	Macintosh-Multimedia Authoring	3
10-111-159	Graphic Workstations-Adv	3
10-206-101	Soundtracks and Music	3
10-206-108	Internet Broadcasting-Advanced	3
10-804-123	Math w Business Apps	3
<b>Semester Total</b>		<b>18</b>

#### Third Semester

10-111-105	DVD Authoring	3
10-111-180	Photography-Digital Workflow	3
10-206-109	Digital Studio Operations	3
10-809-103	Think Critically & Creatively	3
10-809-172	Race Ethnic & Diversity	3
10-809-199	Psychology Of Human Relations	3
<b>Semester Total</b>		<b>18</b>

#### Fourth Semester

10-111-174	Motion Graphics for Video	3
10-206-104	Digital Media Trends/Business	3
10-206-105	Digital Media Tech Internship	3
OR		
10-206-106	Digital Media Freelance	3
10-809-195	Economics	3
	Elective	3
<b>Semester Total</b>		<b>15</b>
<b>Total Credits</b>		<b>67</b>

#### Suggested Electives:

Macintosh Image Editing – Advanced, 10-111-110  
 Video Photography, 10-111-183  
 Video Animation, 10-111-173

This program is fully eligible for financial aid.

## Please Note

- Some courses have prerequisites (listed at the end of each course description, if applicable) that need to be taken prior to enrolling in those courses.
- Many courses are offered via our Flexible Learning Options (online, accelerated, ITV, video, weekend, and self-paced) and may be taken in any order as long as prerequisites are met. To find out which program courses are offered through Flexible Learning Options, go to [www.nwtc.edu](http://www.nwtc.edu) or consult a counselor, (920) 498-5444.
- Descriptions of courses not found on this page can be found in the back of this catalog.

## Course Descriptions

*These courses provide an opportunity for students to develop the knowledge, skills, and understanding required for employment in this field.*

### 10-111-101 MACINTOSH-IMAGE EDITING

... (Adobe Photoshop + Adobe Acrobat) scanning, editing, color correcting and creating composite montage photographs. Prepare images for publication in print or the internet. An introduction to manipulating bitmap images. (Corequisite: 10-111-103, Graphic Workstations)

**10-111-103 GRAPHIC WORKSTATIONS** ...explore the Macintosh Operating System and applications including iPhoto, iTunes, iMovie, GarageBand, FontBook, Sherlock, iCal, AddressBook and Dashboard. Learn to navigate the Mac Operating System and manage files and folders.

**10-111-104 PHOTOGRAPHY-DIGITAL** ...capturing digital images, exposure, shutter speed, aperture, composition, camera operations, lenses, lighting, camera accessories, types of photography, photo challenges, importing, editing and storing images. Access to a digital camera required.

**10-111-105 DVD AUTHORIZING (DVD Studio Pro)** ...setup and create interactive DVD productions. Other topics covered include: Bit-Budgeting, Storyboarding, Video and Audio Encoding, Menu Creation, and Delivery.

**10-111-154 MACINTOSH-MULTIMEDIA AUTHORIZING** ...media types including audio, video and graphics to create original commercial, educational and entertainment productions for delivery to broadcast, CD/DVD and web. Final Cut Pro, LiveType and Photoshop software. (Prerequisite: 10-111-101, Macintosh-Image Editing)

**10-111-159 GRAPHIC WORKSTATIONS-ADVANCED** ...operation of production systems, applications used in graphic design/multimedia industries; OSX (Ten) operating system, directory structure, file management, application operation; cross platform file usage/delivery. (Prerequisite: 10-111-103, Graphic Workstations)

**10-111-174 MOTION GRAPHICS FOR VIDEO** ...creating high impact, dynamic effects for video productions utilizing digital media including still and motion video, graphics, text and applied filters. Apple Motion, Adobe After Effects and Photoshop software. (Prerequisites: 10-111-154, Multimedia Authoring; 10-111-101, Mac Image Editing; 10-111-103, Graphic Workstations)

### 10-111-180 PHOTOGRAPHY-DIGITAL WORKFLOW

...photo editing, image retouching, proofing, publishing and archiving. Techniques for sorting, ranking, organizing images, display images for client review, apply metadata, keep an up-to-date online portfolio, color manage your workflow.

**10-206-100 DIGITAL AUDIO OVERVIEW** ...concept of analog to audio conversion, processing sound in digital domain, MIDI music production, CD audio production, video soundtracks, enhanced podcast audio, basic of time code and format conversion.

**10-206-101 SOUNDTRACKS AND MUSIC** ...software applications for sampling, synthesizing, analog to digital conversion, mixing and mastering for MP3's, RSS feeds, podcasts, CD's and video soundtracks.

**10-206-104 DIGITAL MEDIA TRENDS IN BUSINESS** ...research, present analysis of, industry usage of current/emerging digital media technologies including implementation, usage, delivery. Plan, organize, include new digital media concepts and strategies in business plans and operation.

**10-206-105 DIGITAL MEDIA TECHNOLOGY INTERNSHIP** ...hands-on experience in a digital media production for business concluding with an evaluation by employer/instructor. Apply concepts, skills and techniques. Course should be taken during the final semester.

**10-206-106 DIGITAL MEDIA FREELANCE PROJECT** ...classroom experience with entrepreneurial contract-based projects. Develop commercially viable video, audio, photographic projects per client's specifications and requirements. Course should be taken during final semester.

**10-206-107 INTERNET BROADCASTING** ...plan, prepare and organize digital media content for online distribution and access. Pre-through post-production techniques including technical and commercial aspects of digital media content for internet delivery.

**10-206-108 INTERNET BROADCASTING-ADVANCED** ...advanced pre- through post-production techniques including technical/commercial aspects of digital media content for internet delivery. Business fundamentals, target marketing, copy writing, commercial distribution, user-generated content (UGC) services. (Prerequisite: 10-206-107, Internet Broadcasting)

**10-206-109 DIGITAL STUDIO OPERATIONS** ...research, implement, maintain workflow/equipment used in a modern digital media studio. Prepare functioning environment for audio, video, photography production including capture, editing, delivery, archiving.