

Program Overview

The mission of Central Ohio Technical College is to meet the technical education and training needs of students and employers in the area.



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Digital Media Technology Certificate

This certificate program provides students the opportunity to gain fundamental skills in a variety of multimedia production areas, including industry standard software (e.g., Adobe Creative Cloud applications); professional concepts (e.g., social media, interactive & web technologies, print production), and digital media hardware (e.g., digital cameras, scanners, recording equipment).

Upon completion, students will be eligible to test for their Adobe Certified Associate (ACA) credential. According to Pearson Vue, the Adobe Certified Associate (ACA), *soon to be called Adobe Certified Professional*, certification is an industry-recognized credential that validates an individual's expertise in the Adobe Creative Cloud suite.

Learning Outcomes

Upon completion of the Digital Media Technology Certificate, students will be able to:

1. Navigate various digital media production programs
 - a. Import existing text, graphics, video, and sound into digital authoring software.
 - b. Create original assets (including text, graphics, audio, and video) for use in digital media projects.
 - c. Manipulate (edit) graphic, text, and media assets.
 - d. Articulate proper formatting requirements for publishing to various platforms (e.g., web, broadcast, apps, online video).
2. Apply basic interactive programming concepts.
 - a. Utilize HTML, CSS, and Javascript (and other industry-standard languages) to

- create basic interactive, web-based pages/presentations.
 - b. Integrate multimedia assets (such as audio, video, animation, or dynamic data) into interactive pages/presentations.
 - c. Demonstrate effective user interface (UI) and user experience (UX) design concepts and techniques.
 3. Apply critical thinking to the digital media production process.
 - a. Demonstrate an ability to conceptualize projects on paper.
 - b. Demonstrate an ability to propose or pitch projects.
 - c. Create effective written and oral content for media projects.
 - d. Demonstrate an understanding of the role of digital media technology in contemporary society.
 4. Critique interactive design and development methodologies.
 - a. Describe the pros and cons of various digital media formats with regard to practical application and use.
 - b. Evaluate the aesthetic and technical qualities of digital media artefacts.
 - c. Articulate the effectiveness of digital media materials.

Important Student Characteristics

Students who are successful in the Digital Media Design program (and as professionals in the field) have the following characteristics:

- Ability to work independently
- Strong communication and problem-solving skills
- A team player
- A creative eye and a desire to create

- Strong technological skills
- Flexibility and willingness to learn new things quickly
- Strong business sense

Career Opportunities

- Graphic Designer
- Social Media Manager
- Web Designer / UI & UX Designer
- Photographer
- Videographer

Transferability

The Digital Media Technology Certificate completers are encouraged to continue their education at COTC in one of the Digital Media Design pathways – Graphic Design or Web Design. COTC graduates of Digital Media Design Technology who wish to continue on to a bachelor's degree are eligible to transfer to several nearby four-year institutions such as Franklin University, DeVry University, Ohio Dominican University, Ohio Christian University and The Ohio State University.

How do I Start?

New students can complete the **free** online application for admission at cotc.edu/apply. Current or returning students can contact The Gateway at any of our four campus locations for your next steps.

The Gateway:

Newark Campus	740.366.9222 800.963.9275
Coshocton Campus	740.622.1408
Knox Campus	740.392.2526
Pataskala Campus	740.755.7090

cotc.edu/gateway

See reverse side for more information.

cotc.edu

COTC Admissions:

cotcadmissions@mail.cotc.edu

COTC Academic Advising:

cotcadvising@mail.cotc.edu

Accreditation/Membership

Central Ohio Technical College is accredited by The Higher Learning Commission.

www.hlcommission.org

COTC is also a member of the American Association for Higher Education, the American Association of Community Colleges, the American Council on Education, the American Technical Education Association, Inc., the Ohio Association of Two-Year Colleges and the Ohio College Association.

Non-Discrimination Statement

Central Ohio Technical College is committed to building and maintaining a diverse community to reflect human diversity, and to improve opportunities for all. The college is committed to equal opportunity and eliminating discrimination. This commitment is both a moral imperative consistent with an intellectual community that celebrates individual differences and diversity, as well as matter of law. Central Ohio Technical College does not discriminate on the basis of age, ancestry, color, disability, gender, gender identity or expression, genetic information, HIV/AIDS status, military status (past, present or future), national origin (ancestry), race, religion, sex, sexual orientation, protected veteran status, status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent or any other basis under the law, in its activities, programs, admission and employment. General information, questions, concerns or complaints related to these matters are to be directed to the Title IX Coordinator Holly Mason, Warner Center, Suite 236, Ohio State Newark/COTC, 1179 University Drive, Newark, Ohio 43055-1797 (740.364.9578) or ADA/504 Coordinator Connie Zang at the same location.



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