

DIGITAL MEDIA TECHNOLOGY

The Digital Media program prepares students for entry-level jobs in the digital design and multimedia industry. Students learn to synthesize multimedia, hypertext, computer programming, information architecture, and client/server technologies using both Internet and non-network-based media.

Students develop skills in communication, critical thinking, and problem solving as well as interface design, multimedia formats, application programming, data architecture, and client/server technologies. The program develops technical skills through practical applications that employ current and emerging standards and technologies.

Graduates should qualify for employment as web designers, graphic artists/designers, multimedia specialists, web developers, web content specialists, media specialists, information specialists, digital media specialists, animation specialists, interface designers, and many new jobs yet to be defined in this expanding field.

Programs

- Digital Media Technology Degree (<https://courseleaf.johnstoncc.edu/programs/business-technologies/digital-media-technology/digital-media-technology-degree/>)
- Graphic Design Certificate (<https://courseleaf.johnstoncc.edu/programs/business-technologies/digital-media-technology/graphic-design-certificate/>)
- Social Media Manager Certificate (<https://courseleaf.johnstoncc.edu/programs/business-technologies/digital-media-technology/social-media-manager-certificate/>)