

***Digital Media Certificate***  
***Focus: Social Media Specialist***

Have you ever wanted to create professional videos, grow your social media presence, or express an idea through custom animations? Sure, these sound fun, but what if you could make a living doing exactly these and make the jump from media consumer to the creator? The Digital Media program focuses on current industry trends in hardware and software to equip you with the tools you need to become a next-generation storyteller.

**Please see a Pathways Counselor:** Create an education plan customized to meet your needs. [Contact a Counselor](#)

**Transfer Majors/Award Focus**

- Digital Media, Non-transfer A.S.
- Digital Media Certificate, Focus: Multimedia Specialist, Social Media Specialist, Video Production Specialist


**GE Pattern/Units**

- GE Pattern: n/a
- Total Units: 24

**Program maps** indicate the major coursework and recommended general education courses to fulfill your degree in 2 years (approximately 15 units/ semester or 30 units/year). If you are a part-time student, start Semester 1 courses and follow the course sequence. Some of the courses listed may be substituted by another course. Please view these options in the official course [catalog](#).

**Semester 1**

**6 Units**

 COURSE	TITLE	UNIT
<input type="checkbox"/> DIG-110	Introduction to Digital Media	3
<input type="checkbox"/> DIG-190	Video Production I	3


**Semester 2**

**6 Units**

 COURSE	TITLE	UNIT
<input type="checkbox"/> DIG-580	Brand Building & Design	3
<input type="checkbox"/> DIG-181	Social Media Marketing	3


**Semester 3**

**9 Units**

 COURSE	TITLE	UNIT
<input type="checkbox"/> DIG-570	Motion Graphics	3
<input type="checkbox"/> PHOT-125	Digital Photography Production I	3
<input type="checkbox"/> DIG-582	Advanced Social Media Marketing	3

**Semester 4**

**3 Units**

 COURSE	TITLE	UNIT
<input type="checkbox"/> DIG-598	Digital Media Capstone	3

**Career Options**

Social Media Strategists (SM, A, B)  
Find more careers: [msjc.emsicc.com](https://msjc.emsicc.com)

Required Education: SM: some college; C: Certificate; A: Associate, B: Bachelor's

**Financial aid** is determined by the number of credit hours you take in a semester. Maximize your financial aid by taking 12-15 units per semester.

### **Work Experience**

Sign up for a special project or internship opportunity. Gain [work experience](#) and earn credits.

1. Special Projects
2. Internship/Apprenticeship

### **Scheduling Notes**

Please note that some DIG courses are Fall or Spring classes only.

DIG students have access to equipment rentals and a dedicated tutor center to provide access to the gear and software needed to succeed in their courses

### **Helpful Hints**

Not familiar with computers? Consider taking an intro to computing class before entering a DIG course.

DIG is part of the Creative Media Department and is committed to staying on the front edge of technology and software trends to give you the training you need to work in the current industry. Not sure what area of DIG you are interested in? Start with DIG 110. It covers it all!