

Digital Media and Communication

ABOUT THIS PATHWAY

Blend creative media, visual storytelling, and digital communication skills for modern platforms. This pathway prepares students to produce compelling content for today's digital landscape.

WHO IS THIS FOR?

- Students interested in content creation, branding, media production, or digital storytelling
- Creative students with a passion for visual and digital communication
- Those pursuing careers in social media, video, or digital marketing

POSSIBLE CAREER DIRECTIONS

- Digital Content Creator
- Media Assistant
- Brand Support
- Video Production

EXAMPLE PATHWAY COURSES

COMM 201 Introduction to Mass Communications

COMM 281 Basic Videography Workshop

ARTS 108 Computers for Artists

ARTS 215 Introduction to Animation

COMM 304 History of Broadcasting

COMM 360 Writing for Filmmaking

CNED 335 Pro Tools 101

CNED 336 Pro Tools 110

MKTG 407 Digital Marketing Analytics

VCAD 430 Portfolio

IMPORTANT NOTE:

Courses listed are examples only. Students work with their academic advisor to build a fully customized degree plan that meets all graduation requirements.