

Post-Baccalaureate Certificate in Digital Media

Degree Type

Post-Baccalaureate Certificate

Mission Statement

The Post-Baccalaureate Certificate in Digital Media at Meredith College provides students with a foundation in the fundamental skills and techniques of digital media communication. The certificate is designed to introduce students to a combination of creative techniques and technical skills that will enable them to take advantage of the increasingly digital nature of the workplace.

Goals

Students completing the Post-Baccalaureate Certificate in Digital Media will be able to

- Identify and analyze the ways we communicate across various media in the digital age
- Demonstrate an understanding of issues in digital media production and communication, such as access, agency, and ethics, using both theory and practice to engage these concepts
- Achieve basic proficiency in industry-standard software for graphic design and video production
- Create and edit digital content for the web and social media
- Think creatively and critically to find less obvious and more effective solutions to problems of visual communication
- Produce a culminating portfolio that showcases the types of technical competency and creativity that are in demand in today's digital media environment

Required Coursework

Core Curriculum

Course #	Title	Credits
ART-180	Computer Literacy for Design	3
ENG-358	Professional Writing	3
COM-365	Digital Media Convergence	3
IDS-203	Principles of Digital Communication	3
IDS-403	Digital Communication Portfolio	1
	Sub-Total Credits	13

Electives

Course #	Title	Credits
	Digital Media Electives	12
	Sub-Total Credits	12
	Total Credits	25

Digital Media Electives

Elective Credits 12

Choose from the following:

Course #	Title	Credits
ART-131	Digital Photography I	3
ART-230	Digital Photography II	3
ART-242	Graphic Design and Typography	3
ART-360	Interactive Design	3
BUS-250	Applied Data Analysis for Business, Decisions	3
BUS-303	Management & Organiz Behavior	3
BUS-305	Management Information Systems	3
BUS-360	Principles of Marketing	3
BUS-362	Social Media Marketing	3
COM-316	PR Techniques	3
COM-350	Business and Professional Communication	3
COM-380	Interactive & Social Media	3
COM-480	Interpersonal Communication Internship	3-6
CS-110	Ethics & Information Technology	1
CS-120	Spreadsheets	1
CS-121	Spreadsheets II	1
CS-140	Databases	1
CS-156	Web Site Design and Management	3
CS-230	Web Programming with Databases	3
ENG-245	Introduction to Journalism	3
ENG-247	Publishing and Editing	3
ENG-250	Text and Image	3
GEO-203	Geographic Information Systems [GIS]	3
	Sub-Total Credits	61-64