

Digital Media / Multimedia Design



CHIPLEY, FL www.FPTC.edu

Toll Free: 855-345-9482 or 850-638-1180

ARTS, A/V TECHNOLOGY & COMMUNICATIONS

DIGITAL MEDIA/MULTIMEDIA DESIGN

Program # K100200
2020 CIP# 090702

1050 HOURS
35 Weeks

PELL ELIGIBLE
CAREERSOURCE ELIGIBLE

PROGRAM DESCRIPTION:

The growth of the media production and entertainment industry in Florida has increased the demand for experienced multimedia production professionals in private industry, public service and education. A multimedia designer is a highly capable designer that turns any idea into a professional design by incorporating images, graphics, text, animations, video and audio. All Digital Media/Multimedia Design Technology students acquire knowledge and skill through the use of self-paced interactive software and hands-on exercises that are accompanied by teacher-led lectures and demonstrations. Through the application of a variety of computer software programs, students learn to create an assortment of Multimedia Design projects that are refined over time for their final professional portfolio.

OCCUPATION DESCRIPTION:

Graphic Designer: Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.

Multimedia Artist & Animator: Create special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in products or creations, such as computer games, movies, music videos, and commercials.

PROGRAM STRUCTURE:

The following table illustrates the **PSAV** program structure:

COURSE #	OCF	COURSE DESCRIPTION	HOURS	Resident Tuition	Differential Tuition	Non-Resident Tuition
DIG0081	A	Theory and Foundations of Design	150	\$434.00	\$ 453.00	\$1,645.00
DIG0082	B	Multimedia Digital/Print Designer	300	\$864.00	\$ 903.00	\$3,288.00
DIG0083	C	Multimedia Web Interactive Designer	300	\$864.00	\$ 903.00	\$3,288.00
DIG0084	D	Multimedia Integrated Producer Designer	300	\$864.00	\$ 903.00	\$3,288.00
		TOTAL	1050	\$3,026.00	\$3,162.00	\$11,509.00

Additional Costs:	Resident	Differential	Non-Resident
Registration Fee	\$10.00	\$10.00	\$10.00
Approximate Books/Supplies	\$450.00	\$450.00	\$450.00
Approximate Total Program Cost:	\$3,486.00	\$3,622.00	\$11,969.00

PROGRAM REQUIREMENTS:

AGE: 16 years or older

DIPLOMA: N/A

BASIC SKILLS REQUIREMENT/TABE Minimum: MATH **10.0/597** LANGUAGE **10.0/608** READING **10.0/597** or meet other Basic Skills Requirements

Industry Certification:

Adobe Certified Associate Illustrator - \$140.00, exam w/retake; Adobe Certified Associate Photoshop - \$140.00, exam w/retake; Certified Internet Web (CIW) Media Strategist - \$85.00 exam; ICT Multimedia Essentials - \$20.00, exam w/retake; ICT Web Design Essentials - \$20.00, exam w/ retake.

Advisory Salary Range:

\$23,560 - \$73,000

	<u>Graphic Designer</u>	<u>MM Artist/Animator</u>
Panhandle Average	\$15,000 - \$64,680	\$31,275-\$61,370
Average:	\$34,040	\$34,750
State Average:	\$40,400	\$47,700
National Average:	\$44,800	\$64,500

Program Completion Rate: 40% - Program Placement Rate: 80% - Program Certification Pass Rate: 80%

The mission of the Florida Panhandle Technical College is to provide students with instruction in academic and technical training at competency levels, or above those required for employment and advancement in existing or potential occupational fields.