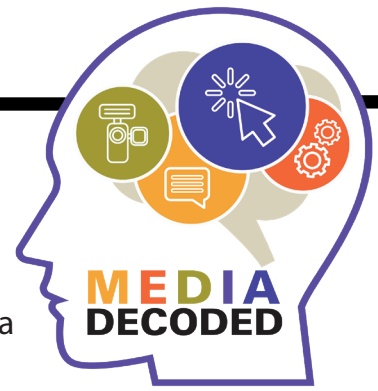


EDUCATIONAL PATHWAYS



At Delta College, the Multimedia discipline offers 13 degrees and certificates for media-forward careers. Students earning awards in a multimedia areas find employment in video, audio, social media, content creation, media production, journalism, photography, and graphic media and design. Program focus in on learning through experiential exploration. All programs focus on portfolio development for career development.

Visit deltacollege.edu/ahm for more information about multimedia courses.

MULTIMEDIA

ASSOCIATE OF ARTS

Requires 24 major credits. The pathway aims to teach acting as entry-level professional content producers that can understand ethical and legal problems in multimedia, as well as determine the best way to deliver knowledge through multimedia presentation.

CERTIFICATE OF ACHIEVEMENT

Requires 27 major credits. The pathway aims to teach a professional work ethic and being able to design multimedia projects. It also teaches software used in multimedia production and teaches students how to integrate them into project development.

JOURNALISM

ASSOCIATE OF ARTS FOR TRANSFER

Requires 18 major credits. The pathway aims to teach judgment in reporting and how to inform the public of info reported. It also aims to teach ethical and legal problems in producing news. Another thing it teaches is how to write many stories in a journalistic style.

SOCIAL MEDIA

CERTIFICATE OF ACHIEVEMENT

Requires 21 major credits. The pathway aims to teach concepts in social media including SWOT and SMART analysis. It also aims to teach the role of social media in business, marketing, and mass communication. You should also be able to understand the history and nature of social media by the time you are finished.

PUBLIC RELATIONS

CERTIFICATE OF ACHIEVEMENT

Requires 21 major credits. The pathway aims to teach you to make public relations campaigns as well as be able to put yourself from the view of an organization. It helps with recommending delivery methods for a target audience and demonstrating critical thinking through communication.

DIGITAL MEDIA

ASSOCIATE OF ARTS

Requires 24 major credits. The pathway aims to teach content relating to the spread of media as well as to understand broadcast media. It also aims to teach how to produce and distribute content.

AUDIO CERTIFICATE OF ACHIEVEMENT

Requires 21 major credits. The pathway aims to teach you how to broadcast audio content for target audiences as well as demonstrate proficiency in recording studio techniques and terminology.

VIDEO CERTIFICATE OF ACHIEVEMENT

Requires 24 major credits. The pathway aims to teach content creation and editing as to do with video media. As well as understand visual storytelling and the role of broadcast media.

GRAPHIC ARTS

ASSOCIATE OF ARTS

Requires 21 major credits. The pathway aims for you to be able to make graphic designs using electronic desktop publishing software, design web pages and pre-press publications. It also aims to help you become proficient in typography.

PRINT PRODUCTION CERTIFICATE OF ACHIEVEMENT

Requires 15 major credits. The pathway aims to teach graphic design software and terms as well as graphic design rules and principles. You lastly should be proficient in critical thinking through communication.

CERTIFICATE OF ACHIEVEMENT

Requires 30 major units. The pathway aims to teach you graphic design software as well as its concepts and principles. You will also have proficient skills in typography. Lastly, you will be able to use digital software to design web pages, pre-press publications and create artwork.

PHOTOGRAPHY

ASSOCIATE OF ARTS

Requires 23 major units. The pathway aims to teach you to properly evaluate photographic images as well as demonstrate skills in digital technologies involved in photography. You will also learn to use traditional tools of photography including developing film, printing photos and critiquing photos.

CERTIFICATE OF ACHIEVEMENT

Requires 20 major units. The program aims to teach you basic knowledge in photography to further study or pursue a career. You will also learn about digital technologies involved in photography as well as traditional photographic tools such as developing film, printing photos and critiquing photos.

PROJECT PRESENTED BY



The Collegian

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