

DIGITAL ARTS TECHNOLOGY: TRENDING TECHNOLOGY IN DIGITAL MEDIA CERTIFICATE

- Digital Arts Technology: Technical Communication Certificate
- Digital Arts Technology: Video Production Certificate

Program code: DATX-CC-TRD

Location: Naugatuck Valley

Program Description

Students who complete the certificate in Trending Technology in Digital Media will be able to design webpages and media assets for use in advertising, marketing, business and media industries. Certificate credits are designed for individuals who have already earned advanced degrees and are looking for skill-enhancement opportunities; seeking the Digital Arts Technology degree program and for transfer to BA/ BS programs at other colleges.

Learning Outcomes

1. Demonstrate efficient time management and organizational practices.
2. Practice effective communication both independently and as part of a team.
3. Recognize and use product development phases and timelines that will facilitate the project development cycle.
4. Develop and produce accessibility-compliant user interfaces.
5. Produce interactive content for multiple digital and social media platforms simultaneously.
6. Complete significant projects resulting in a robust portfolio.

Courses in this program require access to a computer studio label or a student must have a computer with specialized software (including Adobe Creative Cloud and others as industry dictates) to take the FLEX courses.

Certificate Requirements

Code	Title	Credits
Required Courses		
BMKT 2010 or BMKT 2160	Principles of Marketing Digital Marketing	3
COMM 1010	Introduction to Mass Communication	3
DAT 1111	Foundations of Web Development	3
DAT 1221	Digital Layout	3
DAT 1125 or DAT 2145	Interactive Media Design Programming for the Arts	3
DAT 2131	Multi-platform Web Development	3
Total Credits		18

- Digital Arts Technology, AS
- Digital Arts Technology: Animation & Motion Graphics Certificate
- Digital Arts Technology: Audio Production Certificate
- Digital Arts Technology: Digital Graphics for Print & Screen Certificate