

# NEW MEDIA PRODUCTION: MULTIMEDIA CERTIFICATE

**Program code:** NMMC-CC-NMP

**Location:** Middlesex

## Program Description

The Multimedia (New Media Design) certificate program prepares students for careers in the field of interactive multimedia production used in business, marketing, education, entertainment, and the World Wide Web. Students learn interactive multimedia design, authoring and production including graphics, audio, video, and animation. Graduates leave with a portfolio of work and experience that prepare them for careers as multimedia producers, web designers, project managers or media production specialists.

This program offers students opportunities to integrate the world of computers, Internet, art and multimedia in completion of the certificate. It also covers relevant areas of web site construction, including designing and programming pages, developing multimedia content, as well as building and managing a web site.

This 30-credit certificate program is intended as a stackable credential for students looking to specialize in corporate media production. When enrolling in this program as a standalone occupational certificate, it is recommended that students entering the program either have an associate degree or higher or are enrolled in the Digital Media Production associate degree program to improve employability upon graduation.

## Learning Outcomes

- Effectively use a variety of industry standard tools and processes for producing contemporary forms of digital media across multiple delivery platforms and delivery systems.  
Assessment:
  - Equipment and software certification tests
  - Project and instructor portfolio review
  - Workflow analysis and instructor review
  - Review of effective project delivery across platforms
- Use advanced technologies within a chosen area of specialization with the goal of successfully transitioning from school to working in the industry.  
Assessment:
  - Equipment and software certification tests
  - Project and instructor portfolio review
  - Work site supervisor and evaluation
- Plan, create and maintain a professional portfolio highlighting and marketing professional skills and capabilities. Showcase this portfolio via websites, blogs, and social media to achieve employment and educational goals.  
Assessment:
  - Equipment and software certification tests
  - Project and instructor portfolio review
  - Continuous instructor review of online portfolio and social media presence
- Demonstrate key competencies in media writing, video production, audio production, graphic design, interactive media, photography and other technologies within digital media arts.

Assessment:

- Equipment and software certification tests
- Grading of written materials
- Application of aesthetic techniques to class projects

Program is eligible for Workforce Innovation and Opportunity Act (WIOA)

## Certificate Requirements

Code	Title	Credits
<b>Required Courses</b>		
ART 1210	Two-Dimensional Design	3
NMP 1110	Introduction to Digital Graphics	3
NMP 1120	Image Editing and the Pixel	3
NMP 1001 or NMP 1025	Digital Media Foundations New Media Production	3
NMP 2200	Producing Interactive Media	3
GRA 1501 or NMP 2100	Graphic Design I Introduction to Animated Productions	3
Elective - ART/COMM/GRA/NMP		3
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ENG 1010	Composition <sup>1</sup>	3
NMP 2090 or NMP 2195	Media Production Capstone Media Internship	3
<b>Total Credits</b>		<b>30</b>

<sup>1</sup> or Open Elective if ENG 1010 Composition previously completed

Students may earn one of these AAS degrees and the corresponding embedded certificate.

- New Media Production: Audio and Music Certificate
- New Media Production: Audio and Music, AAS
- New Media Production: Corporate Media Certificate
- New Media Production: Corporate Media, AAS
- New Media Production: Digital Marketing Certificate
- New Media Production: Digital Marketing, AAS
- New Media Production: Film & Video Certificate
- New Media Production: Film and Video, AAS
- New Media Production: Multimedia, AAS
- New Media Production: News and Sports Certificate
- New Media Production: News and Sports, AAS