

Digital Media



MARK FARRAR

“In conjunction with our Cabrillo Digital Media class, we collaborated on an award-winning video and gained experience in the professional production process that helped us start a production business.”

Marshall Brekka and Barak Wouk

The Programs

Digital Publishing Program You learn communication design principles and processes for designing, creating, producing, and publishing primarily printed materials. Students learn graphic design, typography, photo editing, illustration, photo imaging, page layout, styles sheets, type formatting, file management, color pre-press, and proofing strategies for the design and layout of printed media—from labels and stamps to books and magazines. Design and layout principles learned in digital publishing for pre-press translate readily to screen media, web publishing, multimedia, motion graphics, video production, illuminated signs, and other non-print purposes.



BETH REGARDIZ

“I learned about the printing process in my digital publishing class.”

Isabel Velasquez

Web Media Program You learn the principles, concepts, tools, and techniques involved in the design, development, production, and publication of interactive web sites. Web Media courses are designed to prepare students for entry-level positions in the fields of planning, designing, and producing web sites and related interactive screen-based media. Web Media skills and creative digital pursuits include motion media and video that can be used for commercial, educational, and artistic projects.



LESLIE READ

Increasingly, the media fields involving graphic design for print, interactive web design, video, and motion graphics are intersecting. In all cases, defining qualities for employment emphasize creative thinking, design talent, technical proficiency, and the ability to work effectively in teams.

www.cabrillo.edu

Degrees and Certificates

Completing the programs gives you the range of skills and design principles you need to enter the multifaceted fields of communication design, digital publishing, graphic design and web media design and production. We offer Certificates of Achievement and Associate in Science Degrees for Digital Publishing and Web Media.

Advanced Certificates of Achievement Upon completion of the Web Media Certificate of Achievement, students may go on to earn advanced Certificates of Achievement in Web Design and Web Development.

Skills Certificates Enhance your skills sets and update your technical knowledge through our Skills Certificates for career improvement. Explore new career directions and emerging opportunities in Animation, Digital Imaging, Digital Video, e-Commerce, Print Media, Screen Media, Web Design, Web Production, and Web Publishing.

Update your graphics career by translating your ideas to interactive web design and animation. Develop a video web presence and take your portfolio online. Study the latest creative entrepreneurial and marketing strategies to help boost your business.

Electives Expand your knowledge and enhance your range of skills by selecting courses from our extensive list of Digital Media Approved Electives in 3D animation, journalism, theatre arts, screenplay writing, film studies, music technology, art photography, computer science, game programming, business accounting, and more.



KEL TROUGHTON

“Digital Media classes have enabled me to improve my web site, develop photo and illustration techniques, design books, and continue to learn professional creative design and production solutions.”

Kel Troughton



KIM FERRELL—SELF PORTRAIT FOR WEB DESIGN AND ANIMATION USING FLASH

Career Opportunities

Digital media study emphasizes communication design for making ideas real. Be part of the future of communication design at all levels of creation and production. Learn to create media for education, promotion, advertising, marketing, publications, commerce, entertainment, news, and information.

Follow your passion for drawing, illustration, design, games, video, photography, animation, blogging, motion media, typography, and graphics into emerging new media jobs that will continue to grow and diversify to provide new creative career options. Combine your talents and skills for web design and video production.

Then learn to stream and podcast your motion media and audio creations on all types of devices to international venues.



ELISE HUFFMAN

“In digital publishing design, I explored my interest in book and magazine design.”

Mike Appuhn

Digital Media Careers

Examples of jobs, majors, and career paths:

- | | |
|--------------------------|------------------------------------|
| Advertising | Music Video |
| Animation | Photo Imaging |
| Art Direction | Photo Retouching |
| Cinematography | Photo Editing |
| Commercials | Photo Compositing |
| Creative Direction | Publications Specialist |
| Digital Imaging | Scientific Illustration |
| Digital Painting | Sign Design |
| Event Promotion | Special Effects |
| Exhibit Design | Video Direction |
| Game Design | Video Production |
| Graphic Arts | Web Casting |
| Graphic Design | Web Design |
| Illustration | Web Production |
| Information Architecture | <i>and many more not yet known</i> |
| Information Graphics | <i>emerging careers and jobs</i> |



How To Enroll

STEP 1 You may apply online at www.cabrillo.edu. If you have any questions, contact the Cabrillo College Admissions & Records Office in Building 100 of the

Aptos campus located on 6500 Soquel Drive, phone (831) 749-6201; or in Watsonville on 318 Union Street, phone (831) 786-4701.

STEP 2 You will receive registration information in the mail including your time to begin registering.

Who May Enroll

Cabrillo College is open to anyone 18 years of age or older, or anyone with a high school diploma or proficiency certificate. High school students also may attend classes at Cabrillo on a limited basis with the permission of their high school principals.

Nondiscrimination Policy

Cabrillo Community College does not discriminate on the basis of ethnic group identification, national origin, religion, age, sex, race, color, physical or mental disability, or sexual orientation in any of its policies, procedures, or practices. This nondiscrimination policy covers admission and access to, and treatment and employment in, the college's programs and activities, including vocational education programs. Limited English language skills will not be a barrier to admission to and participation in vocational education programs.

Plan De Acción No Discriminatoria

Cabrillo Community College no discrimina a base de identificación con grupos étnicos, nacionalidad de origen, religión, edad, sexo, raza, color, incapacidad mental o física ni orientación sexual en ninguna de sus reglamentaciones, procedimientos o prácticas. Este plan de acción no discriminatoria incluye la admisión y el acceso a los programas y actividades, y el tratamiento y el empleo en los mismos, incluyendo la educación vocacional. Tener limitadas destrezas en el idioma inglés no constituirá una barrera para ser admitido o participar en los programas de educación vocacional. 5/11

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Digital Media



It's All About COMMUNICATION.

Imagine images, design elements, websites, movies, brand identity, page layouts, typefaces, screenplays, color combinations, story characters and animation.

Create logos, images, brands, identity, brochures, interactive websites, video commercials and promotional materials for yourself and your clients.

Learn the fine points of type design, letterforms and text formatting for print and screen.

Design, write, illustrate, develop and produce websites, publications, videos, motion graphics and games.

Build a portfolio to: further your web design and graphic design career or transfer to upper division studies.

Practice teamwork, combine talents and experience real-world work environments.

Collaborate on a wide range of publications and productions for print and screen.



ELISE HOFFMAN

"Through Cabrillo Digital Media, I discovered my passion for the digital arts and developed my skills in print publishing, graphic arts production, typography, and web design."

Natalie Carlson

"My B.A. in film and digital media was not enough to land a job, yet a single Cabrillo class opened me up to a whole other job market in Flash-related design and gave me that extra push to get a good job right out of school!"

Annie Gerow

DIGITAL MEDIA CAREERS Web media and digital publishing fields encompass a wide array of occupations involving every industry that needs to communicate effectively. Jobs and careers are always emerging in these fast-paced, ever-changing fields. When you complete any of our programs, you qualify for entry-level jobs or internships. You can even start your own business!



BETH REGARDIZ

The three most important qualities employers look for in digital media job seekers are: **talent**—inventive and creative with a serious interest in digital media, **teamwork**—strong group communication and problem-solving skills, and aptitude for **technology**—proficient with digital tools and techniques. Programming, drawing ability, writing proficiency and animation skills are also especially useful.

While creative job opportunities are increasing on the Central Coast and in the greater Bay Area, as a digital media professional you can work locally and globally at the same time. Work at home, start your own business, or take your talents on the road and around the world.



ANIMATED WEBSITE: ANNIE GEROW