

# DIGITAL MEDIA AND DESIGN (GRADUATE CERTIFICATE)

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The Online Graduate Certificate in Digital Media and Design is a four-course, 12-credit program that mixes theory with experiential learning. The program is designed for professionals, or those with a desire to pivot to a career in digital media. It provides a foundation of skills and knowledge in digital marketing applications for businesses and organizations in four key areas; design, web development, digital media strategies and digital analytics. It is designed for college graduates working or hoping to work in the areas of advertising, communications, marketing, creative design and media, as well as for graduates from programs in Communication, Social Sciences, Marketing, Business, Engineering, Sciences, the Arts and other related disciplines who are interested in expanding their digital skills.

## Required Courses

Taken in sequential order.

Course	Title	Credits
<b>Summer</b>		
DMD 5000	Creative Digital Fundamentals	3
DMD 5070	Introduction to Web Design	3
<b>Credits</b>		<b>6</b>
<b>Fall</b>		
DMD 5700	Digital Media Strategies for Business	3
<b>Credits</b>		<b>3</b>
<b>Spring</b>		
DMD 5720	Digital Media Analytics	3
<b>Credits</b>		<b>3</b>
<b>Total Credits</b>		<b>12</b>