

# Multimedia Design and Marketing - Diploma

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West Burlington Campus

## Program Information

The Multimedia Design & Marketing program equips students with essential skills for today's digital marketing and multimedia landscape. Whether pursuing the one-year diploma or the two-year associate degree, students will gain a solid foundation in areas like content creation, social media strategy, digital advertising, video production, and design. This program blends creative and technical expertise, preparing graduates for roles in multimedia design, marketing, and digital communication.

Students complete their coursework on Mac computers in our state-of-the-art multimedia design lab at the West Burlington campus, using industry-standard tools such as Adobe Illustrator, Photoshop, Premiere, and other digital media platforms. Core courses include social media engagement, web multimedia, graphic design principles, and digital/video marketing, ensuring a comprehensive education that meets the demands of the evolving digital landscape. Students also have the opportunity to sit for the FAA Part 107 Remote Pilot certification.

## Program Options

- One-year Diploma: A streamlined option designed for those looking to quickly enter the workforce with core multimedia marketing and design skills.

## Instructor and Staff

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### Program Requirements

Fall Semester I	Credit
ENG-105 Composition I	3
GRA-137 Digital Design	3
GRA-175 Graphic Design Principles	3
SMM-108 Social Media Engagement	3
ANI-120 Introduction to Animation	3
Semester Total.....	15

Spring Semester I	Credit
GRA-275 Advanced Graphic Design	3
MMS-111 Video Production I	3
MUS-185 Class Piano I	1
MUS-306 Digital Music Production I	3

#### Take 1 of 2 courses:

MKT-121 Digital Marketing	3
GRA-257 Video Marketing	3
Semester Total.....	13
Program Total.....	28