

**IMPERIAL VALLEY COLLEGE DISTRICT
REVIEW OF CAREER EDUCATION TRAINING PROGRAMS
2019**

DIGITAL DESIGN AND PRODUCTION (MULTIMEDIA AND WEB DEVELOPMENT)

I. Program Description

The Digital Design and Production program is an interdisciplinary program that combines technical knowledge with design, communication, and problem solving skills. It includes software applications that allow a student to produce multimedia and graphics for a digital world. Career paths chosen by students pursuing undergraduate studies in Digital Design and Production commonly include graphic design, web and video production. Students learn how to process information and then make this information available to audiences via electronic media. The program provides students with the entry-level competencies for employment which requires knowledge to produce a variety of computer, Web, and/or multimedia graphics, animation, sound and video production, and/or content materials. The program provides students with the ability to free-lance or work from within small design firms to develop web pages and multimedia for small or large businesses.

A. Degree

Associate in Science, Digital Design and Production

B. Certificate

Certificated of Achievement, Digital Design and Production

II. Career Opportunities

- Background Artist
- Content Development
- Graphic Designers
- Digital Artist
- Game Artist
- 3D Animator

III. Industry Certification/Accreditation (to be completed by faculty)

Adobe certification in Photoshop, Illustrator, Flash

IV. Industry Recognized Credentials (IRC) (to be completed by faculty)

Adobe certification in Photoshop, Illustrator, Flash

V. Labor Market Demand

The Multimedia and Web Development at Imperial Valley College meets a documented labor market demand. Employment trends for this field are derived from a variety of sources. These are listed below:

A. Employment Trends (Employment Development Department):

Occupation	TOP Code	SOC Code	Average Job Openings per Year
Information Technology	0614.30	271024	19

*Center of Excellence Imperial County Regional Labor Market Assessment 2016

VI. Other Regional Programs

There are no other similar training programs in Imperial Valley.

VII. Employment (Perkins Core Indicator)

Job Placement
2016-2017
N/A

VIII. Completions/Success

	Degrees		Certificates	
	2017-2018	2018-2019	2017-2018	2018-2019
Digital Design and Production (Multimedia)	3	4	3	2

IX. Program Evaluation (to be completed by EWD office)

Digital Design and Production Program meets the requirements stipulated under the California Education Code, Division 7, Part 48, Chapter 1, Article 1, Section 78016.