NYS CIP CODE: 09.0702

Program Summary

- Create impressive graphics, stunning video, and eye-popping animation alongside industry professionals.
- Develop design skills for digital screens and print layouts, YouTube videos, photography, and animation.
- Operate software and hardware used by today's digital media workforce.

College Credit Connections

- Canisius College
- Hilbert College
- Medaille College
- Mohawk Valley Community College
- Niagara County Community College
- Villa Maria College

Career Pathways

Professional Careers
Animator
Digital Media Specialist
Graphic Designer
Illustrator
Package Designer
Photographer
Production Manager
Video Producer
YouTube/Social Media Content Producer

Technical Careers
Advertising Copywriter
Associate Media Producer
Digital Artist
Event Manager
Layout Designer
Multimedia Editor

Entry Level Careers
Assistant Copywriter
Assistant Layout Designer
Event Coordinator
Film Grip
Production Assistant

Photoshop
- Understanding Raster Images
- Starting a Project / Program Interface
- Working in Layers
- Selection / Move / Crop Tools
- Scaling / Skewing / Rotating: Free Transform
- Filters and Effects
- Working with Text

Digital Photography
- Basic DSLR Operation
- Lighting for Photography
- Framing and Composition
- Video Recording

Premiere Pro
- File Management
- Capturing and Importing Files
- Editing: Insert, Overwrite, Roll, Ripple
- Composite Video / Creating Titles
- Transitions / Effects / Coloring
- Editing Audio / Recording Voiceovers
- Exporting Client Ready Files

Sound Design
- Multitrack Recording in Audition
- Recording Foley and ADR
- Layering Sound Effects

Project Examples (Year 1)
- Movie / Concert Poster
- Magazine Layout
- Photo Restoration
- Printing and Mounting Work for Display
- Mini Documentary / Interview
- Product Commercial
- Short Film Production
- Animatic Production

Illustrator
- Understanding Vector Graphics
- Program Interface / Working with Documents
- Selecting and Transforming Objects
- Working with Paths
- Fills and Strokes
- Creating Shapes
- Using Type
- Drawing with Digital Tablets
- Exporting Client Ready Files
- Working with Color: RGB vs CMYK
- Typography
- Printing Vector Graphics

Animate
- Setting Up Project / Interface / Import Files
- Working within a Timeline and Frame Rates
- Frames and Key Frames
- Drawing Shapes / Using Symbols
- Applying Motion Tweens
- Inverse Kinematics: Bone Systems
- Using Effects / Masks / Text
- Incorporating Audio and Video
- Publishing Client Ready Files

Project Examples (Year 2)
- Logo Design
- Package Design and Construction
- Creating a Font
- T-Shirt Design
- Animated Logos
- Animated Web Banners
- Titles for Video and Film
- Character Animation
- Digital Portfolio