

## Digital Media Certificate

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The Digital Media 32-credit hour certificate offers students foundational knowledge applicable to a wide range of current media-related professions. This certificate is intended for individuals who would like to gain knowledge and training through content creation courses in hands-on labs. The program is ideal for participants seeking to build digital media production skills. Upon completion of the certificate, students may enter the workforce in the field of digital media content creation. With one more year of study students can complete their Web Development and Digital Media Associate of Applied Science (<https://catalog.jccc.edu/archives/2025-26/degrecertificates/webtechnologies/web-development-digital-media-aas/>) degree.

(Major Code 6770; CIP Code 11.0801)

Web Development & Digital Media Program web page (<http://www.jccc.edu/academics/credit/web-development-digital-media/>)

### Program Learning Outcomes

Johnson County Community College (JCCC) is committed to offering high-quality affordable programs that focus on developing knowledge and skills conducive to life-long learning. Both the General Education Student Learning Outcomes (<https://www.jccc.edu/about/leadership-governance/administration/institutional-effectiveness-branch/outcomes-assessment/learning-outcomes.html>) and Institutional Learning Outcomes (<https://www.jccc.edu/about/leadership-governance/administration/institutional-effectiveness-branch/outcomes-assessment/institutional-learning-outcomes.html>) convey JCCC's approach to programmatic outcomes. Additionally, students who successfully complete the Digital Media Certificate from JCCC will be able to:

- Create valid and semantically correct HTML pages.
- Create CSS documents that use cascading styles and follow best practices in responsive design.
- Create JS scripts and integrate them into HTML pages.
- Develop professional soft skills and documentation required for the web development industry.
- Develop content, communication, and project strategies.
- Create content following web page standards, policies, and requirements for accessibility and understand how to publish them to the web.
- Apply web analytic and search engine optimization techniques.
- Design and test interactive interfaces for web and screen media using best practices of web design.
- Create and edit digital media assets and produce multimedia projects using industry-standard software.
- Develop strategies for content creation using scripting, storyboarding, wireframing, and prototyping.

### Certificate Requirements

#### First Semester

Code	Title	Hours
IT 120	CompTIA A+ Core 2	3
WEB 110	HTML and CSS	3
WEB 112	Professional Skills for the Digital Developer	3
WEB 114	Web Scripting: JavaScript I*	2
WEB 116	Digital Media Concepts	2
WEB 118	Digital Workflow	3
<b>Total Hours</b>		<b>16</b>

#### Second Semester

Code	Title	Hours
WEB 120	Web Analytics*	3
WEB 121	Digital Media Assets*	4
WEB 125	Digital Video Tools	1
WEB 126	Technical Interface Skills*	3
WEB 233	Visual Storytelling	3



WEB 243	Search Engine Optimization*	1
<b>Total Hours</b>		<b>15</b>

**Total Program Hours: 31**

\* This course has registration requirements.