

Online Graduate Certificate in

# Digital Media and Design

*“Demand remains strong for digital marketers, though the supply of candidates will be tight.” — McKinley Marketing Partners*

## 12-Credit Graduate Online Certificate Program in Digital Media and Design

Here's how the UConn Digital Media and Design Online Graduate Certificate will help you develop well-rounded expertise in DMD to advance your career or business.

- **Four-course series:** Take all four courses in a sequence so you can build your knowledge in a useful way. You will gain a solid foundation in DMD concepts, tools, and analytics; learn how to develop compelling digital content; and understand how to produce effective motion graphics and basic websites. You will also be introduced to digital consumer behaviors; strategies for effective website, video, social media, and email campaigns; how to create a digital media marketing plan; and how to employ Google analytics to evaluate results. When you have completed all four courses, you'll have a portfolio of finished work that demonstrates your solid understanding of DMD.
- **100% online:** The courses are structured around weekly modules, each with a separate topic. Our online platform—Husky CT/Blackboard—allows you to work at your own pace and on your own time, at home or at the office. HuskyCT also creates a highly interactive, collaborative experience.
- **Learn how to collaborate:** In addition to real-world expertise our instructors bring to class, many of your fellow classmates will have been working for years in the business world. So you can expect to leave the program with a holistic understanding of the inner workings of various departments within organizations, how they fit together, and how you can use your new DMD skills in a wide range of disciplines.

4 REQUIRED COURSES

12 CREDITS IN TOTAL

**DMD 5000** - Creative Digital Fundamentals  
**DMD 5070** - Introduction to Web Design I  
**DMD 5700** - Digital Media Strategies for Business  
**DMD 5720** - Digital Media Analytics

### Online Individual Graduate Courses in DMD

Students with a Bachelor's degree or higher can take UConn's online Digital Media and Design certificate courses as "non-degree" students. [Learn more at dmcert.uconn.edu](http://dmcert.uconn.edu)

**UConn**  
SCHOOL OF FINE ARTS

For more information contact:  
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[dmcert.uconn.edu](http://dmcert.uconn.edu)

**Are you're in a management position and need to develop a solid understanding of DMD platforms and concepts, so you can work effectively with your marketing and creative staff?**

**Or, you want to take advantage of new job opportunities within your organization that require a strong foundation in DMD?**

**Are you new to the DMD field, but find yourself called upon to develop a website, create content, or produce digital medial marketing assets using tools from the Adobe Suite**

**Are you outside of your comfort zone and are looking for a professional and directed learning experience?**

**Are you in the graphic design field and want to expand into website creation, or you're a copywriter who needs to learn about search engine optimization (SEO)?**

**Perhaps you've been in print media for years and have minimal or no hands-on experience in the digital world?**

**Are you a small business owner who has no experience in web development or creating other digital assets, yet want to take advantage of cost-effective DMD programs to achieve marketing objectives?**

**Or just maybe, you're tired of digital media passing you by?**

**Do you avoid social media at all costs? Perhaps you have ideas for a great video promoting your business or new product, but have no idea how to get started?**

## Are you looking to transition from traditional marketing to the digital marketing world?

Whatever your reason, you can acquire many of the same foundation DMD skills that master's degree students earn. How? Take advantage of UConn's Digital Media and Design Online Graduate Certificate, a program in the School of Fine Arts. This 12-credit DMD graduate-level program provides high quality UConn instruction—including courses taught by experienced DMD experts—combined with the flexibility and convenience of online learning.

## Who should apply?

- Advertising Account Executives
- Copywriters
- Creative/Art Directors
- Graphic Designers
- Information Graphics Managers
- Marketing/Brand Managers and Directors
- Marketing Communications Managers/Coordinators
- Media Planners and Directors
- Production Managers
- Public Relations Managers
- Small Business Owners
- Web Development Directors

## Employment opportunities with these job titles:

- Motion Graphics Designer/Artist
- Animator
- Composer
- Graphic Designer/Artist
- 2D/3D Generalist
- Art Director
- Creative Director
- Digital Media Project Manager
- Pre-Visualization Artist
- Visual Effects Artist
- Presentation Designer
- Multimedia Designer
- Concept Designer
- Rotoscope Artist
- Matte Painter
- Video Editor
- VFX Editor
- Animation Producer
- Post Production Producer
- On-air Graphics Artist
- Broadcast Designer
- Content Strategist
- Social Media Manager

## Program Fees

Students in the Digital Media and Design Online Graduate Certificate pay a comprehensive fee of \$825 per credit or \$2,475 for a 3-credit course. **Please check the website at [dmcert.uconn.edu/program-fees](http://dmcert.uconn.edu/program-fees) for updates.**

## Admissions

To apply for admission to the Digital Media and Design part-time Online Graduate Certificate, complete the application process at [dmcert.uconn.edu/how-to-apply](http://dmcert.uconn.edu/how-to-apply)

Applicants must have completed a baccalaureate degree or higher from a regionally accredited college or university. *We are accepting applications for summer 2020 semester.* **Please check the website at [dmcert.uconn.edu](http://dmcert.uconn.edu)**

## Faculty

The faculty members who teach our online courses are the same nationally recognized experts who teach the on-campus DMD undergraduate and graduate-level courses. Each brings a wealth of real-world work experience from to "class." And they are committed to continually adapting the curriculum to reflect new DMD strategies, technologies, and platforms. Because the program is part of the School of Fine Arts, credits can be applied to a Master of Arts or a Master of Fine Arts.

### Bill Congdon

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### Phil Dwire

*Assistant Professor in-Residence, Digital Media Business Strategies - Stamford*  
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### Dan Pejril

*Assistant Professor in-Residence, 3D Animation - Storrs*  
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### Joel Salisbury

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