



School of Media & Technology

# Digital Media

Certificate Program

[www.staruniversity.org](http://www.staruniversity.org)



# Digital Media Certification

The digital skill set required to rise to the challenge of the 21st-century job market requires individuals to increasingly be plugged in and switched on. Digital Media is constantly adapting to new ways of accessing and consuming information, and products.

In demand are individuals with the skills and experience in the full digital media mix, and a solid understanding of how digital media impacts the bottom line. Digital Media careers are lucrative and there is a high demand for qualified professionals that can generate massive profits for large-scale organizations and as well as small businesses.

Because of the rapidly evolving nature of the mobile media industry, this degree program is designed to reflect ongoing changes in communication and technology while centering around tools you already have access to, i.e., the Smartphone.

The program focuses on, creative development, production skills, social media and storytelling and will give the students the opportunity to study Interactive technology, media communication and social media.

Career-development is at the core of the program and is interwoven throughout the curriculum,



providing opportunities for you to prepare for your future career or provide career advancement opportunities.

Star University's digital media certificate is a professional certificate program that provides students with career-ready skills. Developed by experts, the certificate program is a 11 month program focused on topics such as filmmaking, production, marketing, technology, social media and more.

You will learn in an interactive, small cohort format to gain career-ready skills they can immediately apply in the workforce as well as earn high-school and college credit.

## About Star University

Star University is licensed in the state of Oklahoma by the Oklahoma Board of Private Vocational Schools. We utilize the latest technology to serve our students through virtual and physical classrooms around the world.

Star University does this to fit the needs of individuals giving them the education necessary to live fulfilling lives.

## Career Ready Skills **YOU** Need Today



# Certificate Programs

The Digital Media Certificate is a valuable entry-level certification for students getting ready to enter the job market. The DMC provides a foundation for accepted practices across multiple career paths and students can learn in physical or virtual classrooms.



## Concurrent Enrollment

Juniors and Seniors can earn college credits in high school while still attending your regular high school classes. This college certificate can give you the edge you need to get ahead, and may transfer to the school of your choice.

[www.staruniversity.org/highschool](http://www.staruniversity.org/highschool)



**College Credit**



**21st Century Job Skills**



**On the Job Experience**



## Professional Certification

The 21st Century's Need Qualified Digital Media Specialists

In a world where more and more activities are centered online, digital media is one of the most effective ways to build customer relationships and promote your organization's products or services.

Our professional program provides you with hands on learning in a virtual classroom that accommodates the schedule of busy professionals.

[www.staruniversity.org/digital-media-certificate](http://www.staruniversity.org/digital-media-certificate)



## Teacher Certification

We thrive in a culture of innovation. For young people, that means more than half of the jobs they will pursue do not even exist yet. Technology has become an essential force shaping much of our teaching and pedagogy. In a digitally focused world, education is getting more and more digitized pushing teachers and educators, to re-conceptualize what it really means to be a teacher in the 21st century.

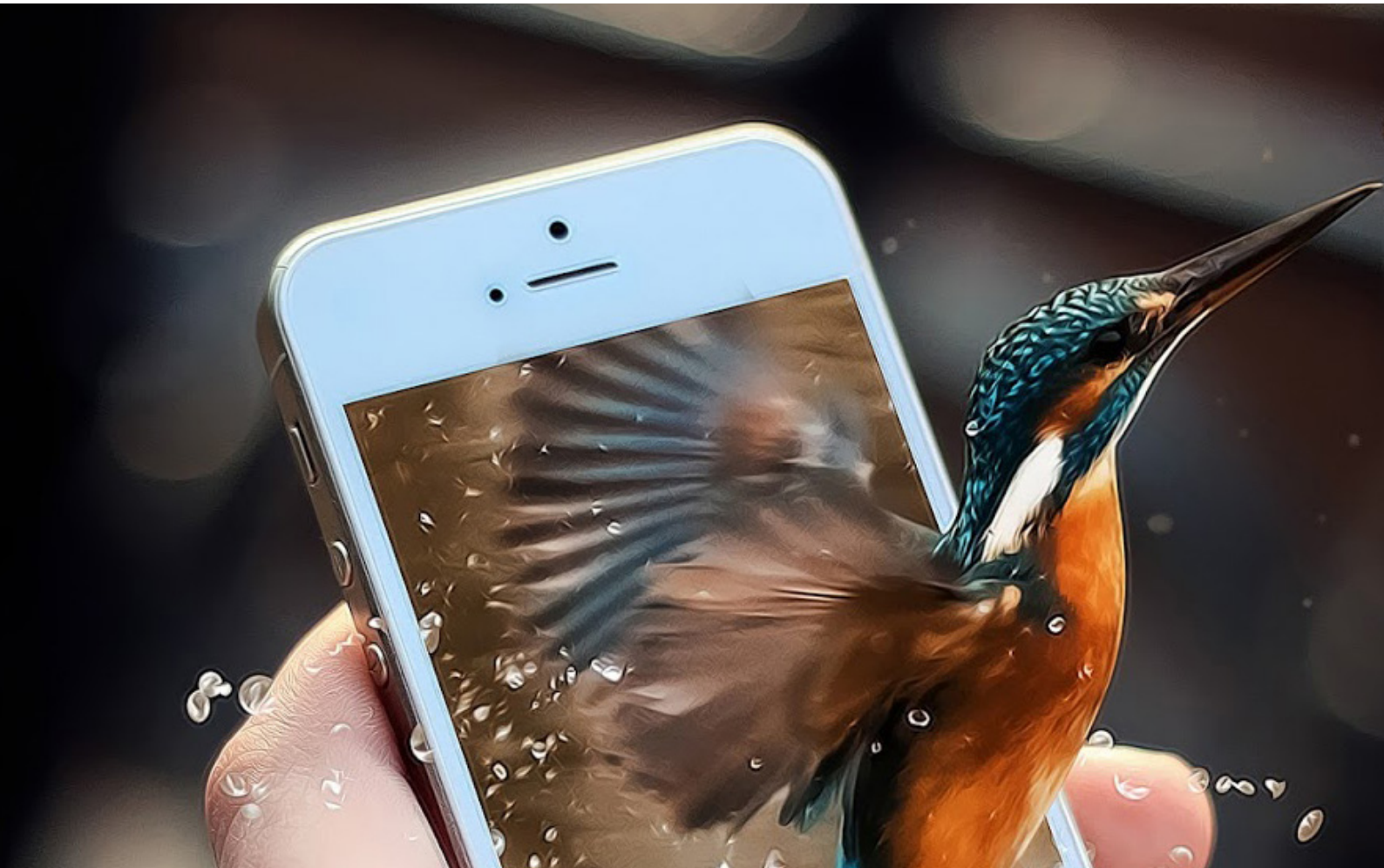
Today's educators need to master practical digital tools and be able to integrate these skills into the classroom. Our Teacher Certification program provides teachers with the digital media skills they need to help prepare this new generation of students. Shaping them to be leaders of tomorrow.

[www.staruniversity.org/teachers](http://www.staruniversity.org/teachers)

# Online Video Production

## DMC 1012.5

In order to contribute relevant stories in today's digital marketplace, students must understand video development and editing and their effect on story development, production and distribution. The Online Video section of the DMC helps students to develop the basic skills crucial to achieving a success in the field of digital media content production by enhancing their ability to use online tools for digital storytelling. Students will have a hands-on experience with digital audio, mobile video, as well as image manipulation technology and techniques to help them craft an effective story for their modern audiences. The Online Video section's participants will learn best practices of video production, and basic post-production techniques, and then apply these visual information skills in the next sections of the DMC course to upload content to a website or a social media site.



### TOPICS COVERED

What is Digital Storytelling?  
The Script Writing Process  
Editing Process  
Shooting Techniques

Video Production with Adobe Spark  
Video Distribution and  
Promotion  
Production Skills Certificate

# Web Design & Construction

DMC 1022.5

In this area of study, students will focus on learning basic web design and development principles for both the personal portfolio websites and commercial websites. This course teaches students how to design, create, and analyze websites and apply to different business environments. Students will be required to design, develop, and critique several websites, ranging from personal homepages to cultural and music pages, to arts, music, and pop culture. Students will also look at commercial sites and technology. At the end of this program, students will have developed a “design portfolio” of their web design work.



## Digital Media Certificate

Whether you want to design websites, work with social media, launch your own business or work for a corporation, the digital media certificate is the right fit for your talents and vision. With an emphasis on hands-on experiential learning, our tech-centered, career-focused curriculum provides students with opportunities to interact with real technologies used in the workplace.

### TOPICS COVERED

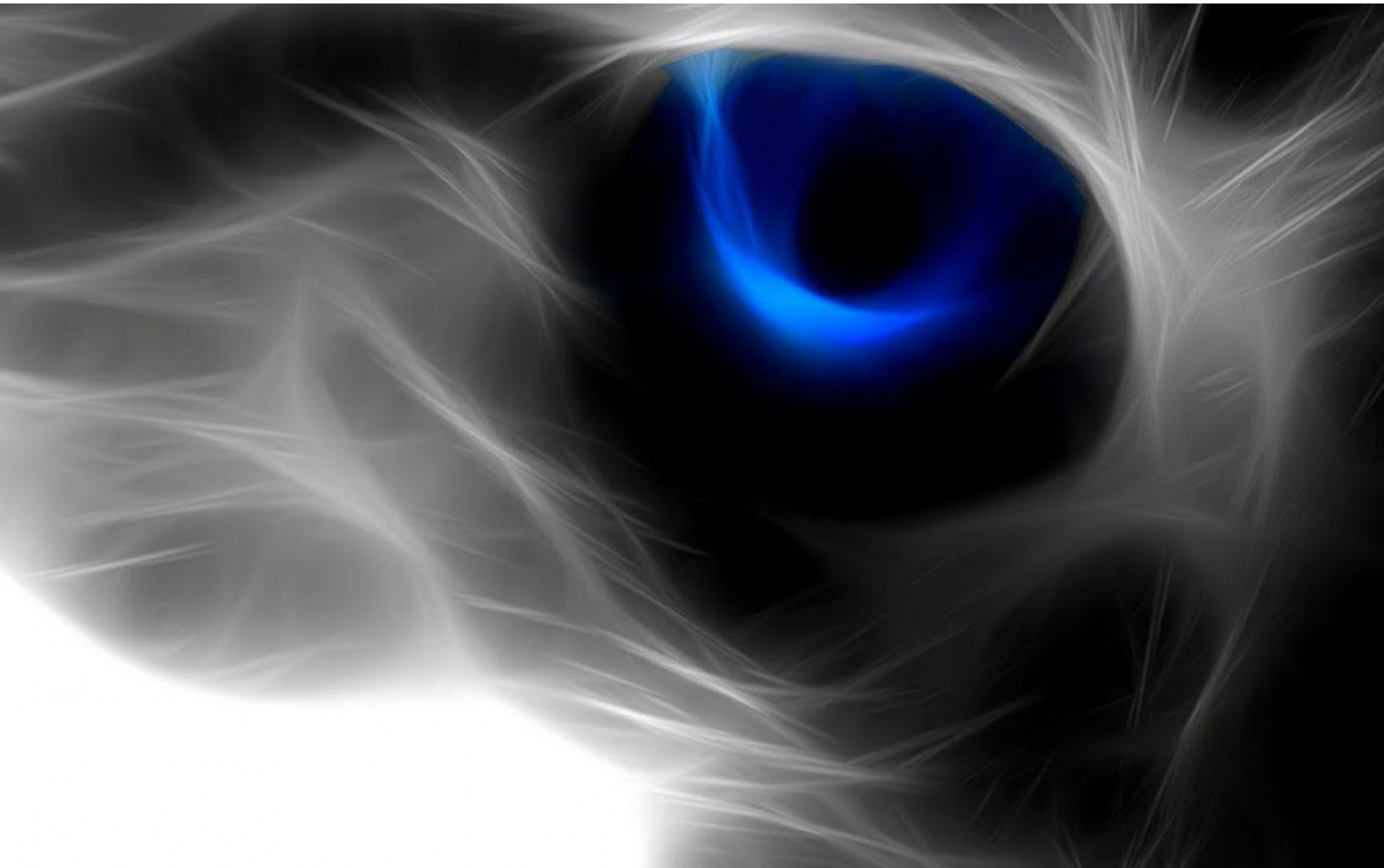
Web Construction  
Integration of Multimedia  
& social media  
Wix Portfolio  
Hypersyndication  
YouTube Channels &  
Analytics  
Publications Techniques  
One-on-One Final Project

Consultations  
Search Engine  
Optimization  
Project Evaluation  
Channel Set-Up  
Finish Setting Up  
Channels & Start  
Developing

# Inbound Marketing & Social Media

## DMC 1032.5

In this section, students will focus on digital distribution. Inbound marketing is a way to help potential customers find a product or service through organic search, specifically the process of using a website in a way that attracts visitors through search engines, the blogosphere, and social media. Inbound marketing is how successful businesses market in the 21st century. The section will cover; SMART Goals, Persona & Buyers Journey, Blogging, SEO, Social Media, Conversion Path, Effective Emailing, Sales, Marketing Alignment, Reporting and Return On Investment.



### TOPICS COVERED

Content Development  
Strategies  
Growth Driven Design  
News & Social Media-The  
Story  
Crisis Communication in  
Social Media

Participatory Friend &  
Crowd-Sourcing  
Social Media Content  
Strategies  
& Development  
Integration of  
Multimedia & Social

Media  
Social Media Portfolio  
Driving Traffic to Your  
Website and Social  
Media Sites  
Audience Engagement  
& Interaction

# Intro to VR 360

DMC 1042.5

This course of study introduces students to Virtual Reality (VR) and the 360 video production cycle. Students will be introduced to the basic VR and 360 video concepts and terminology. The participants will learn about VR 360 pre-production, production and post- production as well as publishing techniques. VR and 360 video are one of the fastest growing sectors of online visual entertainment and it has already become a standard in many industries including tourism, hospitality, and real estate. Ideally, students should have access to a 360 camera.



## Career REady Skills

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### TOPICS COVERED

Creating a 360 Film Scene  
Mapping a scene  
Non-linear/linear narratives  
Platforms and building  
Stand alone  
VR analytics  
VR publishing  
Key processes Publishing platforms

Fundamentals of Virtual Reality  
Hardware  
History  
Applications  
Basics of 3D graphics  
Concepts & technologies of VR  
interaction



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