

# DIGITAL CONTENT CREATION, ASSOCIATE OF SCIENCE (AS)

## Overview

The Digital Content Creation program equips students with both technical and creative skills through training in professional software and hands-on projects that simulate real-world production workflows. It provides a comprehensive foundation in media production, covering key areas such as graphic design, photography, film production, and multimedia. These skills are applicable across visual, video, and audio content creation, preparing students for entry-level roles in web production, online content creation, and social media management.

The program consists of 12 core units, including four introductory classes that cover the fundamentals of graphic design, photography, film production, and multimedia (digital imaging). Students then select an additional 12 mandatory units (at least four classes) to deepen their expertise in specific areas of interest. Options include video editing, advanced photography, critical thinking, intermediate graphic design, audio production, social networking, social media, and 3D animation, among others. This flexible structure allows students to tailor their learning experience while gaining a broad understanding of the various disciplines within digital content creation.

The Digital Content Creation program provides a technical and creative overview of the processes in the field that will prepare for entry jobs in the general digital media industry.

Our Media departments prepare technical professionals in occupational fields pertaining to Media Production, including Web and Digital Interface Designers, Special Effects Artists and Animators, Graphic Designers, Audio and Video Technicians, Photographers, Film and Video Editors.

Students completing the AS degree will have an opportunity to transition to a transfer pathway that will lead them to a Bachelor's degree program in any of these fields. They will also be able to access entry level positions in some of those occupations and then, through accumulating professional experience and internships, continue to higher-level positions.

Some of the job titles responding to those categories are: Online Digital Content Creator, Digital strategist, Social Media manager, Production designer, Production artist, Media manager, Digital analytics manager/specialist, Digital marketing manager, Quality assurance tester (Gaming, Websites, apps), Video editor, Video technician, Audio technician, AI editor.

## Requirements

### Associate Degree Graduation Requirements

Complete all of the following:

1. All Major Requirements listed below with a "C" or better or "P" in each course (at least 20% of the major requirements must be completed through SBCC).
2. One of the following General Education options:

- a. OPTION 1: SBCC General Education (<https://catalog.sbccc.edu/degrees-certificates-awards/#associatedegreeestext>) pattern OR
  - b. OPTION 2: Cal-GETC (<https://catalog.sbccc.edu/transfer-curricula/#igetctext>) pattern
3. A minimum of 60 semester units of degree-applicable college credit (SBCC courses numbered 100 and higher and C1000 and higher).
  4. Maintain a cumulative GPA of 2.0 or higher in degree-applicable coursework.
  5. A minimum of 12 units through SBCC.

| Code                                           | Title                                    | Units        |
|------------------------------------------------|------------------------------------------|--------------|
| <b>Major Requirements</b>                      |                                          |              |
| <b>Required Core</b>                           |                                          |              |
| FP 175                                         | Film and Video Production I              | 3            |
| GDP 110                                        | Media Design                             | 3            |
| MAT 131                                        | Digital Imaging I                        | 3            |
| PHOT 109                                       | Introduction to Photography              | 3            |
| List A - Complete 12 units from the following: |                                          | 12           |
| FP 114                                         | Non-Linear Editing I                     |              |
| FP 170                                         | Cinematography I                         |              |
| FP 181                                         | Production Sound for Film and Television |              |
| FP 207                                         | Color Correction for Film                |              |
| GDP 111                                        | Introduction to Graphic Design           |              |
| GDP 113                                        | Typography                               |              |
| GDP 118                                        | Creative Thinking                        |              |
| MAT 112                                        | Digital Drawing                          |              |
| MAT 136                                        | Introduction to 3D Animation             |              |
| MAT 149                                        | Social Media and Online Content Creation |              |
| MAT 153                                        | Web Design I                             |              |
| MAT/MKT 164                                    | Online and Mobile Marketing              |              |
| PHOT 180                                       | Digital Darkroom                         |              |
| PHOT/JOUR 190                                  | Photojournalism                          |              |
| PHOT 209                                       | Intermediate Photography and Lighting    |              |
| <b>Total Units</b>                             |                                          | <b>24.00</b> |

## Learning Outcomes

1. Capture, digitize, and edit video images.
2. Create designs using industry-standard software and tools as well as proper output procedures for digital use.
3. Demonstrate digital image management skills (workflow, archiving and color management).
4. Develop sophisticated imagery that conveys a message.
5. Develop concrete skills in intermediate Media production.

## Recommended Sequence

Make an appointment with your SBCC academic counselor through Starfish to create a Student Education Plan that reflects a recommended course sequence for this program that is tailored to your individual needs.

How to schedule an Academic Counseling appointment (<https://www.sbccc.edu/counselingcenter/counselingappointments.php>).