



Digital Production & Multimedia Communications

2-Year Program

Plattsburgh Campus

The Digital Production & Multimedia Communications Program boasts a diverse set of skills, focusing on aspects of design, photography, video production and computer development. Students will have the opportunity to learn design concepts, color theory, typography, photography, videography, advertising, animation and website design. These techniques and skills will be showcased as students make photo ID badges, develop 12-month calendars design websites and create the CV-TEC Yearbook. This Digital Production & Multimedia Communications program allows the students to gain real world experience in a structured environment while fostering creativity and utilizing 21st century skills.



Program Highlights

- Multimedia
- Graphic Design
- Photography
- Video Production
- Publishing/Printing
- Marketing
- Web design
- Website programming
- Animation

Career Connections

- Advertising Designer
- Animator
- Database Administrator
- Graphic Designer
- Illustrator
- Logo Artist
- Marketing Associate
- Photography
- Photojournalist
- Promotional Marketing
- Publisher
- Web Designer
- Web Developer
- Website Management
- Video Editor
- Videographer (news/music)

Articulation Agreements

- Clinton Community College
- SUNY Canton
- SUNY Cobleskill
- Mohawk Valley Community College
- North Country Community College

Certifications

- First Aid/ CPR Certification
- NWRC/21st Century Skills

Course of Study

Graphic Design

- Using Adobe Illustrator, Photoshop, and InDesign
- Layers and Groups
- Selecting and Manipulating Objects
- Color Theory
- Typography
- Pen Tool
- Line, Shape and Eraser Tools
- Pencil and Paintbrush Tools
- Image File Types
- Cutting and Printing
- Elements of Design
- Principles of Design
- Critique

Computer Science

- Web Design with HTML and CSS
- Client-Side Scripting (JavaScript)
- Server-Side Scripting (PHP)
- Database Design
- SQL
- Web Applications
- Responsive and Adaptive Web Design
- WordPress (CMS)
- Animation

Adobe Premiere Pro

- Setting up and managing a project
- Importing and organizing media
- Essentials of video editing
- Working with clips and markers
- Creating titles
- Adding transitions
- Editing and mixing audio
- Adding video effects
- Color correction
- Exploring compositing techniques
- Advanced tools
- Rendering and exporting
- Exporting your project

Video Production

- Camera Operation
- Camera Angles
- Perceiving and drawing light and shadow
- Perceiving and drawing space
- Measuring proportion
- Perceiving and drawing relationship and space
- Creating Depth
- Sighting Angles
- Video Editing
- Special Effects

Basic Audio Production

- Principles of Audio Production
- Digital Audio Production Basics
- The Studio Environment
- The Audio Console
- Production Planning
- Production Situations
- Microphones
- Recording on Location
- Mixing and Process in Multitrack
- Producing different types of spots
- Publishing

Digital Photography

- Photo Emphasis
- Modes Setting
- Distances/Angles
- Camera Controls
- Focusing
- Lighting
- Composition
- Image Editing
- Camera Movements
- Lighting
- Previsualization

Microsoft Office

- Access
- Excel
- PowerPoint
- Word
- Digital Literacy