

**College of San Mateo**  
**Official Course Outline**

1. **COURSE ID:** DGME 104    **TITLE:** Digital Media Career Pathways  
**Units:** 3.0 units    **Hours/Semester:** 48.0-54.0 Lecture hours; 96.0-108.0 Homework hours; 144.0-162.0 Total Student Learning hours  
**Method of Grading:** Grade Option (Letter Grade or Pass/No Pass)
  
2. **COURSE DESIGNATION:**  
**Degree Credit**  
**Transfer credit:** CSU  
**AA/AS Degree Requirements:**  
    CSM - GENERAL EDUCATION REQUIREMENTS: E5d. Career Exploration and Self-Development
  
3. **COURSE DESCRIPTIONS:**  
**Catalog Description:**  
    Digital Media Career Pathways focuses on digital media career avenues within creative industries. The course covers all the different abilities required to work in the digital media industry. After completing the course, students will have a better understanding of the digital media fields they might wish to pursue and how to do so.
  
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
    Upon successful completion of this course, a student will meet the following outcomes:
  1. Explain the historical development and evolution of digital media.
  2. Compare different career avenues available in the digital media industry.
  3. Identify the educational skills and expertise required in the digital media industry.
  
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
    Upon successful completion of this course, a student will be able to:
  1. Determine digital media career avenues.
  2. Knowledge of trends and technologies in digital media.
  3. Comprehend the cultural and global implications of digital media.
  
6. **COURSE CONTENT:**  
**Lecture Content:**
  - History of Digital Media
  - Digital Media Terminology
  - Digital Media Technology
  - Digital Media Skills
  - Career Avenues:
    - UI/UX
    - Graphic Design
    - Web/Mobile Design
    - Electronic Music
    - Interactive Media
    - Broadcasting
    - Animation and Gaming
  
7. **REPRESENTATIVE METHODS OF INSTRUCTION:**  
    Typical methods of instruction may include:
  - A. Lecture
  - B. Critique
  - C. Discussion
  - D. Guest Speakers
  - E. Observation and Demonstration
  - F. Other (Specify): A. Lecture/Discussion -In-class lectures, demonstrations & discussions on course topics  
    B. Reading assignments -Assigned readings to reinforce course content presented in corresponding lectures, demonstrations and discussions. C. Project assignments -Assigned projects to demonstrate their

research of media careers and skills.

## 8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

### **Writing Assignments:**

Written short answers and short paragraphs incorporated in the assignments and projects.

Example assignments:

- Discuss digital media careers of the student's interest
- Draft a digital media-focused resume and cover letter for a specific job or internship opportunity.
- Create an elevator pitch for a digital media career opportunity
- Research and write about ethical and legal considerations in digital media

### **Reading Assignments:**

Weekly reading from course textbook and resources.

### **Other Outside Assignments:**

Completion of homework assignments.

## 9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Work
- C. Exams/Tests
- D. Group Projects
- E. Homework
- F. Lab Activities
- G. Oral Presentation
- H. Papers
- I. Projects
- J. Quizzes
- K. Projects -Student will be assigned projects to execute to specifications. -Students will be graded on the performance of these projects. Quizzes/Mid Term/ Final Exam -Students will be tested on their retention of important principles. Class Demonstrations -Students will make presentations and demonstrate course topics.

## 10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Culver, Sherri. *Media Career Guide*, 13th Edition ed. Bedford/St. Martin's, 2022

**Origination Date:** September 2023

**Curriculum Committee Approval Date:** November 2023

**Effective Term:** Fall 2024

**Course Originator:** Diana Bennett