

Multimedia Program

If you are looking for a career in multimedia, check out Heartland's digital media program offered through the Technology Division.

According to Phil Vandiver, assistant professor of digital media at HCC, the program is designed to prepare students for careers in Web design, Web application development, print design, graphic design and video production. There are three different options available to help students focus on one area of digital media in order to complete an associate's degree in two years or a certificate in one year.

Although the program is divided into three different options, "it is important to learn different types of media and the applications used to create them," said Vandiver. Therefore, introduction to digital media and computer imaging and design are required courses for all three options. These two courses offer students an introduction to a diverse group of media types, including print, Web design, animation, video and audio, as well as applications, such as Photoshop, Dreamweaver and Flash.

All of the digital media courses provide a hands-on experience for the student. Becky Goodman, a digital media student,

feels a hands-on environment is very important. "I think lab time offered with each class is vital because it allows the student to practice what is being shown and discussed in class," she said.

Students interested in one or more of the program's options are allowed to pursue any or all of the options. For example, a student pursuing the Web Media Designer option, may want to consider completing the Web Application Developer option and vice versa. "In order to truly master a profession, you must know more than just the little part you are working with," said Nicolaas "Johnny" tenBroek, associate professor within the Technology Division. By completing both options, students will have a better understanding of the big picture.

"This is a great program because it teaches such a wide spectrum of design, from print to video to Web media," Goodman said. "With technology being such a central point in our society, anyone could really benefit from this program."

Digital Media Program Options

- Web Media Designer – For students interested in Web design, video production and computer animation.
- Web Application Developer – For students interested in Web application development and Web technologies, such as JavaScript or Extensible Markup Language (XML).
- Communication Graphics – For students interested in graphic design, print design and digital communication.