

Blue Ridge Community & Technical College Digital Media Specialist

September 26, 2023

Program Summary

The Digital Media Specialist program at Blue Ridge Community and Technical College offers learning opportunities for students to gain industry-specific technical skills in areas associated with web and graphic design, computer programming, animation, and business-centered document processing applications. Much of this learning happens through project-based activities completed individually and collaboratively, strengthening the critical thinking and problem-solving skills needed to prepare them for high-paid entry-level jobs like junior graphic designer, web production technician, digital audio technician. The program has two tracks - Applications and Media.



Strengths & Noteworthy Practices

Digital Media careers require a significant amount of iterative, collaborative work that necessitates strong communication skills, especially the ability to offer and receive feedback on each iteration of a project. Blue Ridge's Digital Media students are prepared for this aspect of their future careers through immersion in these feedback processes throughout their education. Several courses feature opportunities for students to learn how to provide and receive effective peer feedback on assignments like elevator pitches, journal entries, and digital products. They also learn to work collaboratively on one data file with their team, an essential skill for anyone moving into a digital media career. Through these processes, students not only develop a stronger understanding of the particular technology they are working with, but they also gain an understanding of how to communicate effectively and work on a team, strengthening their abilities to contribute to the workplace.

ALL students complete a Field Experience course (CGEN 292) that includes an internship alongside content such as resume preparation, interviewing, networking, and general workforce skills. Learning outcomes include the ability to describe professional behavior in a business environment, applying concepts acquired in the classroom to actual work performance, analyzing work duties, and comparing and contrasting them with classroom learning, evaluating work performance in relation to professional, ethical, and academic expectations, and producing documents and role-playing skills to professionally present oneself to potential employers.