

Undergraduate Certificate in Digital Media

Visual literacy is becoming increasingly essential in this digital era. The 18-credit Certificate in Digital Media will help you understand the power of visual images to communicate with audiences. In addition, it will provide inspiration to conceive of these images and how to manipulate technology to bring these images to life, all within the context of traditional and emerging media careers. Students have the opportunity to take courses at Pittsburgh Filmmakers.

Admission requirements

Students must meet requirements for admission to the College of General Studies. A certificate application form must be completed and returned to a College of General Studies academic advisor. To avoid a late fee, you should complete this process when registering for courses.

Who should participate:

- Professionals operating in multimedia environments
- Individuals responsible for e-commerce efforts
- People interested in producing content for online publications and sites, films, documentaries, etc.
- Entrepreneurs
- Educators

Upon completion of this certificate, participants will be able to:

- Understand how concepts, design, and technology work together to communicate with mass audiences.
- Design, create, and manipulate digital communication vehicles.
- Understand the importance of visual and textual communication in maintaining organizational success.
- Produce engaging interactive programs, such as for training or sales purposes.

This certificate is applicable to such fields as interactive online training; 3-D animation; electronic catalogs; DVDs for sales, marketing, or training purposes; multimedia businesses; and general e-commerce.

Tuition and payment plans

If you are employed, check with your company's human resources office to see whether you qualify for company tuition benefits.

Current tuition rates are available at www.ir.pitt.edu/tuition.

Financial aid information is available at www.pitt.edu/~oafa/fahome.html.

Information about billing and payment options is available at www.bc.pitt.edu/students.

Obtaining the certificate

To receive the certificate, you must fill out an application with your academic advisor prior to completing your last term in the program. Check with your academic advisor for the application filing form and deadline, and be sure all requirements for the certificate have been met. To avoid a late fee, you should complete this process when registering for the term.

Curriculum: 18 credits

Many courses are offered in the evenings, on Saturdays, and at off-campus locations. Not all courses are offered every term. All courses are three credits unless otherwise noted. Please check course descriptions for prerequisites.

For the course schedule and descriptions of most undergraduate classes offered by the College of General Studies, the Kenneth P. Dietrich School of Arts and Sciences, and the College of Business Administration, visit www.as.pitt.edu/undergraduate. For Pittsburgh Filmmakers courses, visit <http://pghfilmmakers.org/education/index.html>.

Required courses: 9 credits

COMMRC 0320 Mass Communication Process
 COMMRC 1122 Media Criticism
 ENGFLM 0355 Visual Literacy

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Electives: 9 credits

Choose three of the following courses:

A maximum of six credits may be taken from Pittsburgh Filmmakers.

COMMRC	1105	Television and Society
ENGLIT	0354	Words and Images
ENGFLM	0400	Introduction to Film
ENGLIT	0550	Introduction to Popular Culture
ENGFLM	1390	Contemporary Film
ENGFLM	1485	Film and Politics
ENGFLM	1683	Documentary Film
HAA	0010	Introduction to Art
HAA	1810	Experimental Video
PSY	1050	Topics in Psychology: Psychology of the Media
PS	1836	Politics Through Film
SA	0110	Foundation Design
SA	0130	Foundation Drawing
SA	1270	Digital Imaging
SA	1470	Graphic Design

Pittsburgh Filmmakers

Completion of two of the three required courses is necessary before registration for Pittsburgh Filmmakers courses will be permitted. Pittsburgh Filmmakers courses are designated by a (PF) below. A maximum of two courses may be taken from Pittsburgh Filmmakers. FILMST 0001 Photographic and Motion Principles is a prerequisite to all other Pittsburgh Filmmakers courses.

FILMST	0001	Motion Picture Fundamentals (PF)
FILMST	0151	Introduction to Web Design (PF)
FILMST	0245	Photoshop Foundations (PF)
FILMST	0410	Advanced Digital Photography (PF)
FILMST	0601	Video Production I (PF)
FILMST	0610	Digital Effects and Compositing (PF)

College of General Studies

The College of General Studies provides adult and continuing education programs that are designed to address changing employer and student needs. The high-quality, flexible programs include degree completion, certificates, and enrichment courses. The college provides a single point of access to the University's innovative programs and services that both enrich lives and promote the economic health of the region.

Requirements subject to change. Check with an academic advisor before registering.

For more information, contact:

**University of Pittsburgh
College of General Studies
412-624-6600
www.cgs.pitt.edu**