



# NEWS RELEASE

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**BACKGROUNDER**

## **The Digital Media Center Prepares Students for High-Tech, High-Demand Fields**

The Digital Media Center (DMC) offers Santa Ana College (SAC) classes preparing students for high-demand careers in the digital media industry. Students can earn associate's degrees and vocational certificates through programs in television production, broadcast journalism, television scriptwriting, graphic design, 3D animation/modeling, digital music production, and digital media art. Through the DMC, two new certificate programs will be offered in digital media freelance and digital media post-production. The DMC will also house the college's "Business Seminars with the Public Service Institute (PSI)" offering short-term seminars for the business community.

One of the DMC's most innovative and unique features will be *Student Works*, a student-operated enterprise, providing hands-on experience in the digital media business. A team of students will work with companies participating in the business incubator program to develop communication tools such as web sites, presentations, brochures, and advertisements. Students will benefit by adding examples of their work to their portfolios, and the companies will have access to brand identity development via the *Student Works* program to help promote their products and services. While working on projects, students will assume different team roles such as, project manager, graphic designer, music designer, video producer or editor, customer representative, resource manager and web designer.

With one of the largest video communication programs in the community college system, the SAC TV/Video Communications department is a leader in preparing students for transfer to programs at four-year institutions as well as careers in the television and movie industry. The college offers associate degrees in TV/Video Communications and broadcast communications and certificates in television production, broadcast journalism, television scriptwriting and computer generated graphics and animation for video.

In the college's new production facility at the DMC, students will receive hands-on training from industry-proven instructors and have access to the latest digital media communication technology including a fully-equipped, four-camera studio with master control room; six digital editing bays; six DVD authoring and computer generated graphics workstations; digital video and audio equipment; and more.

The digital music production certificate program is intended for students with an interest in creating musical products with the aid of current computer technology. The program provides students with hands-on experience and a working knowledge of the creative and technical issue surrounding the production of digital audio and its application and synchronization with other media.

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DMC Instructional Program Backgrounder  
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Classes at the DMC are scheduled with students' needs in mind. Details are available online at [www.sac.edu](http://www.sac.edu). Classes offered at the DMC are included in the SAC schedule of classes. For information on the "Business Seminars with the Public Service Institute (PSI)" offerings, visit <http://sacbusiness.org/psi/>.

**About the Digital Media Center**

*The Digital Media Center (DMC), an economic development program of Rancho Santiago Community College District (RSCCD) and a Santa Ana College (SAC) instructional center, joins technology, business and education under one roof. The DMC was made possible through a \$1.6 million U.S. Department of Commerce grant facilitated by the WRJ Group, land donated by the City of Santa Ana and Measure E funds. The DMC features a RSCCD-hosted business incubator nurturing digital media companies and college programs and seminars in the digital media arts, TV/video and business.*

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