



## PROGRAM OUTCOMES

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### VISUAL COMMUNICATION & DESIGN (DIGITAL VIDEO AND DIGITAL FILMMAKING)

1. Working with Others & How to Be. Apply good interpersonal skills including collaboration, flexibility, adaptability, cultural diversity, stress management, coping with frustration, work ethic, and willingness to learn new skills to work as an effective team member to meet the client's needs.
2. Communication. Use good listening, written and verbal communication skills to present yourself professionally, follow directions, and interact with clients, stakeholders and project team members.
3. Time Management/Organization/Technology. Use good time management, organizational, flowcharting, business, and technical skills to manage multiple responsibilities and meet project deadlines.
4. Legal/Ethics. Apply knowledge of copyright law and ethics to ensure the integrity of project for the client.
5. Story. Tell a story using appropriate digital media, principles of design, color, typography, motion, sound and timing to create an emotional response that supports the client's message.
6. Story. Research and acquire necessary source content.
7. Pre-Production. Determine tools, timeline and scope of project.
8. Pre-Production. Compellingly present concept to client or stakeholder
9. Pre-Production. Translate a stakeholder need into a creative concept that motivates, persuades or causes a specific outcome
10. Production. Apply technical components of visual media production adapted to location; such as, live event, studio, or on-location.
11. Post Production. Utilize technical problem solving and creative thinking skills to combine production elements with a focus on media editing/compositing/motion design with an understanding of content distribution.