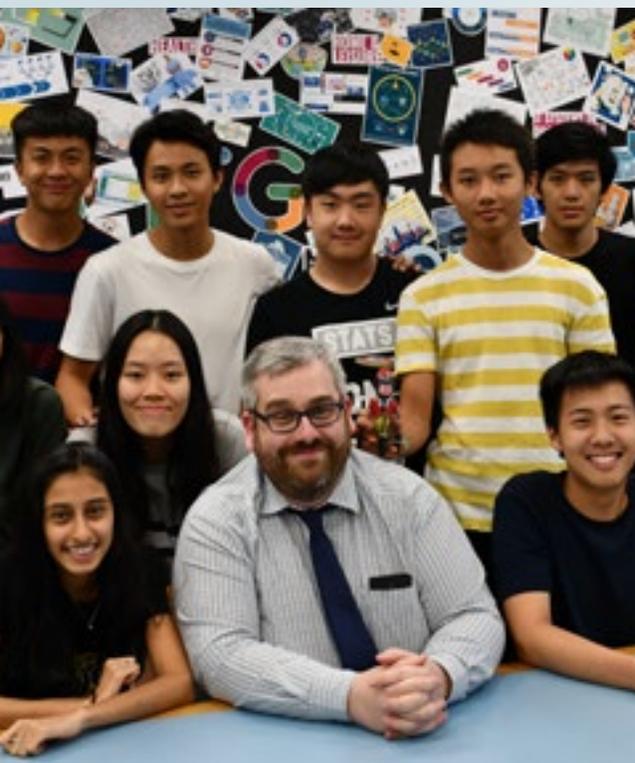


## Graduate Profile

### James Greenwood

Educator / E-Learning

James Greenwood graduated with honours in Certificate in Creative Digital and continued on to complete the MA in E-learning Design and Development receiving first class honours. James teaches at one of the top international schools in Asia. He putting the skills and theories he learned on the programme into practice, and his students are reaping the rewards as they head off to top universities around the world better prepared than ever to drive their own learning. James next plan is to study for a PhD at CIT.



### James's advice

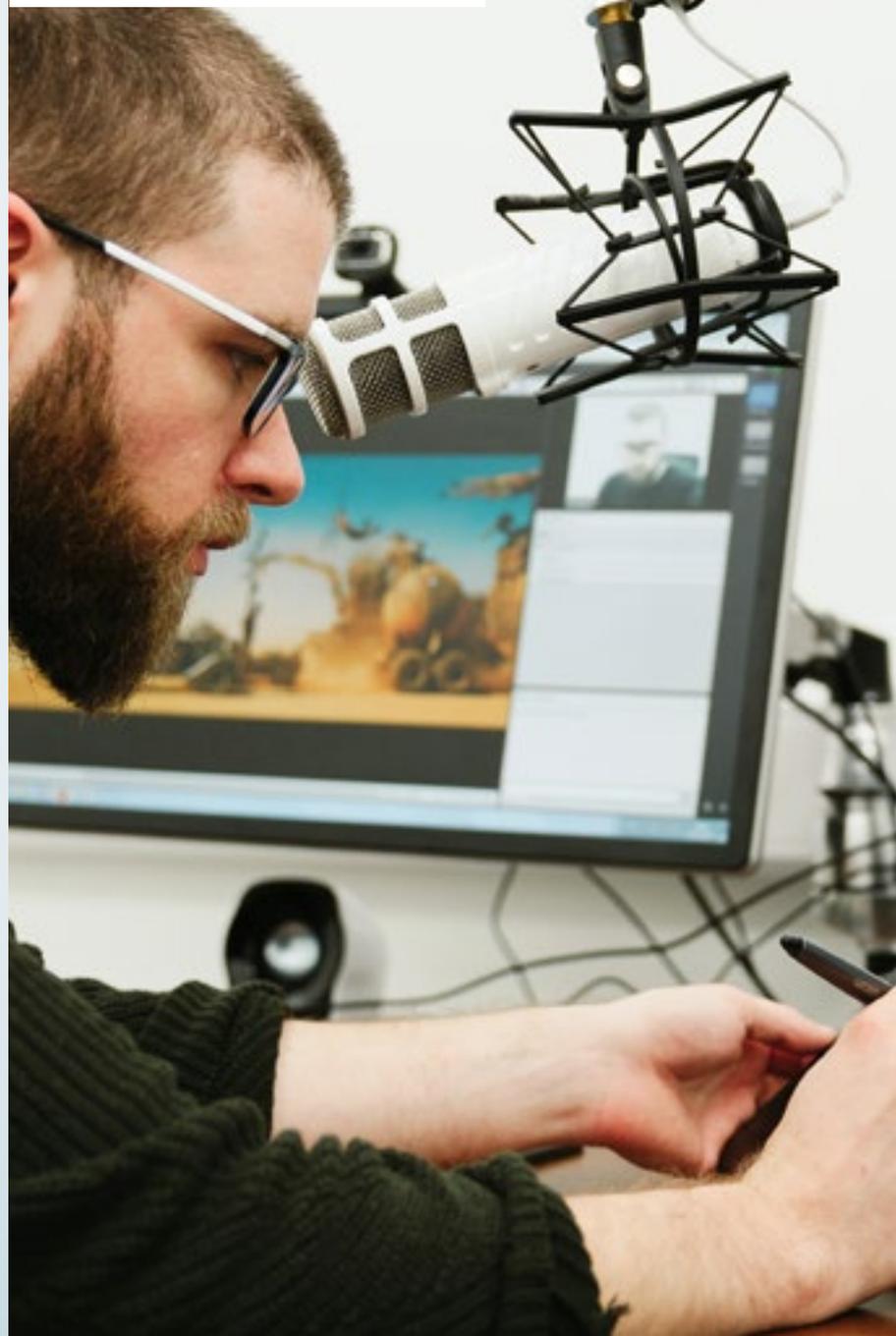
My time at CIT made me realise that you can balance working full-time with your postgrad study. As someone coming to the course after ten years in work, I was anxious about becoming a student again, but with regular support from the lecturers, interesting and well-delivered lectures and course content tailored to people entering the world of digital media and instructional design, you will never feel overwhelmed. It's a fantastic opportunity for you to develop your digital media skills in addition to being a good foundation for the MA in e-learning.

### Contact information

☎ 021 433 5933

✉ [jessica.shine@cit.ie](mailto:jessica.shine@cit.ie)

**Dr Jessica Shine**  
(Programme Coordinator)  
Department of Media  
Communications



## How to Apply

|                    |                                                                                                                                |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>Award Title</b> | Certificate in Digital Media Design and Development                                                                            |
| <b>Course Code</b> | CR_HDMTE_8                                                                                                                     |
| <b>Level</b>       | Level 8                                                                                                                        |
| <b>Duration</b>    | 1 Semester – (September to December)                                                                                           |
| <b>Places</b>      | 20                                                                                                                             |
| <b>Application</b> | CIT Online deadline: First week of September                                                                                   |
| <b>Location</b>    | Online delivery<br><a href="http://tel.cit.ie/certificate-in-digital-media">http://tel.cit.ie/certificate-in-digital-media</a> |

**For admission to a programme, standard applicants must:**  
Have already completed a Level 8 degree or equivalent. Basic computer, web and keyboard skills are essential. Familiarity with social media and media sharing platforms and services are desirable also, as well as an interest in video production, graphic design, and/or interactive media.

## About the Course

The Digital Media Design and Development programme provides students with a broad and practical introduction to the world of digital media. A wide range of modern digital media technologies will be presented and applied. A review of the design and development process of related job roles and industries will be undertaken.

The Programme is delivered entirely online using many of the same tools and technologies which also form the course curriculum. This programme may appeal to those who cannot commit to attending regular face to face lectures and labs or who simply find the flexibility and convenience of studying at a distance attractive.

This Certificate Award has also been developed as a bridging route for applicants who are interested in undertaking the Master of Arts in E-learning Design & Development but who do not possess a Level 8 qualification in Digital Media.

For full course information:  
<http://www.cit.ie/course/CRHDMTE8>  
<https://crawford.cit.ie/courses/digital-media-design-and-development/>  
<https://tel.cit.ie/certificate-in-digital-media>

## Career Opportunities

The course will equip you to work in the exciting world of Creative Digital Media. There are jobs in graphic design, advertising and creative digital media in which you can be employed. This single semester online programme may appeal to those lacking a background in these areas who are either (a) in a position of sourcing or contracting digital media expertise or (b) considering taking the first step in re-skilling to work directly in the digital media design and development field.

## Potential Careers include

- > Creative Digital Media Producer
- > Video Producer
- > Animator
- > Web Designer
- > Motion Graphics
- > E-learning Designer



# Certificate in Digital Media Design & Development