



DIGITAL CONTENT CREATION (NWY.1Z)

24 MONTHS
1650 HOURS
Courses: 1365 hours
Internship (1): 285 hours



Upon successful completion of the study program, graduates will be able to use software specialized in image processing, audio recording and mixing, video editing and video postproduction.

STUDY PROGRAM AND COURSES

- Introduction to Digital Media – 45h
- Office Software – 60h
- Digital Image Editing – 60h
- Audio Editing – 90h
- Leadership and Teamwork – 45h
- Digital Content Creation – 60h
- Digital Content Analysis – 45h
- Podcast Production – 105h
- Introduction to Marketing– 60h
- Online Advertising Production Cost– 45h
- Creative Brainstorming Session– 45h
- Blog Writing – 105h
- Business Networking – 60h
- Sales Pitch– 60h
- Coordination of Audio and Video Production– 45h
- Video Production For Social Media– 105h
- Sale of Digital Content– 60h
- Customer Loyalty in the Digital Age– 60h
- Web Report Production– 105h
- Advertisement Writing and Recording – 105h
- Digital Content Creation Internship– 285h

AEC

Leading to a 2-year Attestation of College Studies (AEC), graduates will be able to perform tasks such as:

- Images creation & adaptation dedicated to online integration
- Soundtracks creation & adaptation dedicated to online integration
- Videos creation & adaptation dedicated to online integration
- Texts creation & adaptation dedicated to online integration
- Coordination of advertising production projects

Following the achievement of the objectives set within the program framework and upon the completion of all courses, including the internship, the student will obtain an Attestation of Collegial Studies (AEC) recognized by the Quebec Ministry of Higher Education.

The profile corresponds to the National Occupational Classification:
1123 - Advertising, Marketing and Public Relations Professionals.

Employment prospects:

- Advertising agencies, various companies, organizations or establishments with a web presence, multimedia production companies, electronic media, among others.