

Southeast Tech
Academic Program Overview
Media Design and Digital Media Production
EXECUTIVE SUMMARY

Purpose:

To provide the School Board information about the Media Programs at Southeast Tech, and to meet faculty, staff, students and graduates of the program.

Digital Media Production Technology and Media Design Technology offer two-year Associate of Applied Science degrees. The first-year curriculum is evolving to be similar in the two degrees. In their second year, students would complete one degree or the other. Those who double major may be able to complete both degrees in three academic years.

Administrative Recommendation to School Board:

To acknowledge the Media Programs Report.

SOUTHEAST TECH

This is our story:
Media Design Technology
& Digital Media Production

Report to Sioux Falls School Board

OUR STORY

Media Design & DMP

Media Design and Digital Media Production evolved from Graphic Communications, one of the original majors at Southeast Tech.

2-year AAS Degrees, working towards a common first-year core.

Current enrollment, about 60 students, combined.

Our faculty



Romy Klessen

Layout, Print, Media Writing Instructor

BA • English — USF

22 years at Southeast Tech



Rick Warkenthien

Web Design & Photography Instructor

BS • Graphic Design — SDSU

18 years at Southeast Tech

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Tony Conrad

Design Instructor

BA • Marketing — USF

9 years at Southeast Tech



Nick Schneider

Digital Media Instructor

BS — DSU

10 years at Southeast Tech

Our students

Most of our students come from small communities within two hours of Sioux Falls.

Many are looking for a way to be employed as a “creative” person.

Most are surprised by all the planning, problem-solving, and communication fluency expected of technical employees.

Some are adults returning to school to learn current tech.





Students working together with a client in our video studio.

**SOUTHEAST
TECH**

Our programs:

Media Design and Digital Media Production

- Students receive a solid foundation in problem solving, technology used in media careers, and in the daily expectations of industry.
- From their first day, students build skills and experience with the technology they will find at work: hardware, software, equipment, production spaces.

Our programs

- There is no industry-wide accreditation in our fields, but software skills and adept use of Mac computers are expected.
- In both majors, strong communications skills, project planning, time management, and efficient teamwork are critical — working with clients on all types of media.
- There is crossover with both Marketing and Journalism. Media professionals work with their clients to deliver the intended message to their customers and targeted audience.

Media Design careers

- Graphic Designer
- Production Artist / Printing Specialist
- Web Designer / Developer
- Designer / Producer of Signage
- Commercial Photographer
- Video Production Tech / Editor

With time and experience, students may choose self-employment as a freelance creative.

Digital Media Production careers

- Motion Graphic Designer / Broadcast Artist
- 2D & 3D Animator / 3D Modeler
- Video Production Tech
- Video Editor / Sound Editor
- Storyboard Artist / Concept Artist

Digital technicians are less familiar to the general public, as they usually work as part of a creative team, in “behind the scenes” production.

Our impact on workforce

In the last ten years, there's been huge growth in online media —websites for commercial and non-profit info, plus the surge of social media at all levels of communication.

Video on hand-held devices has become the most significant method of information delivery and entertainment, ever.

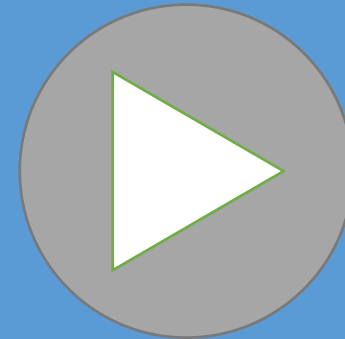
Our impact on workforce

In the past, most of our grads went to work in print media or building basic websites.

As the culture and society have changed, we have not only kept up, but evolved to teach the current and emerging multimedia skills and methods now expected by business.

A personal story

Justin
Henriksen
of
DocuTAP



Short video will go here

Thank you.

Administrative Recommendation to School Board:

To acknowledge the Southeast Tech: This is Our Story report.

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