

DIGM 273

Internship in Digital Media Production

3 Credits

Community College of Baltimore County
Common Course Outline

Description

DIGM 273 – Internship in Digital Media Production: provides students the opportunity to apply classroom learning, training, and skills to a work environment. Students acquire work experience with businesses, educational institutions, television and media production studios, independent organizations, freelance professionals, and advertising agencies to perform digital media tasks to meet their client's needs. Students will use all the knowledge and training they received over the course of their studies in the Digital Media Production Program to provide various media services. This course requires supervision by an appropriate advisor, established learning objectives, creation of a public portfolio, and submissions of digital media journals documenting the completion of the learning objectives. This course requires a minimum of seventy-five hours of work with an approved company or individual.

Pre-requisites: DIGM 112 and DIGM 152 or permission of the Program Coordinator

Co-requisites: DIGM 153

Overall Course Objectives

Upon completion of this course, students will be able to:

1. describe the duties of professionals in a digital media employment position;
2. apply to internship and job positions using web-based hiring services;
3. evaluate how the internship role serves their client's creative needs;
4. host production meetings with company supervisors or client to brainstorm, identify, plan, and execute media needs;
5. produce and edit company or client projects for distribution;
6. identify the contributions the internship role has made to the company or client with weekly journals;
7. summarize personal reflections in working with the company or individual;
8. practice verbal communication skills during mock interviews;
9. prepare a media-based resume that includes experience and skills acquired during the internship for job seeking purposes;
10. build a portfolio of media content showcasing student's work for employment and professional advancement;
11. create a media website to house resume and portfolio pieces;
12. establish a social media and web presence; and
13. develop unique branding that aligns with professional content and media goals.

The Common Course Outline (CCO) determines the essential nature of each course.

For more information, see your professor's syllabus.

Major Topics

- I. Job Search/Networking
 - a. Applications
 - b. Networking Events
 - c. Branding
- II. Hiring Process
 - a. Supervisor
 - b. Clients
 - c. Interview Skills
- III. Employment Skills
 - a. Professional Behavior
 - b. Verbal Communication
 - c. Non-Verbal Communication
 - d. Time Management
 - e. Soft Skills
 - f. Digital Communication
 - g. Ethical Behavior
- IV. Client Needs
 - a. Collaboration
 - b. Pre-Production Meetings
 - c. Revisions and Feedback
- V. Resume/Portfolio Building
 - a. Resume
 - b. Portfolio Content
 - c. Branding
 - d. Demo Reels
- VI. Website Design & Building
 - a. Marketing
 - b. Website Layout
 - c. Branding
 - d. Website Content
 - e. Links
 - f. Email
 - g. Social Media Presence

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- Seventy-five (75) hours of media-based work with a company or client
- A worklog of hours signed and verified by the internship supervisor
- Digital Media journal log detailing the span of the student internship experience
- Two (2) reflection papers discussing experience and responsibilities of the internship
- Professional resume that includes internship experience
- A presentation displaying a visual example of content being curated during the internship
- A professional portfolio to include all media-based work
- An artistic website that includes branding and media content

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Other Course Information

Students make extensive use of lighting, video, and audio equipment and are expected to carry and transport equipment for their projects. If a student is unable to lift or transport equipment CCBC will provide appropriate accommodation. Students also use computers and editing software. All hardware and software equipment is expensive and should not be loaned to anyone or left unattended. Students are legally and financially responsible for all equipment and are expected to handle all equipment with care.

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