



Cambridge Institute of  
Communication Arts



*The future of education*



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**As technology has revolutionized our perspective of the world, the ability to communicate effectively has become the most valuable commodity of the digital age.**



## Welcome

The CICA offers highly specialized degree and certificate offerings to prepare students for the most lucrative jobs in the world's digitally-driven economy. Our first class education is provided completely online to accommodate our student's varied and complex lifestyles. CICA's carefully crafted, self-paced curriculum is designed to make you immediately competitive in the global communication market.

CICA strongly believes the future of education is verifiable degrees and certifications on the blockchain. We are proud to offer this benefit to all our students. Degrees or certificates earned from CICA will be immediately verifiable to your future employers, giving them the confidence they need to choose YOU above all the rest.

# Undergraduate Degree Social Media

## Degree includes

- **12 Social Media classes**
- **6 electives from our course offerings**
- **1 Capstone project course**



Social media is the number one most important marketing avenue of the digital age. Our degree program is designed to get students ready for hire in today's rapidly evolving job market and entertainment landscape. Students in our program gain a comprehensive understanding of the principles and tools used to create effective social media content for businesses and entrepreneurs of all types. Students will build concrete skills that can immediately begin to drive traffic to their sites and increase followers on their platforms.

***"Social media literacy is one of the top five skills I see employers seeking in new hires," says Robin Colner, CEO of DigiStar Media***

# Undergraduate Degree Media Arts

Degree includes

- 12 Media Arts classes
- 6 electives from our course offerings
- 1 Capstone project course



Digital Media is a powerful communication tool that can be highly effective in getting your message to stand out among the crowd. Understanding how to generate high quality content is critical for anyone joining the workforce or looking to promote their personal or corporate brand. Our degree program gives students the professional skills they need to maximize the effectiveness of their video and social media content so they can most effectively connect with their audience. Students will be given extensive professional knowledge in camera production, photography, video editing, lighting, audio production and image manipulation.

**81% of businesses use video as a marketing tool - up 63% from last year.  
65% of those who don't currently use video, say they plan to start this year.**

# Undergraduate Degree UI/UX, Web, Graphic Design

## Degree includes

- 12 UI/UX, Web, GD classes
- 6 electives from our course offerings
- 1 Capstone project course



With the rise of mobile technologies and advanced web applications, the demand for user centered design has increased at an accelerated pace. Understanding the mindset of the user is critical to attract and maintain interest in your mobile application or website. Our degree program prepares students for design and implementation positions by providing a full arsenal of tools in design aesthetics, user psychology, website implementation, usability issues and design functionality.

***UX is tech's fastest growing field. A recent study of 500 managers and department heads in UX design revealed 87% of managers say hiring more UX designers is the top priority for their organization.***

# Graduate Degrees

## SOCIAL MEDIA MEDIA ARTS UI/UX, WEB, GRAPHIC DESIGN

- 8 classes in program track
- 2 electives
- 1 Graduate Thesis Project



### Graduate Requirements

Students with a verified undergraduate degree from a qualifying institution are eligible to apply for CICA's graduate degree program.

Upon successful completion of coursework, students will have the opportunity to create a Graduate Thesis Project. Working one-on-one with an industry professional thesis advisor to plan and execute the project, students will finish the program with a professional level product to show in their portfolio.

# Professional Certificate Programs

Looking to explore new interests but don't think you need a full degree?

Or need to refine an existing skillset?

***Our Certificate Program is the perfect choice for you!***

How it works:

Take any 4 courses from a program category and receive a verified professional certification from CICA. Choose from:



**Social Media Certification**

**Media Arts Certification**

**UI/UX, Web, Graphic Design Certification**

**Business Management Certification**

# SOCIAL MEDIA COURSES

## **SM 100: Social Media Around the World**

With globalization we have seen a major increase in the types of social media being utilized in the world. Having the ability to span such far reaches adds an exciting new levels to how businesses and individuals can connect to new audiences. Understanding how different cultures use and interact with social media is critically important for anyone interested in the global market. This course walks students through the current state of trends and platforms across the globe.

## **SM 110: Social Media Ethics and Responsibility**

Whether you are representing yourself or your company, maintaining an ethical and responsible online presence is a must. Though the rise of social media has created unprecedented opportunities for individuals to connect, it has also brought many unwanted consequences - hate speech, harassment, lack of anonymity, questionable use of our data, etc. This course walks students through the considerations that must be understood to use social media in a way that is productive and safe for everyone involved.

## **SM 120: Personal Brand Management**

Whether we like it or not, we all have a digital footprint in this world. If you are not actively managing your online presence, it means it's being done for you. Personal branding is the art of communicating to the world the unique and marketable talents you have to offer, and a critical aid to the development of your career. This course gives students the skills they need to successfully self-market their brand and learn how to cultivate their online reputation on their own terms.

## **SM 130: Social Media Production**

It's no secret that social media can be one of the most effective and profitable strategies a business or entrepreneur can use to generate attention. The key to a successful social media campaign often comes down to the ability to generate good content. What makes one video go viral and another go unnoticed? This course breaks down the process of planning and creating the kinds of social media content that will make a lasting impression on your customers or followers.

## **SM 140: Creating Social Media Graphics and Animations**

In a saturated social media market, the best way to get noticed is to make something that catches the eye. Social media is not known for embracing boring graphics. On the contrary, the need to create stunning, or beautiful or humorous images and animations is a requirement to stay relevant. This course walks users through the principles and practices of creating memorable animated gifs, cinemagraphs, banners, memes, and kinetic typography assets.



# SOCIAL MEDIA COURSES

## **SM 150: Social Media Marketing for Business**

Whether a business is a start up or an established entity, having a strategic social media presence is essential for success and longevity. Learning how to effectively market on various forms of social media can be an incredible way to attract new customers, identify trends, anticipate customer needs and generate new revenue streams. This course covers in concrete detail how to manage social media accounts to increase customer base and improve your bottom line.

## **SM 160: Social Media Analytics**

The better a business or an entrepreneur can understand who their customers really are, the better they can streamline their marketing efforts. This course introduces students to the powerful tools available online to analyze the activity of social media users so they can turn it into marketing insights for their company or organization. Students in the course will use data to set up, track and monitor existing social media campaigns.

## **SM 170: Writing a Blog**

With so many blogs available on the Internet, what is it that makes one stand out from the rest? This course takes students through the wide range of factors a blogger must consider to maintain a successful following. Students will learn the specialized craft of writing blog content, as well as the best practices for generating and maintaining a loyal fanbase. Whether you are blogging for a company or for yourself, this course will give you the skillsets you need for success.

## **SM 180: Writing for Social Media Marketing**

Businesses and individuals today regularly turn to social media platforms to promote their brands and connect with their customers or followers. In such a saturated social media landscape, and with the limited attention span of the average user, the marketing message has to be loud and it has to be clear. This course teaches students how to improve their writing skills in order to create the most effective, top of the line marketing materials.

## **SM 190: How to Monetize Your Hobby**

Ever thought about how you could turn your hobby into a fortune? The rise of social media has ushered in unprecedented opportunities for people all over the world to find new ways to generate income. This course examines how people have historically turned their individual interests into widely appealing and successful social media businesses, and how students in the course can take the same steps for themselves.

# SOCIAL MEDIA COURSES

## **SM 200: How to be a Social Media Star**

Whether a business is a start up or an established entity, having a strategic social media presence is essential for success and longevity. Learning how to effectively market on various forms of social media can be an incredible way to attract new customers, identify trends, anticipate customer needs and generate new revenue streams. This course covers in concrete detail how to manage social media accounts to increase customer base and improve your bottom line.

## **SM 210: Social Media Capstone Project**

After successful completion of the required classes, students will have the opportunity to create a capstone project, which will demonstrate the culmination of the skills they have learned in the degree program. Students work with a mentor to plan and execute their projects.

# MEDIA ARTS COURSES

## **MA 100: Introduction to Video Production**

The demand for video is increasing at an exponential pace across all spectrums of the economy. Having the skills to do video production could have a huge impact on future earning power. This course introduces students to the basic principles and equipment of DSLR and iPhone video production. Students will gain considerable professional knowledge about camera settings, lighting techniques, framing principles and basic audio recording. The course is designed for anyone interested in creating high quality media.

## **MA 110: Advanced Video Production**

This course picks up on the skills learned in the introductory video production course. Students will dive deep into the principles and techniques used in creating narrative, documentary, and promotional style films on a professional scale. Emphasis will be placed on strong storytelling skills and an appreciation for cinematography and sound production.

## **MA 120: Photography**

Learn to take control of your camera. With the advent of mobile technology and access to affordable DSLR cameras, most people have the ability to take a photo in an instant. But how do you take your photos to the next level? Students in this course will receive strong foundational knowledge in the psychology of the image, visual aesthetics and how the frame can be used as a storytelling tool. Students will also gain strong technical knowledge of camera settings so they can shoot with confidence.

## **MA 130: Photoshop for Everyone**

Photoshop is an incredibly powerful and valuable tool for any type of artist, social media producer or entrepreneur. This class explores the basic principles of digital image creation and enhancement while giving students exposure to sophisticated graphic design tools, advanced compositing tools, photo repair tools, and animation possibilities. Students will learn the wide array of possibilities this program opens up to enhance your films, photos, social media platforms or business.

## **MA 140: Introduction to Video Editing**

This course introduces students to the fascinating and ever important world of video editing by covering the various editing styles that are used to create all types of media. Students will gain a deep understanding of Adobe Premiere and the powerful tools available in the program to help them achieve their final edits. Students will learn how to manage their files, organize their footage, perform timeline operations, create titles and export their films.

## **MA 150: Advanced Video Editing**

This course picks up on the skills gained in the introductory editing course. Students gain the opportunity to practice and advance their storytelling skills by editing a provided, short documentary film. Advanced techniques in sound editing, trimming, color correction, multi-cam editing and graphics integration will be covered.



# MEDIA ARTS COURSES

## **MA 160: Introduction to Motion Graphics**

This course introduces students to the theories and techniques of motion graphic design, with a strong introduction to Adobe After Effects, the industry's leading motion design software. Students will learn how to use key framing to create animated title sequences, simple and complex vector animations, and stunning photo and video manipulations that can enhance existing projects or stand on their own.

## **MA 170: Advanced Motion Graphics**

This course picks up on skills learned in the introductory motion graphics course. Students will gain an advanced understanding of After Effects and will be able to successfully implement high end composites, camera tracking, motion tracking, character animation, 3D and green screen into their work. Students will gain valuable animation skills that can be used for their films, businesses, social media posts and channels.

## **MA 180: Lighting for Video**

The difference between a good looking image and a great looking image often comes down to the quality of the lighting. This course introduces students to the art of lighting for video of all types - narrative, documentary and green screen. Whether you're making a film, lighting your social media channel or creating a video for your company, lighting will be a crucial part of the process. This course also gives practical advice on how to light your scenes with the available lights in your home and office.

## **MA 190: Principles of Sound Design and Audio Recording**

One of the most critical, and often overlooked, aspects of a great video production is the quality of the sound. Bad sound can turn a viewer away quicker than anything else. This course covers how to capture great sound in the field, and how to mix it properly in the editing room. The course also covers the various types of microphone and setups that will make your business videos or social media channels a head above the rest.

## **MA 200: Color Grading for Video**

Discover how the power of color grading can be used to make your images shine. Whether you need reparative color correction or artistic color enhancement, this course offers a wealth of technical and theoretical knowledge on everything from color harmonies to highly technical processes that will help you achieve exactly the looks you want.

## **MA 210: Media Arts Capstone Project**

After successful completion of the required classes, students will have the opportunity to create a capstone project, which will demonstrate the culmination of the skills they have learned in the degree program. Students work with a mentor to plan and execute their projects.



# UI/UX, WEB, GRAPHIC DESIGN COURSES

## **UWG 100: Principles of Graphic Design**

Whether you are creating content for print, broadcast or the web, having a strong foundation in graphic design is a hugely important component of your success. This course walks students through the fundamental principles of graphic design, including but not limited to color palettes, shape selections, proportions, patterns, composition, balance and typography.

## **UWG 110: Graphic Design for the Web**

This course offers students strong foundational knowledge of the principles of graphic design for the web/screen environment, including best practices and common pitfalls to avoid when developing websites and web applications. In addition to the strong emphasis on the aesthetics of the design, students will learn how to use programs like Photoshop or Illustrator to create the wireframes for the site.

## **UWG 120: Graphic Design for Mobile Applications**

This course is designed for mobile app developers and designers who are looking to improve their graphic design skills. In the highly competitive mobile app world, having a great looking app is crucial. Mobile app users are extremely savvy and demand rich visual experiences. This course provides strong skillsets in design and a thorough review of the current trends in mobile app creation.

## **UWG 130: Introduction to UX Design**

The goal of user centered design is to allow users to meet their needs in the most efficient and satisfying manner. More and more employers are on the hunt for designers who can truly understand the psychology of their customers, and who are capable of implementing that into design. This course gives students a thorough overview of the user experience design process.

## **UWG 140: Advanced UX Design**

This course picks up on skills developed in the introductory course. This advance course dives deep into the sophisticated tools cutting edge developers are using in the rapidly advancing web and mobile industries. Additionally, the course delves into the complex research methodologies that can and should be used before the design process begins.

## **UWG 150: Introduction to UI Design**

Students who take this course will gain a critical understanding of the importance of user interface design. The class thoroughly walks students through the key theories and frameworks that should underlie your design approach. Demonstrated examples of good and poor design will help students understand how vital UI design is to the success of their projects.



# UI/UX, WEB, GRAPHIC DESIGN COURSES

## **UWG 160: Introduction to Mobile Application Development**

This course is a great introduction for anyone interested in creating a mobile application technology. Covering a wide array of topics such as industry standard design software, planning considerations, methods for how to approach design and the differences between Android and iOS platforms.

## **UWG 170: Front End Development for Designers**

This course builds a strong foundation in design for people interested in building websites. Giving a general overview of what makes good websites work and bad websites fail, students will be able to directly apply this knowledge to any site they develop in the future.

## **UWG 180: HTML Fundamentals**

For any new or established web designer, having a thorough understanding of HTML is crucially important. This course will quickly enhance your web design capabilities by teaching you everything you need to know to master the HTML language.

## **UWG 190: CSS Fundamentals**

This course offers and in depth examination of the fundamentals of CSS, along with a complete review of the styling tools necessary for successful front end design. The skillsets taught in this course will allow designers to create more visually interesting and dynamic websites.

## **UWG 200: Programming with JavaScript**

Learn how to program the language of the web. Javascript is one of the most exciting and important tools for web designers to learn, as it allows you to easily add dynamic behavior, store information and handle requests on a website. This course takes students through the fundamental elements of designing with the Javascript language.

## **UWG 210: Capstone Project Class**

After successful completion of the required classes, students will have the opportunity to create a capstone project, which will demonstrate the culmination of the skills they have learned in the degree program. Students work with a mentor to plan and execute their projects.



# BUSINESS MANAGEMENT COURSES

## **MGMT 100: Intro to Finance**

This course walks students through the fundamental financial aspects that any business, large or small, must manage on a day to day basis. From budgets and financial statements to tax structures and the cost of capital, students will get a comprehensive understanding of the financial responsibilities that must be accounted for by every organization.

## **MGMT 110: Intro to Economics**

Understanding how money flows through organizations, municipalities and nations can be vitally important for anyone working in the field of business. This course examines the nature of modern day economics as globalization expands and takes new forms. The class covers an in-depth comparison of macro and micro economic systems.

## **MGMT 120: Intro to Marketing**

As consumer behavior evolves, businesses must adapt their marketing strategies to stay relevant and viable. This course introduces students to the basic fundamentals of marketing, and demonstrates how businesses can apply these principles in today's shifting landscape.

## **MGMT 130: Brand Management for Business**

In an increasingly global and specialized economy, the only way for any company to maximize their success is to create a strong market brand. This course introduces students to the importance of branding for small and large businesses, and the steps every business must take to successfully build a brand from the ground up.



# CICA Community



## Instructors

All CICA classes are taught by highly-vetted world class instructors. Our educators are industry professionals who stay on the cutting edge of technology shifts and cultural trends. At CICA you can be sure that the information you are learning is exactly what is being used in the workforce.

We value our student's time and resources, and have crafted a program that is both highly informative and highly efficient. Our instructors know your time is precious and have devised their courses to get you up speed with industry standards in the shortest time possible.

# CICA Community



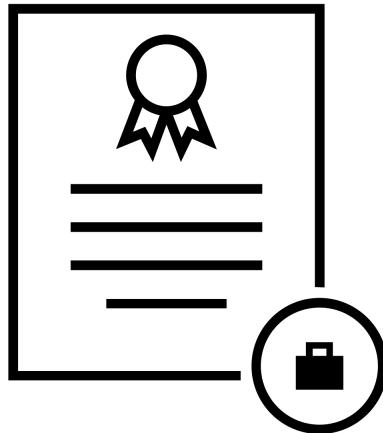
## Peer Interaction

Online education has been one of the most important educational and technological shifts of the last century. It has ushered in unprecedented opportunities for personal growth and community building. But education in a vacuum is not a satisfying endeavor.

At CICA we take great pride in providing a platform that allows for positive, meaningful and very robust peer-to-peer interaction. When you take a class with us, you will not be alone. Your peers will be with you along the way providing feedback, suggestions and support.

# Benefits of the Blockchain

In the handling of educational information, the authenticity of data and documents is of the utmost importance. Sensitive documentation, information, and assets need to be protected.



A decentralized database enables the storage of certification information, student records, course details, and assessment information - all of which are accessible to both the student and the institution from anywhere in real-time over the internet. Both parties have direct control and access to the data via private keys, which are directly linked to the information assets.

The advantages provided by this system represent fundamental stability of systematic operations and academic integrity which comes from dissemination of information across a vast encrypted network. The end result of these benefits is a highly efficient and secure method of keeping educational records which are immutable and verifiable from anywhere around the world. Using blockchain technology for educational infrastructure provides proof in the security of a transparent system, diminishes transaction costs, reduces transaction time, and decreases the risk inherent in inclusion of third parties. The beauty of the blockchain's strength in secure data management offers wide ranging applications for institutions of higher learning.

**Contact**



**For more information visit**

**cicalearn.com**

