Digital Media Design-Video and Motion Graphics

Overview

- One-year diploma

- September entry date

- Exchange District Campus, Winnipeg

- Laptop delivery (buy your own laptop)

- Priority will be given to graduates from Red River College Polytechnic's Digital Media Design certificate program

Description

In Digital Media Design's Video and Motion Graphics program, students will learn the art of motion graphic design and animation. Students will also learn visual storytelling and the technical aspects of video production including shooting, lighting, editing, audio, colour correction, and compositing.

Combining design fundamentals, animation principles, videography, technical workflow, and creative storytelling, this program will train students to become motion graphic designers, animators, documentary and narrative filmmakers, compositors, editors, and shooters. Near the end of the program, there is a three-week work placement in which students will work full time in the industry.

Students must first complete the one-year DMD certificate program, or equivalent, before entering this program.

Digital Media Design certificate students interested in video and motion graphic design can choose to enter the Digital Media Design diploma program.

For information about the program contact Chris Brower at cbrower@rrc.ca.

Graduate Profile

The Digital Media Design diploma graduate will learn to:

1. Design, animate and produce digital media projects

2. Research, interpret and apply information to enhance project outcomes

3. Communicate in a team to solve problems creatively while cultivating respectful and productive working relationships

4. Apply design to storytelling using different mediums

5. Manage projects by interacting with stakeholders while respecting timelines, workflow and production schedules

6. Showcase abilities through professional portfolios, presentations, projects and work experience

7. Think critically, self-manage and learn independently

8. Demonstrate industry-ready skills in the chosen specialization streams of Video & Motion Design (V&MD) or

Admission Requirements

Your Academic History

If your academic history includes any of the following, please visit My Education for important information: post-secondary studies at an institution other than Red River College Polytechnic; Modified (M), English as an Additional Language (E), or GED high school courses; or home schooling; international secondary (high school) studies.

The college requires transcripts verifying your complete academic history including any public or private high school, college, university, or technical institute you have attended.

Please check the Program Overview page, to see if this program is for Manitoba residents only.

DOCUMENT SUBMISSION

Upload Through Your Future Student Account

- Scan your document(s) and save the file. Ensure you keep your original documents as the College may request to see them at any time.
- Go to apply.rrc.ca and log in.
- Click on your application, then Supplemental Items & Documents.

If you do not have a Future Student Account or require assistance, please contact our Student Service Centre at 204-632-2327.

Internationally Educated Applicants - visit www.rrc.ca/credentials for credential assessment information.

Submission of required documentation indicating proof of completion of admission requirements is due within 15 days of applying unless otherwise noted in the program's admission requirements.

Admission priority for this program is:

1. Red River College students currently enrolled in the Digital Media Design program
2. Manitoba residents who are Canadian Citizens or Landed Immigrants
3. All others

Regular Admission Requirements

1. Digital Media Design
   - Submit proof of graduation from or enrolment in the final year of a post-secondary digital media design program.

   - If you provide proof of enrolment at time of application, your official final grades indicating successful completion must be submitted by July 15 for fall enrolment or by the deadline specified in your admission letter.

   - Post-secondary transcripts must have been issued within 6 months prior to your application date.

   - If you are required to complete an English language assessment, do not submit your transcripts until requested to do so. See English Language Requirements (ELRs) for more information.
     and

2. English Language Requirements (ELRs)
   - Answer this question to determine if you meet this program's ELRs:
     Have I successfully completed 3 years of full-time high school (secondary) education in Canada, the United States, or an ELR exempt country where English was the language of instruction?

     - If YES, you meet English language requirements. Apply and then submit your transcripts* for review

or

- If NO, submit proof of meeting an ELRs option. If you choose the English language assessment option, review this program's approved assessments and required levels.
  or

- If you completed all of your education in Canada, the United States, or an ELR exempt country in English but you did not graduate high school, submit your transcripts* for review.

  ○ * If your transcripts are from the USA or an ELR exempt country, we will assess an International Credentials Assessment Fee to be paid before your transcripts will be reviewed.

English Language Assessments

⚠ The College reserves the right to modify this information without notice or prejudice.
🕥 ASSESSMENT RESULTS MUST BE DATED NO MORE THAN TWO YEARS PRIOR TO YOUR APPLICATION DATE!

Approved English Language Assessments

English Language Assessment	Minimum Scores for Certificates, Diplomas and Advanced Diplomas, and Post Graduate Certificates, Post-graduate Diplomas	Minimum Scores for Bachelor Degrees and Creative Communication
CAEL Online or In-Person	Overall band score of 60	Overall band score of 70 and Writing of 60
IELTS Academic Level	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
Password Skills	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
LINC Certificate	7	8
Duolingo Language Test	115 and above+ with a min. of 95 in each section	125 and above with a min. of 100 in each section
New English for Academic and Professional Purposes	Successful completion of the program 5 (min 70%)	Successful completion of the program 5 (min 70%)
PTE	54 overall Min 50 in each skill	60 overall Min 55 in each skill band
TOEFL-ibt Academic Level	80 (20L, 20S, 19R, 21W)	90 (22L, 22S, 22R, 24W)
Academic English Program for University and College Entrance Program (AEPUCE)	Successful Completion	Successful Completion
CELBAN	N/A	N/A

Locations, Dates and Fees

Next Estimated Term 1 Start Date (subject to change)

Location	Start Date	
Roblin Centre (Prev. PSC)	Aug 25, 2025	Apply Now

Costs (estimates only; subject to change)

Program/Student Fees	
Year 1	
	$6,646.00

Books and Supplies	
Year 1	

	$300.00

Program/Student Fees (International)	
Year 1	
	$18,510.00

Students may apply for financial assistance through the Manitoba Student Aid program. For general information on applying please call 204-945-6321 or 1-800-204-1685, or visit their website at www.manitobastudentaid.ca, which also includes an online application. For detailed information, please visit one of the RRC Polytech Student Service Centres or call 204-632-2327. Applicants requiring financial assistance should complete their student loan applications well in advance of the class start date.

Courses and Descriptions

Year 2	
Term 3	**Credit Hours**
COMM-3203 Digital Media Design Communications 3	3
DMMT-2028 Visual Design 1	3
DMMT-2030 Typography for Motion 1	3
DMMT-2031 Animation	3
DMMT-3007 Media Production 3	3
MUME-2029 Motion Design 1	6
MUME-2040 Motion and Compositing	3
MUME-2042 Audio Sound and Design	3
Term 4	**Credit Hours**
COMM-4203 Digital Media Design Communications 4	3
DMMT-2027 Digital Media Design Studio Project	3
DMMT-3028 Visual Design 2	3
DMMT-3030 Typography for Motion 2	3
DMMT-4007 Media Production 4	3
MUME-2044 Compositing	3

MUME-3029
Motion Design 2

WRKE-2003
Digital Media Design Work Experience

COMM-3203
Digital Media Design Communications 3

Building on concepts and skills introduced in Communications 1 and 2, the focus shifts to knowledge and skills necessary to being a professional and ethical communicator in the digital media industry. Through lectures, group discussion of case studies, role-play, individual projects and a group presentation, skills are further developed in personal branding for career development; improving personal networking and conversational skills; handling difficult and pressure filled meetings and conversations; contributing positively to team projects and clearly and persuasively presenting to live audiences as part of a team.

COMM-4203
Digital Media Design Communications 4

This course prepares students for their job search after graduation. Students prepare a résumé, cover letter, demo reel, and professional portfolio made up of work that they completed while in the program as well as personal work created outside of school, if appropriate. Students will also be given guidance on starting out as a freelancer. This includes working with clients, preparing contracts, and creative briefs.

Prerequisites:
COMM-3203

DMMT-2027
Digital Media Design Studio Project

This course allows students to develop a project that simulates the demands of real-life work situations within contexts of their own choosing. These projects could include video productions, 2D and/or motion graphic sequences, frame-by-frame animation, or other projects that showcase skills developed within the Digital Media Design — Video and Motion Graphics program. Students will work primarily in an independent fashion, but with guidance of a DMD staff mentor, will present their completed work at the end of the course.

DMMT-2028
Visual Design 1

This course continues the studies of visual design principals begun in the Design 1 and Design 2 courses. The main areas of focus will be the application of those skills to motion graphic projects. Emphasis will be placed on using these skills to develop clarity of purpose and a high degree of usability and functionality.

DMMT-2030
Typography for Motion 1

In this course, students will learn the important communication role of typography in motion design, its best use practices and use of form to visually convey meaning. Students will learn how to create well-designed pre-motion type, creating style frames that convey craft where the type works as an effective part of the overall design.

DMMT-2031
Animation

In this course, students will learn the basics of frame by frame animation, with the goal of using elements of frame by frame animation to sweeten and enhance keyframed motion graphics. Students will also learn the basics of motion graphic character animation — this includes basic character design, rigging, and keyframing.

DMMT-3007
Media Production 3

Building on what you've learned last year, students will further develop the ability to shoot, edit, and use audio to create professional video. Particular emphasis will be placed on storytelling and how to effectively gather and use B-roll footage. You will also develop interview skills and learn how to prepare for, light, record and execute a strong interview for maximum storytelling impact.

DMMT-3028
Visual Design 2

This course continues the studies of visual design principals begun in the Visual Design 1 course. The main areas of focus will be the application of those skills to motion graphic projects. Emphasis will be placed on working within existing brand standards, designing animations as part of larger campaigns, and animating logos and typographic elements.

Prerequisites:
DMMT-2028

DMMT-3030
Typography for Motion 2

In this course, students will continue to learn typography best-use practices and use of form to visually convey meaning. Typography is a fundamental skill for a motion graphic designer, and this course will continue to allow students to practice and hone this critical skill.

Prerequisites:
DMMT-2030

DMMT-4007
Media Production 4

This course will focus on documentary production along with the role of the corporate video producer. Through in-class hands-on workshops students will learn how to propose, plan and shoot a documentary, along with various shooting and editing techniques used to tell an effective story using video. An introduction to freelance media production business practices and how to create budgets for video clients will also be covered.

Prerequisites:
DMMT-3007

MUME-2029
Motion Design 1

In Motion Design 1, students will develop the ability to design and build professional motion graphics using Adobe After Effects and Cinema 4D. Students will develop the ability to properly import graphics into After Effects from Photoshop, Illustrator, Premiere Pro, and Cinema 4D. A key part of this course is using time management skills to maximize efficiency when given time to work in class.

MUME-2040
Motion and Compositing

Students will learn to combine video and motion graphics in this course. The course will begin with motion design exercises and assignments, and then begin to introduce video/animation interplay, compositing, camera tracking, and professional video/motion workflows.

MUME-2042
Audio Sound and Design

Sound design is the emotional centre of movies and TV shows, animations, games, and combines technical and storytelling skills. Sound is always what brings the visuals to life. This course will include software and equipment demonstrations along with individual and group work. Through exercises, students will learn how to record, edit, layer, sweeten, fix, and mix audio to enhance storytelling.

MUME-2044
Compositing

In this course students will learn to create effects for common post-production needs. Students will learn to assess composite needs, organize projects, use a professional workflow, communicate within a team, and produce quality post-production visual effects.

Prerequisites:
MUME-2040

MUME-3029
Motion Design 2

Students will further the skills learned last term in Motion Design 1. This term will focus on client-based motion graphics as you learn new Cinema 4D and After Effects techniques. This class will also have a communications component. All students will have to give a presentation demonstrating a Cinema 4D or After Effects technique.

Prerequisites:
MUME-2029

WRKE-2003
Digital Media Design Work Experience

Students will complete a full-time, three-week work placement. Students are matched to workplaces according to their strengths, including studios that specialize in graphic design, web and mobile, or video and motion graphics. The placement has proven to be of great benefit both in terms of networking and selecting a specialty.

Computer/Laptop Requirements

- The use of laptop computers is an integral part of this program. It will enhance your learning and competitiveness in the job market. This universal-access approach to learning is a shared one between students and the College.

- The laptop specs are the same as the DMD certificate program. Therefore, you can use the same laptop for this program. If you are needing a new laptop, contact Thomas Lepp (tlepp@rrc.ca) for the latest laptop specs.

- Off-campus access to the Internet is the responsibility of the student.

- Students will also be required to have a DSLR camera. Specifications regarding the DSLR camera, as well as other required supplies and equipment, will be provided once you are accepted into the program.

- Please refer to https://www.rrc.ca/future-students/computer-requirements/ for further information on Computer Requirements for Students.

Recognition of Prior Learning

Recognition of Prior Learning (RPL) is a process which documents and compares an individual's prior learning gained from prior education, work and life experiences and personal study to the learning outcomes in College courses/programs. For more information, please visit www.rrc.ca/rpl.

Graduation Requirements

When you have completed all the required courses in this program, be sure to apply for your diploma. When you receive your diploma, you will be invited to participate in one of the College's semi-annual graduation ceremonies. For complete details on applying to graduate and convocation, see rrc.ca/convocation.

Academic Advising Service
Our academic advising service can provide information about our full-time programs, explain program admission requirements, and help you select the right program to meet your career and academic goals. We can also connect you with helpful people, resources, and supports.

- For more information visit academic advising.

- If you are an Indigenous student, you can contact an Indigenous Admissions Advisor.

- If you are an international student, you can contact International Education.

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Red River College Polytechnic endeavours to provide the most current version of all program and course information on this website. Please be advised that classes may be scheduled between 8:00 a.m. and 10:00 p.m. The College reserves the right to modify or cancel any course, program, process, or procedure without notice or prejudice. Fees may change without notice.