

Sign up for our e-newsletter at . . .  
[www.pdc.pdx.edu/mmedia](http://www.pdc.pdx.edu/mmedia)

. . . online you'll find course descriptions, schedules, planning charts, application, certificate requirements, instructor information, industry contacts, financial aid information, and more!

Or, get in touch with program manager Jennifer Portis directly at 503-725-4803 or [portisj@pdx.edu](mailto:portisj@pdx.edu). Advising appointments are available.

- > Get Involved
- >> Get Certified
- >>>>> Get Moving

To apply to the certificate programs, submit an application form, resumé, planning chart, and \$50 (nonrefundable) fee.

Financial aid is available. Please allow 5-6 weeks for processing



Portland State  
UNIVERSITY

PROFESSIONAL DEVELOPMENT CENTER  
PO BOX 1491  
PORTLAND OR 97207-1491

## MULTIMEDIA PROFESSIONAL PROGRAM

Comprehensive courses on Web and new media with a business integration focus

Adobe Authorized Training Provider

Certificates for Web Designers & Interactive Producers

Internet Strategies Workshops

Creative Industry Networking

NONPROFIT ORG  
U.S. POSTAGE  
**PAID**  
PORTLAND OR  
PERMIT NO. 770

PROFESSIONAL DEVELOPMENT CENTER

## MULTIMEDIA PROFESSIONAL PROGRAM



### PROFESSIONAL TRAINING IN KEY AREAS

- ▶ Adobe Authorized Training Provider
- ▶ Interactive Producer
- ▶ Online Marketing
- ▶ Web Design
- ▶ Portfolio Development
- ▶ Internet Business Strategies

[www.pdc.pdx.edu/mmedia](http://www.pdc.pdx.edu/mmedia)



Portland State  
UNIVERSITY

# MULTIMEDIA PROFESSIONAL PROGRAM

Here's a rare university program that offers professional-level training for today's interactive industry. Portland State's Multimedia Professional Program includes Adobe Authorized Training, courses, and certificates for Internet designers and developers, and interactive producers.

All are taught by expert instructors from local agencies. This comprehensive curriculum covers topics in design, user experience, development, and business strategies. A balance of project-based learning and practical application prepares professionals for real-world situations.

Interaction Design  
Web Technologies  
Web Development  
Video Compression and Podcasting  
Portfolio Development  
Business Strategies for New Media  
Dreamweaver  
Flash

## ► What we offer

- Training with practicing professionals
- Evening and weekend courses or intensive workshops
- Extensive networking in the high-tech and creative-services industries
- Stand-alone courses or A-Z certificates

"You do an excellent job connecting students with opportunities. In just over a month, I've already gained a greater level of practical experience from the PDC Multimedia program than I did in other long-term educational environments. Thanks again!"

—Justin Kelly

## ► Featured Instructors

The program has included such distinguished instructors as Robert Reinhardt, author of *Flash Bible*, Dave McFarland, author of Amazon bestseller *Dreamweaver: The Missing Manual* and *CSS: The Missing Manual*, and Richard Appleyard, Web-accessibility expert. Study with industry experts in design, development, marketing, and business, and get a jump on the competition!

## ► Industry Connections

This university program offers extensive networking in the industry as well as a number of events during the year. Join us each term for our **CAREER EVENTS** to hear industry experts discuss skills needed for the current economy. Interact with students and instructors to discover if the program is a good fit for you. We participate with local developers, agencies, and associations throughout the year, and an all-star lineup of visionaries each summer to explore the future of the Web at **WEBVISIONS**.

For dates and times check [www.pdc.pdx.edu/mmedia/events](http://www.pdc.pdx.edu/mmedia/events)



Portland State's Professional Development Center Adobe Authorized Training is based at a university and attracts some of the best industry experts as instructors.

See the full list of our industry and organizational partners at [www.pdc.pdx.edu/mmedia/industry](http://www.pdc.pdx.edu/mmedia/industry)

## Internet Strategies Workshop Series

Doing business is a major focus of today's Web development and critical to the success of an organization. More than ever, sites must be compelling to the visitor. These timely workshops help you understand how to align people, architecture, processes, and tools.

Choose the best Web applications for your business.

Position your company with a clear online brand.

Understand your customer's behavior with Web analytics.

Learn the latest e-marketing tools and techniques.

Designed for managers, marketing directors, strategists, and designers and developers with an identified customer base, this series provides the most current curriculum in Web analysis and management.

For dates and times check [www.pdc.pdx.edu/mmedia/isw](http://www.pdc.pdx.edu/mmedia/isw)

◀◀◀ CONTACT US for your NEXT MOVE