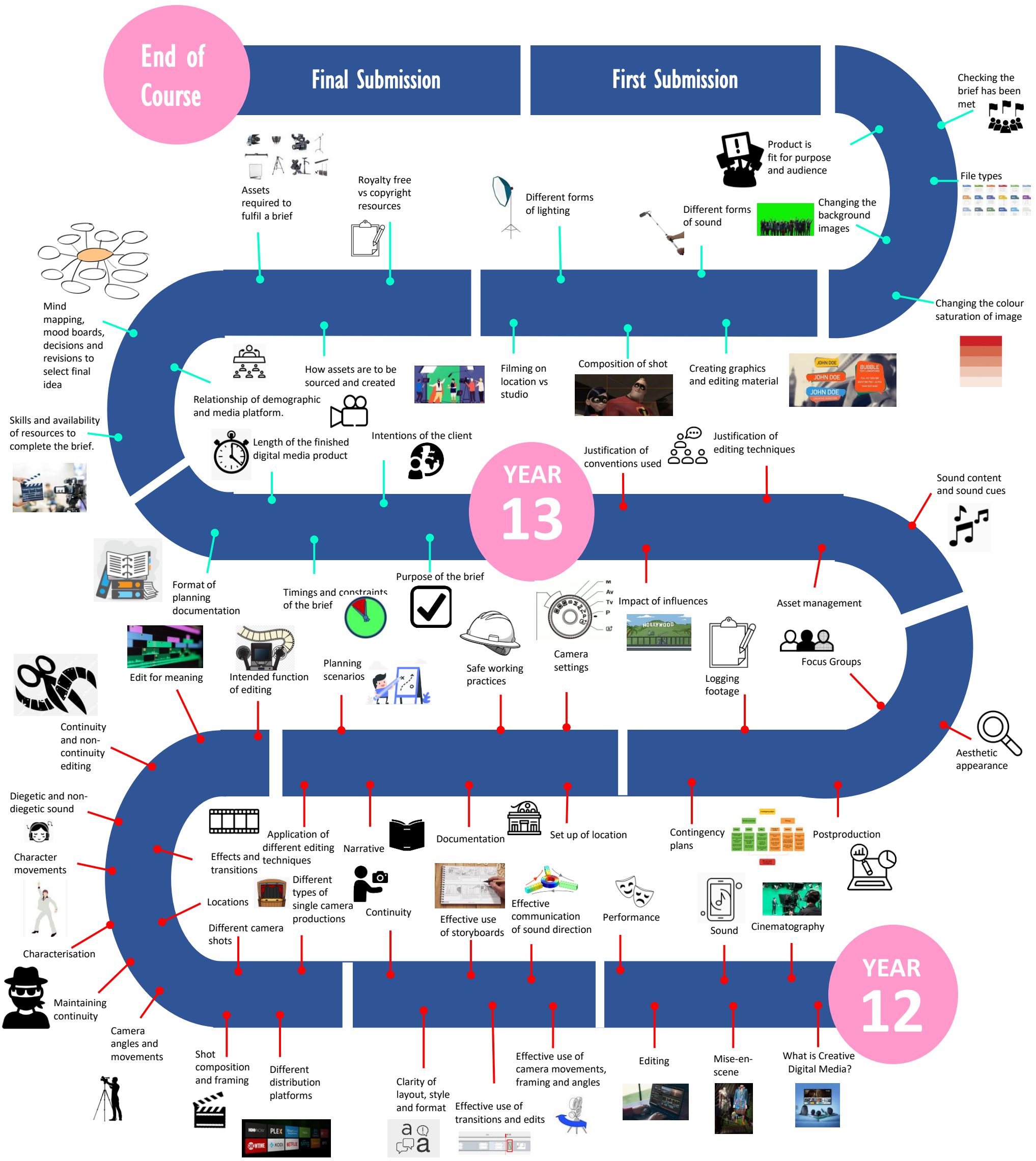CREATIVE DIGITAL MEDIA PRODUCTION (FILM & TELEVISION) LEARNING JOURNEY