

DIGITAL MEDIA ARTS AND DESIGN
 Associate of Applied Science Degree
 Catalog 2009-2010

Digital Media Arts and Design is a program to provide students with employable skills in digital layout, web design, multimedia, and video production. Skills developed can be used in a variety of fields including education, marketing, entertainment, and advertising. Students will gain both the aesthetic skills necessary for designing various media and the technical expertise necessary to implement those designs in various formats. Emphasis is placed on mastery of industry software and hardware applications as well as portfolio development and project management. **A student must earn a "C" or higher for courses to count toward a degree.**

			Credit Hours	Grade	
1st Semester					
___	ARTS	151	Two Dimensional Design	3	___
___	DMAD	110	Introduction to Multimedia	3	___
___	DMAD	170	Introduction to Digital Image Editing	2	___
___	DMAD	172	Digital Image Editing Intermediate Techniques	2	___
___	ENGL	111	Freshman Composition OR		
___	ENGL	118	Technical Composition	3	___
___	MATH	115	Intermediate Algebra and Applications OR		
___	MATH	130	Conceptual Mathematics	<u>4/3</u>	___
			Total	16-17	
2nd Semester					
___	ARTS	152	Color Theory I	3	___
___	COME	120	Survey of Mass Media	3	___
___	DMAD	174	Digital Image Editing Advanced Compositing	2	___
___	DMAD	176	Digital Image Editing Applications	2	___
___	ENGL	211	Advanced Composition OR		
___	ENGL	218	Advanced Technical Composition	3	___
___	PHOT	150	Basic Photography OR		
___	PHOT	160	Digital Photography	<u>3</u>	___
			Total	16	
3rd Semester					
___	DMAD	200	Introduction to Web Design Using Dreamweaver	2	___
___	DMAD	202	Creative Web Design	3	___
___	DMAD	240	3D Design and Animation	3	___
___	SPCH	110	Public Speaking OR		
___	SPCH	111	Interpersonal Communication	3	___
Choose one set:					
Option 1					
___	DMAD	210*	Introduction to non Linear Video AND	2	___
___	DMAD	212*	Digital Video Production	3	___
Option 2					
___	DMAD	220*	Introduction to Digital Layout and Design AND	2	___
___	DMAD	222*	Advanced Digital Layout and Design	3	___
Option 3					
___	DMAD	230*	Intro to Vector Animation AND	2	___
___	DMAD	232*	Interactive 2D Animation	3	___
			Total	16	
4th Semester					
___	BADM	248	Principles of Advertising	3	___
___	DMAD	284	Digital Media and Design Portfolio Development	3	___
___	DMAD	286	Multimedia Project Management OR		
___	DMAD	280	Cooperative Education	3	___
___	___	___	Humanities/Social Science Elective***	3	___
___	___	___	Approved Elective**	3	___
___	___	___	Approved Elective**	<u>3</u>	___
			Total	18	

Total credit hours required for this degree is 66-67

* Third semester choose one set of 5 credits appropriate to your area of interest.

** Electives as approved by the program coordinator.

*** See page 45, Humanities and Social Science Electives, 2009-2010 San Juan College catalog.