

**DIGITAL MEDIA ARTS AND DESIGN**  
Associate of Applied Science Degree  
Catalog 2010-2011

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
<b>1st Semester</b>					
_____	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 <b>OR</b>		
_____	ENGL	118	Technical Composition	3	_____
_____	MATH	115	Intermediate Algebra and Applications <b>OR</b>		
_____	MATH	130	Conceptual Mathematics	<u>4/3</u>	_____
Total				16-17	
<b>2nd Semester</b>					
_____	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 <b>OR</b>		
_____	ENGL	218	Advanced Technical Composition	3	_____
_____	PHOT	150	Basic Photography <b>OR</b>		
_____	PHOT	160	Digital Photography	<u>3</u>	_____
Total				16	
<b>3rd Semester</b>					
_____	DMAD	200	Introduction to Web Design Using Dreamweaver	2	_____
_____	DMAD	202	Creative Web Design	3	_____
_____	DMAD	240	3D Design and Animation	3	_____
_____	COMM	110	Public Speaking <b>OR</b>		
_____	COMM	111	Interpersonal Communication	3	_____
<b>Choose one set:</b>					
<b>Option 1</b>					
_____	DMAD	210*	Introduction to Non Linear Video <b>AND</b>	2	_____
_____	DMAD	212*	Digital Video Production	3	_____
<b>Option 2</b>					
_____	DMAD	220*	Introduction to Digital Layout and Design <b>AND</b>	2	_____
_____	DMAD	222*	Advanced Digital Layout and Design	3	_____
<b>Option 3</b>					
_____	DMAD	230*	Intro to Vector Animation <b>AND</b>	2	_____
_____	DMAD	232*	Interactive 2D Animation	<u>3</u>	_____
Total				16	
<b>4th Semester</b>					
_____	BADM	248	Principles of Advertising	3	_____
_____	DMAD	284	Digital Media and Design Portfolio Development	3	_____
_____	DMAD	286	Multimedia Project Management <b>OR</b>		
_____	DMAD	280	Cooperative Education	3	_____
_____	_____	_____	Humanities and 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 37, Humanities and Social Science Electives, 2010-2011 San Juan College catalog.