

DIGITAL MEDIA ARTS AND DESIGN

Associate of Applied Science Degree

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.

1st Semester	1st Fall Semester	Credits
DMAD 170	Introduction to Digital Image Editing	2
DMAD 172	Digital Image Editing Intermediate Techniques	2
DMAD 110	Principles of Multimedia	3
MATH 115	Intermediate Algebra and Applications OR	
MATH 130	Conceptual Mathematics	4/3
ARTS 151	Two Dimensional Design	3
ENGL 111	Freshman Composition OR	
ENGL 118	Technical Composition	3
Total 16-17		

2nd Semester	1st Spring Semester	
DMAD 174	Digital Image Editing Advanced Compositing	2
DMAD 176	Digital Image Editing Applications	2
COME 120	Survey of Mass Media	3
PHOT 150	Basic Photography OR	
PHOT 160	Digital Photography	3
ENGL 211	Advanced Composition OR	
ENGL 218	Advanced Technical Composition	3
ARTS 152	Color Theory I	3
Total 16		

3rd Semester	2nd Fall Semester	
DMAD 200	Intro to Web Design Using Dreamweaver AND	2
DMAD 202	Creative Web Design	3
DMAD 210*	Introduction to Non Linear Video AND	2
DMAD 212*	Digital Video Production	3
DMAD 220*	Introduction to Digital Layout and Design AND	2
DMAD 222*	Advanced Digital Layout and Design	3
DMAD 230*	Intro to Vector Animation AND	2
DMAD 232*	Interactive 2D Animation	3
DMAD 240	3D Design and Animation	3
SPCH 110	Public Speaking OR	
SPCH 111	Interpersonal Communications	3
Total 16		

4th Semester

DMAD	284	Digital Media and Design Portfolio Development	3
DMAD	286	Multimedia Project Management OR	
DMAD	280	Cooperative Education	3
BADM	248	Principles of Advertising	3
		Humanities / Social Science Elective	3
		**Approved Elective(s)	6
			Total 18

Total credits 66-67

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

**Electives as approved by the program coordinator.

Photo by Jayleen Telford

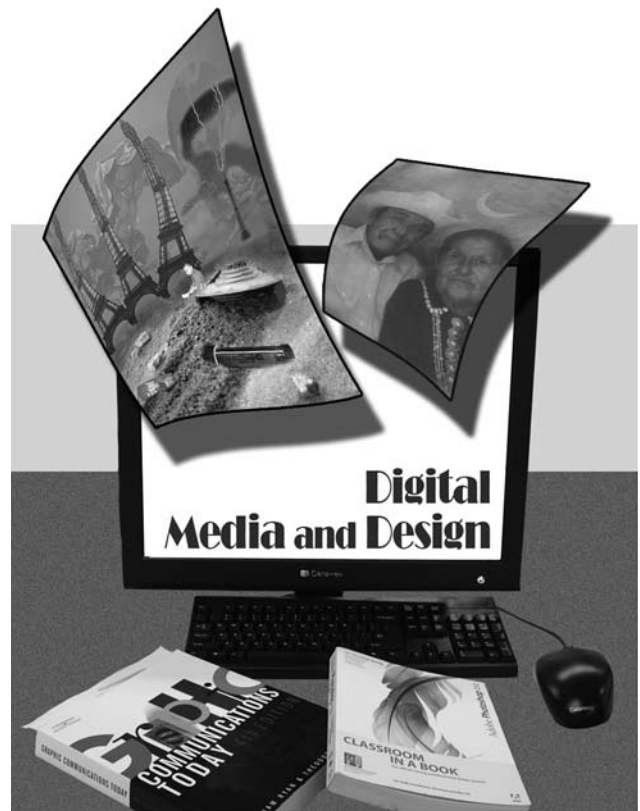


Image designers: Linda Bennett-Begaye, DeWayne Crank, and Brett Stevens.