

## 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.

<b>1st Semester (Fall)</b>		<b>Credits</b>	
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
<b>Total</b>			<b>16-17</b>
<b>2nd Semester (Spring)</b>			
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
<b>Total</b>			<b>16</b>
<b>3rd Semester (Fall)</b>			
DMAD	200	Intro 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 Communications	3
<b>Option 1</b>			
DMAD	210*	Introduction to Non Linear Video	2
DMAD	212*	Digital Video Production	3
<b>Option 2</b>			
DMAD	220*	Introduction to Digital Layout and Design	2
DMAD	222*	Advanced Digital Layout and Design	3
<b>Option 3</b>			
DMAD	230*	Intro to Vector Animation	2
DMAD	232*	Interactive 2D Animation	3
<b>Total</b>			<b>16</b>
<b>4th Semester</b>			
DMAD	284	Digital Media Arts 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
<b>Total</b>			<b>18</b>
<b>Total credits 66-67</b>			

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

\*\*Electives as approved by the program coordinator.