

DIGITAL MEDIA DESIGN, ASSOCIATE OF ARTS DEGREE

Banner Code: 3_AA_DMD

Control Number: 41525

Financial Aid Eligible

This program presents a concentrated course of study in the field of digital media and design. Concept development and the generation of a portfolio suitable for entry-level job applications is a focus in each of the core courses.

Courses emphasize the process and problem-solving in visual design and communication. Digital Graphic Applications courses provide broad-based entry-level training for a variety of industries. Students are introduced to a broad range of media including animation, illustration, digital photography, drone photography, audio-video, and sound recording, as well as strategies and the techniques required to incorporate these areas into print, websites, video, and social media solutions.

Program Level Student Learning Outcomes

Upon completion of this program, students will be able to:

1. Demonstrate the ability to create projects with the appropriate settings within the software for web, print, and animation while using basic design principles and best practices employed in the design industry.
2. Demonstrate proficiency in determining the type of copyright, permissions, and licensing required to use specific content.
3. Demonstrate the ability to identify the purpose, audience, and audience needs for preparing images.

Associate Degree Requirements

Unit Requirement

Complete at least 60 units of acceptable college work with a minimum of 12 units completed in residence at Coastline. Earn an overall grade point average of 2.0 or higher from all colleges attended and a 2.0 or higher grade point average at Coastline.

*Students must be in good academic standing (not on probation and/or disqualification) during the semester graduation is petitioned.

Program of Study

Complete the required courses in one of the programs as detailed in the Requirements for the Major section of this catalog. All coursework must be completed with a grade of C or higher.

General Education

Complete one of the three General Education options below (visit the General Education page for details (<https://catalog.cccd.edu/coastline/general-education/>)):

Option 1 – AA/AS Local Degree GE: designed for students pursuing an Associate degree and who may or may not be planning to transfer to a four-year university. The degree is transferable to many colleges and universities.

Option 2—CSU GE Breadth: designed for students who are planning to transfer to a university in the CSU system. It may also be appropriate for transfer to some independent colleges and universities.

Option 3—IGETC: designed for students who are planning to transfer to a university in the CSU or UC system. It also may be appropriate for transfer to some independent colleges and universities.

Global and Multicultural Studies Requirement

Complete at least 2.5 units from any Global and Multicultural Studies courses. See what courses fulfill the Global and Multicultural Studies Requirement (<https://catalog.cccd.edu/coastline/graduation-requirements/#globalandmulticulturalstudies>).

Course	Title	Units
Required Core		
Complete the following:		
DGA C116A	Adobe Photoshop 1	3
DGA C118A	Introduction to Adobe Illustrator	3
DGA C117	Typography Fundamentals	3
DGA C120	Introduction to InDesign	3
DGA C135	Digital Media Design Principles	3
DGA C136	Digital Media Business Basics	3
Program Electives		
Select three courses of the following:		
DGA C100	Introduction to Digital Art and Media	9
DGA C111	3D Animation	
DGA C116B	Adobe Photoshop 2	
DGA C121	Introduction to Adobe Premiere	
DGA C122	Introduction to After Effects	
DGA C131	Digital Photography Using Photoshop	
DGA C140	Beginning Audio Production	
DGA C166A	Dreamweaver Basics	
DGA C166C	Adobe Animate	
DGA C150A	Drone Imaging 1	
DGA C200	Digital Design for the Web	
Units Required for Major		27
Local General Education, CSU General Education, or IGETC pattern		Varies
Electives to satisfy unit requirement		Varies
Total Units		60