

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 Media Design courses provide broad-based entry-level education for a variety of industries. Students are introduced to a broad range of media including animation, illustration, digital photography, drone photography, as well as strategies and the techniques required to incorporate these concepts 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.

Review the Associate in Science and Associate in Arts Graduation Requirements (<https://catalog.cccd.edu/coastline/graduation-requirements/associate-degree/>) and General Education (<https://catalog.cccd.edu/coastline/general-education/>) requirements.

Course	Title	Units
Required Core		
Complete the following:		
DMD C116	Visual Design (Photoshop)	3
DMD C117	Typography	3
or ART C184	Typography	
DMD C118	Graphic Design and Illustration (Illustrator)	3
or ART C185	Graphic Design and Illustration (Illustrator)	
DMD C120	Digital Media Publication (InDesign)	3
DMD C135	Digital Media Design Principles	3
DMD C136	Digital Media Business Basics	3
Units Required for Major		18
Local General Education or CalGETC pattern		Varies
Electives to satisfy unit requirement		Varies
Total Units		60