

# Digital Media

## Associate of Arts and Sciences

Minimum of 63 Credits

The Associate of Arts and Science Degree in Digital Media may allow students an entry point in the job market while simultaneously earning credits toward a baccalaureate degree in business or technology. The program provides students with technical skills and a strong foundation in business technology and multimedia design. Students have the opportunity to earn certification in a variety of multimedia programs while following professional practices and employing industry-standard software. Graduates of the program understand basic theories in visual and interactive media design, project management, audio and video production, and the application of multimedia in business and the marketing of products. Graduates could pursue a career as a digital media specialist, graphic designer, interactive media designer, video editor, social media coordinator, web designer and content creator.

<u>Core Requirements</u>	(19–20 credits)	Completed	Grade
COM100 Introduction to Oral Communication	3 cr.	_____	_____
EDU100 Student Success Strategies	3 cr.	_____	_____
EDU295 *Student Portfolio Seminar	1 cr.	_____	_____
ENG100 *Introduction to College English Foundations <b>or</b>			
ENG101 *Introduction to College English	3 cr.	_____	_____
ENG102 *College English and Research	3 cr.	_____	_____
MAT104 *College Algebra Foundations <b>or</b>			
MAT106 *College Algebra (or higher level math course)	3-4 cr.	_____	_____
SDE100 Introduction to Sustainable Development	3 cr.	_____	_____
 <u>General Education Requirements</u>	 (26–27 credits)		
<b>Natural and Physical Sciences</b>			
Elective	5 cr.	_____	_____
Elective	3 cr.	_____	_____
<b>Social Sciences</b>			
BUS100 Introduction to Business	3 cr.	_____	_____
ECN202 Macroeconomics <b>or</b>			
ECN203 Microeconomics	3 cr.	_____	_____
<b>Humanities</b>			
	*American Indian History <b>or</b> American Indian Language	3-4 cr.	_____
Elective		3 cr.	_____
Elective		3 cr.	_____
<b>Fine Arts</b>			
ART106		3 cr.	_____
 <u>Emphasis Course Requirements</u>	 (18 credits)		
DGM100 Introduction to Digital Media Creation	3 cr.	_____	_____
DGM101 Digital Audio Overview	3 cr.	_____	_____
BUS105 Social Media Marketing	3 cr.	_____	_____
DGM205 *Digital Image Development	3 cr.	_____	_____
DGM206 *Digital Video Production	3 cr.	_____	_____
DGM220 *Web Design and Development	3 cr.	_____	_____

### DIGITAL MEDIA PROGRAM OUTCOMES

Upon completion of this program, the graduate will be able to:

1. Recognize the role of socially responsible behaviors in media creation and interaction;
2. Identify principles of digital media marketing significant to business, culture, and community;
3. Apply visual language concepts and systems through a wide range of projects;
4. Demonstrate story development techniques across a variety of digital media;
5. Create digital media content by integrating video, animation, graphics, sound, and programming logic.

*Courses that have an (\*) in front of them, are courses that have a requisite. Students should refer to academic catalog and plan accordingly.*

Effective Fall 2020