

## ■ 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, and web designer.

<b>CORE REQUIREMENTS</b>		<b>(19–20 CREDITS)</b>	<b>COMPLETED</b>	<b>GRADE</b>
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.	_____	_____
ENG215	*Business Writing	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.	_____	_____

<b>GENERAL EDUCATION REQUIREMENTS</b>		<b>(26–27 CREDITS)</b>		
<b><i>Natural and Physical Sciences</i></b>				
PHY103	*Fundamentals of Physics I	5 cr.	_____	_____
Elective		3 cr.	_____	_____
<b><i>Social Sciences</i></b>				
BUS100	Introduction to Business	3 cr.	_____	_____
ECN202	Macroeconomics or			
ECN203	Microeconomics	3 cr.	_____	_____
<b><i>Humanities</i></b>				
	*American Indian History <b>or</b> American Indian Language	3-4 cr.	_____	_____
Elective		3 cr.	_____	_____
Elective		3 cr.	_____	_____
<b><i>Fine Arts</i></b>				
ART106		3 cr.	_____	_____

<b>EMPHASIS COURSE REQUIREMENTS</b>		<b>(18 CREDITS)</b>		
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. Employ image composition and editing in both still and motion photography;
2. Create a video production;
3. Broadcast creative multimedia content online;
4. Conduct multi-track recording sessions for scoring in video;
5. Demonstrate story development, traditional script copy, visual storytelling and storyboard creation techniques;
6. Produce professional quality animation for video and web;
7. Create websites compliant with evolving industry standards;
8. Evaluate principles of marketing and its relevance to business, culture, and community; and
9. Explain the role of socially responsible behaviors in media creation and interaction.

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