

Digital Media, Graphic Design Option Program Learning Outcomes:

Upon successful completion of this program, graduates will be able to:

- Demonstrate technical skills in traditional and digital media, applying principles of design to their work
- Demonstrate broad knowledge of software applications related to digital media.
- Develop web pages, print layouts, and animations that display both technical knowledge and design principles.
- Communicate effectively with clients, advertisers, art directors, designers and producers.
- Work effectively as a part of a team, acting responsibly and respectfully to complete various design projects.
- Research design trends to choose appropriate fonts, imagery, and colors for an array of design projects.
- Analyze multicultural influences on design trends.
- Apply appropriate design ratio and scale between imagery and message.
- Complete a portfolio of finished work that displays unity of design and design fundamentals.

Approval Date: 1/30/15