



# PROGRAMS OF **study**



## **DIGITAL MEDIA**

### ASSOCIATE IN APPLIED SCIENCE

#### **Program Description**

The Associate of Applied Science Degree prepares individuals to apply technical knowledge and skills to creation and manipulation of computer graphics. Students use computer applications and related visual techniques to manipulate images and information originating as videos, still photographs, and digital copy in order to communicate messages simulating real-world content. The program includes instruction in specialized computer software and applications to specific commercial, industrial, and entertainment needs. Students gain knowledge and develop skills to work in the areas of interactive multimedia including web development, print & digital design, CD-ROM production, and 2D/3D computer animation production.

#### **Program Learning Outcomes**

Upon successful completion of the Associate of Applied Science Degree in Digital Media 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 is displayed in a professional manner.



#### **Career Opportunities**

The growing field of Digital Media is for those who are creative, interested in the visual arts, comfortable with working in computer environments, enjoy working with people, and are looking for new challenges every day. Qualified graduates of Digital Media can expect to find entry level positions in businesses ranging from gaming and animation to traditional design companies; including TV stations, film production companies and architectural firms; media boutiques, special effects houses, corporate communication centers, web design, forensic and government agencies.

# DIGITAL MEDIA, A.A.S. ASSOCIATE IN APPLIED SCIENCE

*The sequencing of courses in this program begins in the fall semester.*

*Students entering in the spring or summer will likely take longer than two years to complete the program.*

Curriculum Requirements: 60 credits	Credits	Grade	Semester
<b>First Year, Fall Semester (15 credits)</b>			
ART 120 Introduction to Drawing	3		
ART 126 Foundations of Design	3		
ENG 101 College Composition	3		
MUL 110 Digital Imaging	3		
MAT 118 Quantitative Reasoning	3		
<b>First Year, Spring Semester (15 credits)</b>			
ART 136 Digital Photography or COM 110 Intro to Digital Film	3		
MUL 125 Intermediate Graphic Design	3		
MUL 130 Motion Graphics	3		
Program Elective	3		
General Education Core IV	3		
<b>Second Year, Fall Semester (15 credits)</b>			
MUL 225 3D Modeling & Character Animation	3		
WEB 131 Web Page Development I	3		
200-Level Program Elective	3		
Program Elective	3		
General Education Core I	3		
<b>Second Year, Spring Semester (15 credits)</b>			
MUL 175 Texture & Lighting	3		
MUL 210 Advanced Digital Imaging	3		
Program Elective	3		
General Education Core III	3		
Open Elective	3		

Program Elective List:

Any ADM, CAD, MUL, WEB

ART 131 - BUS 110 - BUS 230 - CIS 131

*Articulation agreements exist between York County Community College and various colleges and universities.*

*Please, contact Career and Transfer Services for information regarding these agreements.*

### DISCLAIMER

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