



# PROGRAMS OF **study**

## **DIGITAL MEDIA GRAPHIC DESIGN OPTION**

### **ASSOCIATE IN APPLIED SCIENCE**



#### **Program Description**

The Associate of Applied Science - Graphic Design Option prepares individuals to apply technical knowledge and skills to the layout and design of electronic graphic and textual products. Students use computer applications and related visual techniques to manipulate images and information originating as artwork, digital photography, and digital copy in order to communicate messages simulating real-world Graphic Design. The program includes instruction in specialized computer software and applications to specific commercial, industrial, and entertainment needs of design. Students gain knowledge and develop skills to work in the areas of Graphic Design including web, print media, illustration, and managing resources for final outsourcing.

#### **Program Learning Outcomes**

Successful 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.

#### **Career Opportunities**

Industries that hire graduates of the Graphic Design Option in Digital Media includes, but is not limited to: Internet, mobile/wireless, online marketing, web design/development, and traditional print. Potential jobs in those industries include: Production Designer, Graphic Designer, Illustrator, Digital Photo Editor, Desktop Publisher, Graphic Artist, Web Designer, Production Web Designer, Multimedia Designer, Interactive Media Designer, Digital Graphics.



# DIGITAL MEDIA, A.A.S. ASSOCIATE IN APPLIED SCIENCE GRAPHIC DESIGN OPTION

*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		
General Education Core IV - Math	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>			
ART 132 Introduction to Illustration	3		
MUL 126 Typography	3		
WEB 131 Web Page Development I	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		
CAD 251 3D Presentations	3		
General Education Core III	3		
Open Elective	3		

*Articulation agreements exist between York County Community College and various colleges and universities.  
Please, contact Career and Transfer Services for information regarding these agreements.*

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