

DIGITAL MEDIA ARTS - PRODUCTION ARTIST

CERTIFICATE OF ACHIEVEMENT (TRANSCRIPTED)

Description

The Production Artist certificate reflects the rapidly changing industry skills for entry into the broad field of graphic design. Graduates of this program will find entry into the profession at various levels, with employment opportunities in the fields of advertising, graphic design, social media, printing industry, and e-commerce. Skills developed include options in digital print and media design.

Program Learning Outcomes

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

1. Create unique professional graphics based on client requests and business outcomes.
2. Create unique professional layouts for a variety of media projects and formats.
3. Identify and develop creative briefs to support design proposals that address client needs.
4. Develop graphic packages for multiple platform launch.

Degree Requirements:

Required Courses

Credit Hours: (11 Required)

DM195	Introduction to Digital Media Arts	3
DM121A	Fundamentals of Typography	3
DM122	Graphic Design I	3
DM168	Graphic Design II: Branding and Identity	2

Design Coursework

Credit Hours: (3 Required)

DM191A	Layout Design	3
DM162	Digital Illustration I	3
DM192A	Digital Illustration II: Advanced Topics	3

Media Coursework

Credit Hours: (3 Required)

DM164	Web Design	3
DM193	Motion Graphics with Adobe After Effects	3
DM113	Introduction to Digital Media Design Principles	3

Total: 17

Approval Dates:

CIC Approval Date: 12/02/2019