

Digital Media Design: Graphic Design Option

Associate in Applied Science

Minimum of 61 credit hours

Digital Media Design: Graphic Design Options students receive hands-on training in design theory, illustration, and state-of-the-art production methods in electronic publishing, computer drawing and digital imaging. Primary focus is on the print media. This associate degree prepares graduates to work as designers, print media production artists, Web page creators, multimedia presentation producers, illustrators, or digital photography manipulators. Graduates work for advertising agencies, individual companies, printing companies, service bureaus, multimedia agencies, newspapers, magazines, television stations, screen printers, graphic design businesses, photo labs, or as independent graphic artists. Digital Media Design students who wish to transfer to a four-year institution should enroll in the Visual Arts program for an Associate in Arts degree. Transfer students should contact your faculty advisor for more information.

Course Sequence

Course ID	Course Name	Credits	Type	Min Gd
Suggested Freshman 1st Semester				
SCL 1001	Success in College and Life	1	Life Skills	
ENGL 1113	English Composition I	3	Gen Ed	
POLSC 1113	American Federal Government	3	Gen Ed	
HUM	Humanities Elective	3	Gen Ed	
DMD 1013	Creativity and Design	3	Major	C
DMD 1053	Electronic Publishing: Indesign I	3	Major	C
Suggested Freshman 2nd Semester				
ENGL 1213	English Composition II	3	Gen Ed	
DMD 1023	Introduction to Graphic Design	3	Major	C
DMD 1183	Computer Drawing: Illustrator	3	Major	C
DMD 2053	Electronic Publishing: Indesign II	3	Major	C
DMD 2773	Image Editing: Photoshop I	3	Major	C
Suggested Sophomore 1st Semester				
APPM 1223	Mathematics for Technical Careers I	OR	Support	
BUS 1323	Mathematics for Business Careers	OR	Support	
MATH	Any 1000 Level Math Course	3	Support	
GEN ED	Gen Ed Elective	3	Gen Ed	
SUPP	Guided Support Elective	3	Support	
DMD 1513	Graphic Design	3	Major	C
DMD 2783	Image Editing: Photoshop II	3	Major	C
Suggested Sophomore 2nd Semester				
HIST 1483	U.S. History to 1877	OR	Gen Ed	
HIST 1493	U.S. History 1877 to Present	3	Gen Ed	
SUPP	Guided Support Elective	3	Support	
DMD 2323	Publication Design	3	Major	C
DMD 2353	Applied Graphic Design	3	Major	B
DMD 2803	Portfolio Preparation and Presentation	3	Major	B

Course Grouping

Major Courses: (33 Credit Hours) DMD 1013; DMD 1023; DMD 1053; DMD 1183; DMD 1513; DMD 2053; DMD 2323; DMD 2353; DMD 2773; DMD 2783; DMD 2803

General Education Courses: (18 Credit Hours) English: ENGL 1113; ENGL 1213; History: HIST 1483 or HIST 1493; Political Science: POLSC 1113; Humanities Elective (3 credit hours); General Education elective (3 credit hours)

Life Skills Courses: (1 credit hour) Life Skills: SCL 1001

Support Courses: (9 Credit Hours) APPM 1223, BUS 1323, or any 1000 level Math course; ** 6 credit hours of Approved Support Electives chosen from any course with the prefix of ART, DMD, JB, DCP, or MU.

Program Notes

Notes: This Technical and Occupational program is designed to prepare students to enter the job force following completion. See Technical and Occupational Programs in the general information section of the catalog.

Degree Program Course Descriptions

APPM 1223 - Mathematics for Technical Careers I

Prerequisites: MATH 0103 or adequate math placement test score; Co-requisite: ENGL 0203, adequate placement score, or by meeting determined placement measures
 3 Credits The student will apply principles of basic algebra, equations, functions and graphs, factoring, and fractions in the solutions of technical problems.

BUS 1323 - Mathematics for Business Careers

Prerequisites: MATH 0103 or adequate math placement test score and ENGL 0203 or adequate placement score, or by meeting determined placement measures.
 3 Credits The student will demonstrate the ability to use basic mathematical processes, and use mathematical concepts in solving everyday business problems in operations, trade, taxation, accounting and finance.

DMD 1013 - Creativity and Design

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
 3 Credits This course combines theory and problem-solving assignments to introduce students to the main concepts of creativity and design. Throughout this course students will exam the principles of design and critical thinking skills that lead to creative solutions. Within this collaborative learning environment students will complete hands on activities that stimulate innovation and promote life long learning.

DMD 1023 - Introduction to Graphic Design

Prerequisites: DMD 1053
 3 Credits The student will be introduced to the principles of design, color, typography, and the design process. Student proficiency will be demonstrated by the successful completion of projects.

DMD 1053 - Electronic Publishing: Indesign I

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
 3 Credits Students will demonstrate proficiency in using the Macintosh computer in the production of various types of printed material. In addition, they will demonstrate skills in specifying typography, importing photos and artwork into documents, the application of design principles, and preparing documents for the commercial printing process.

DMD 1183 - Computer Drawing: Illustrator

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
 3 Credits Students will demonstrate knowledge of vector illustration techniques using Adobe Illustrator software. Students will also create and edit graphic objects and type, select various menu commands, and use keyboard shortcuts.

DMD 1513 - Graphic Design

Prerequisites: DMD 1053; DMD 1023
 3 Credits The student will apply design principles, color, typography, problem solving, and production skills to create effective designs for print and electronic media. Student proficiency will be demonstrated by the successful completion of projects.

DMD 2053 - Electronic Publishing: Indesign II

Prerequisites: DMD 1053
 3 Credits The student will demonstrate the proficiency using advanced functions and commands of electronic desktop publishing. This will include libraries, master pages, color separations, prepress document preparation, working with graphic files, and templates.

DMD 2323 - Publication Design

Prerequisites: DMD 1023
 3 Credits The student will design newspaper and magazine elements that meet industry standards for print and electronic media. Student will demonstrate understanding of elements of a publication, publication layout, design principles, color, typography, problem solving, and production skills through the successful completion of projects.

DMD 2353 - Applied Graphic Design

Prerequisites: DMD 1513
 3 Credits The student will apply skills learned in previous classes to produce real projects for the College or community. Students will design and produce a variety of production pieces.

DMD 2773 - Image Editing: Photoshop I

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
 3 Credits The student will demonstrate knowledge of the tools and functions of Photoshop software program. The student will complete projects which indicate an understanding of image retouching and manipulation, color correction, image sharpening, RGB color, CYMK color, separations, channels, paths, and filters.

DMD 2783 - Image Editing: Photoshop II

Prerequisites: DMD 2773
 3 Credits The student will demonstrate knowledge of more advanced functions of the Photoshop software program. Student proficiency will be demonstrated by successfully completing projects which require skills in advanced techniques in selection, layering, color correction, and image manipulation.

DMD 2803 - Portfolio Preparation and Presentation

Prerequisites: DMD 1013; DMD 1053; DMD 1183; AND DMD 2783
 3 Credits The student will prepare a professional portfolio for presentation and evaluation. The portfolio will include a resume, matted projects and other pieces that demonstrate the student's ability to apply skills and techniques acquired in the program.

ENGL 1113 - English Composition I

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
 3 Credits The student will write well-developed compositions which demonstrate the principles of unity, coherence, and organization and which contain specific details and vivid language. The students will locate library material and incorporate researched materials into compositions.

ENGL 1213 - English Composition II

Prerequisites: ENGL 1103 or ENGL 1113 taken within the last year, with strong encouragement for immediate continuation.
 3 Credits In this advanced writing course, students will create essays that explore and evaluate a variety of issues and perspectives suggested by fiction, poetry, drama, essays, and other types of cultural texts. Students will refine and augment the writing techniques they learned in ENGL 1113 or ENGL 1103 to develop well-reasoned, well-structured arguments in a clear, fluid, and engaging prose style.

GEN ED - Gen Ed Elective

3 Credits General Education elective

HIST 1483 - U.S. History to 1877

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
 3 Credits After analyzing events in American history from 1400 to 1877 in such areas as revolution, geographic and social mobility, political reform, government precedents and war, students will be able to identify patterns of present day mobility, describe governmental

operations in their society and help resolve conflict in society based on the student's search for change, precedents, and conflict in the American past. A general education requirement.

HIST 1493 - U.S. History 1877 to Present

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures

3 Credits After analyzing events in American history from 1877 to the present in such areas as geographic and social mobility, political reform, government precedents and war, students will be able to identify patterns of present day mobility, describe governmental operations in their society and help resolve conflict in society based on the student's search for change, precedents, and conflict in the American past. A general education requirement.

HUM - Humanities Elective

3 Credits Humanities elective

MATH - Any 1000 Level Math Course

Prerequisites: With appropriate prerequisite.

3 Credits Any 1000 level Mathematics course

POLSC 1113 - American Federal Government

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures

3 Credits A study of the principles, structure, processes and functions of the United States federal government.

SCL 1001 - Success in College and Life

Prerequisites: ENGL 0106 or adequate reading/writing assessment scores

1 Credit Students will learn best practices for academic, career, and personal success. Students will discover their individual strengths, interests, and values to create a personalized plan; select and utilize resources that are applicable to their growth and success; and engage as active and responsible members of the academic community. This course should be taken during a student's first semester of college work at Oklahoma City Community College and is a required course in degree plans to satisfy the Life Skills requirement.

SUPP - Guided Support Elective

3 Credits Guided Support elective