Digital Media Design: Graphic Design Option

Associate in Applied Science

Minimum of 61 credit hours

Digital Media Design: Graphic Design

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, production artists, or digital photography editors. Graduates work for advertising agencies, individual companies, printing companies, service bureaus, newspapers, magazines, sign companies, 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 contact their faculty advisor for more information.

Course Sequence

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<tr>
<th>Course ID</th>
<th>Course Name</th>
<th>Credits</th>
<th>Type</th>
<th>Min Gd</th>
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<td>DMD 2803</td>
<td>Portfolio Preparation and Presentation</td>
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Course Grouping

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

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; 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 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 examine 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. This course satisfies the computer proficiency requirement.

**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. This course satisfies the computer proficiency requirement.

**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. This course satisfies the computer proficiency requirement.

**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. This course satisfies the computer proficiency requirement.

**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. This course satisfies the computer proficiency requirement.

**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. This course satisfies the computer proficiency requirement.

**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, CMYK color, separations, channels, paths, and filters. This course satisfies the computer proficiency requirement.

**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. This course satisfies the computer proficiency requirement.

**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.