

Digital Media Design – Graphic Design (Certificate)

Certificate of Mastery

Minimum of 33 credit hours

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

| Course ID | Course Name | Credits | Type | Min GD |
|---------------|---|---------|-------|--------|
| Term 1 | | | | |
| DMD 1053 | Electronic Publishing: Indesign I | 3 | Major | C |
| | 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. Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures | | | |
| DMD 2773 | Image Editing: Photoshop I | 3 | Major | C |
| | 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. Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures | | | |
| Term 2 | | | | |
| DMD 1013 | Creativity and Design | 3 | Major | C |
| | 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. Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures | | | |
| DMD 1023 | Introduction to Graphic Design | 3 | Major | C |
| | 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. Prerequisites: DMD 1053 | | | |
| Term 3 | | | | |
| DMD 2783 | Image Editing: Photoshop II | 3 | Major | C |
| | 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. Prerequisites: DMD 2773 | | | |
| DMD 1513 | Graphic Design | 3 | Major | C |
| | 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. Prerequisites: DMD 1053; DMD 1023 | | | |
| Term 4 | | | | |
| DMD 1183 | Computer Drawing: Illustrator | 3 | Major | C |

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.

Prerequisites:

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

DMD 2053 Electronic Publishing: Indesign II 3 Major C

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. **Prerequisites:**
DMD 1053

Term 5

DMD 2323 Publication Design 3 Major C

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.

Prerequisites:

DMD 1023

DMD 2353 Applied Graphic Design 3 Major B

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. **Prerequisites:**

DMD 1513

DMD 2803 Portfolio Preparation and Presentation 3 Major B

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. **Prerequisites:**

DMD 1013; DMD 1053; DMD 1183; AND DMD 2783

COURSE GROUPING

Major Courses: 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: None

Life Skills Courses: None

Support Courses: None

(C) A grade of "C" or higher must be achieved

(B) A grade of "B" or higher must be achieved

PROGRAM NOTES

Notes: A Certificate of Mastery program is designed to meet the needs of an individual who wants to enter the job market following the completion of the certificate.

COURSE DESCRIPTIONS

DIGITAL MEDIA DESIGN

DMD 1013 - Creativity and Design

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.

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

Credits: 3

DMD 1023 - Introduction to Graphic Design

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.

Prerequisites: DMD 1053

Credits: 3

DMD 1053 - Electronic Publishing: Indesign I

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.

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

Credits: 3

DMD 1183 - Computer Drawing: Illustrator

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.

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

Credits: 3

DMD 1513 - Graphic Design

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.

Prerequisites: DMD 1053; DMD 1023

Credits: 3

DMD 2053 - Electronic Publishing: Indesign II

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.

Prerequisites: DMD 1053

Credits: 3

DMD 2323 - Publication Design

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.

Prerequisites: DMD 1023

Credits: 3

DMD 2353 - Applied Graphic Design

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.

Prerequisites: DMD 1513

Credits: 3

DMD 2773 - Image Editing: Photoshop I

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.

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

Credits: 3

DMD 2783 - Image Editing: Photoshop II

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.

Prerequisites: DMD 2773

Credits: 3

DMD 2803 - Portfolio Preparation and Presentation

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.

Prerequisites: DMD 1013; DMD 1053; DMD 1183; AND DMD 2783

Credits: 3