

## Digital Media Design: Graphic Design Option

### Associate in Applied Science

Minimum of 61 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
<b>Term 1</b>				
SCL 1001	Success in College and Life	1	Life Skills	
	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. <b>Prerequisites:</b> ENGL 0106 or adequate reading/writing assessment scores			
ENGL 1113	English Composition I	3	Gen Ed	
	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. <b>Prerequisites:</b> ENGL 0203, adequate placement score, or by meeting determined placement measures			
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. <b>Prerequisites:</b> ENGL 0203, adequate placement score, or by meeting determined placement measures			
<b>Term 2</b>				
POLSC 1113	American Federal Government	3	Gen Ed	
	A study of the principles, structure, processes and functions of the United States federal government. <b>Prerequisites:</b> ENGL 0203, adequate placement score, or by meeting determined placement measures			
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. <b>Prerequisites:</b> ENGL 0203, adequate placement score, or by meeting determined placement measures			
<b>Term 3</b>				
ENGL 1213	English Composition II	3	Gen Ed	

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. **Prerequisites:** ENGL 1103 or ENGL 1113 taken within the last year, with strong encouragement for immediate continuation.

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. <b>Prerequisites:</b> DMD 1053			
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. <b>Prerequisites:</b> ENGL 0203, adequate placement score, or by meeting determined placement measures			

#### 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. <b>Prerequisites:</b> 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. <b>Prerequisites:</b> DMD 1053			

#### Term 5

HUM	Humanities Elective	3	Gen Ed
	Humanities elective		
GEN ED	Gen Ed Elective	3	Gen Ed
	General Education elective		

#### Term 6

APPM 1223	Mathematics for Technical Careers I OR		Support
	The student will apply principles of basic algebra, equations, functions and graphs, factoring, and fractions in the solutions of technical problems. <b>Prerequisites:</b> MATH 0103 or adequate math placement; Co-requisite: ENGL 0203, adequate placement score, or by meeting determined placement measures		
BUS 1323	Mathematics for Business Careers OR		Support
	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. <b>Prerequisites:</b> MATH 0103 or adequate math placement and ENGL 0203 or adequate placement score, or by meeting determined placement measures.		
MATH	Any 1000 Level Math Course	3	Support
	Any 1000 level Mathematics course <b>Prerequisites:</b> With appropriate prerequisite.		
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. <b>Prerequisites:</b> DMD 2773		

#### Term 7

SUPP	Guided Support Elective	3	Support
	Guided Support elective		
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. <b>Prerequisites:</b> DMD 1053; DMD 1023		

#### Term 8

HIST 1483	U.S. History to 1877	OR	Gen Ed
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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. **Prerequisites:**

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

HIST 1493 U.S. History 1877 to Present 3 Gen Ed

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. **Prerequisites:**

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

SUPP Guided Support Elective 3 Support

Guided Support elective

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

### Term 9

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: (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.

## COURSE DESCRIPTIONS

### APPLIED MATHEMATICS

#### APPM 1223 - Mathematics for Technical Careers I

The student will apply principles of basic algebra, equations, functions and graphs, factoring, and fractions in the solutions of technical problems.

**Prerequisites:** MATH 0103 or adequate math placement; Co-requisite: ENGL 0203, adequate placement score, or by meeting determined placement measures

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**Credits:** 3

## **BUSINESS**

### **BUS 1323 - Mathematics for Business Careers**

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.

**Prerequisites:** MATH 0103 or adequate math placement and ENGL 0203 or adequate placement score, or by meeting determined placement measures.

**Credits:** 3

## **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, CYMK 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

**ELECTIVES****GEN ED - Gen Ed Elective**

General Education elective

**Credits:** 3

**HUM - Humanities Elective**

Humanities elective

**Credits:** 3

**MATH - Any 1000 Level Math Course**

Any 1000 level Mathematics course

**Prerequisites:** With appropriate prerequisite.

**Credits:** 3

**SUPP - Guided Support Elective**

Guided Support elective

**Credits:** 3

## ENGLISH

### ENGL 1113 - English Composition I

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.

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

**Credits:** 3

### ENGL 1213 - English Composition II

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.

**Prerequisites:** ENGL 1103 or ENGL 1113 taken within the last year, with strong encouragement for immediate continuation.

**Credits:** 3

## HISTORY

### HIST 1483 - U.S. History to 1877

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.

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

**Credits:** 3

### HIST 1493 - U.S. History 1877 to Present

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.

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

**Credits:** 3

## POLITICAL SCIENCE

### POLSC 1113 - American Federal Government

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

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

**Credits:** 3

## SUCCESS IN COLLEGE AND LIFE

### SCL 1001 - Success in College and Life

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.

**Prerequisites:** ENGL 0106 or adequate reading/writing assessment scores

**Credits:** 1

