



## **Digital Media and Design A.A.S.**

Career Community: Art, Design, and Media

Curriculum Code: 1846

Effective: Fall 2024 – Summer 2029

### **Description**

The Digital Media and Design curriculum prepares learners to work in the expanding multimedia and media design arena, creating digital content for multiple platforms including websites, social media, print, videos, digital signage, and collateral materials. The curriculum fuses coursework from the areas of Graphic Communications, Video, Photography, and Digital Signage to provide the students with a diverse, adaptable skill set to meet the challenges in the evolving digital media landscape. Not all courses in this program transfer to all colleges. Students planning to transfer should see a program advisor before enrolling in any course.

### **Milestone**

In addition to the required General Education courses in Math and English, completion of ARTS 171 and DMAC 132 with a 2.0 or higher is a key component for success in completing this program. Knowledge obtained in these courses is the foundation for learning in other required courses. Students are encouraged to contact their faculty if they need additional assistance with learning the concepts presented in these courses.

### **Contact Information**

For further information, including about career options, course substitutions and waivers, etc., contact the Communication, Media, and the Arts department, GB 1222, telephone number 517-483-1546, or Student Services, (location), telephone number 517-483.1200.

### **General Education – Applied Degrees, Recommended Courses**

(For the full list of options, see [General Education](#) )

- English Composition or Applied English – *Select one*  
ENGL 121, Composition I, 4 credits / 4 billing hours
- English Composition (second course)/Communication or Applied Communication – *Select one*  
COMM 110, Communication in the Workplace, 3 credits / 3 billing hours
- Humanities and Fine Arts or Social Sciences or Applied Social Sciences – *Select one*  
Program of Study Required Courses meets this requirement
- Mathematics or Applied Mathematics – *Select one*  
MATH 119, Math – Applications for Living, 4 credits / 4 billing hours  
MATH 120, College Algebra, 4 credits / 4 billing hours

- Natural Sciences Lab or Applied Science and Technology Lab – *Select one*  
 ISCI 121, Physical Science Concepts, 4 credits / 6 billing hours  
 PHYS 120, The Art of Physics, 4 credits / 5 billing hours

### Program of Study Required Courses

Course Code	Course Title	Credit/ Billing Hours
ARTS 102	2-D Design	3 / 4
ARTS 162	Type Communications	3 / 4
ARTS 171	Adobe Photoshop	3 / 4
ARTS 173	Web Design I	3 / 4
ARTS 175	Creative Design and Publishing	3 / 4
ARTS 269	The Portfolio	2 / 2
DMAC 130	Intro to Video Production	4 / 4
DMAC 132	Video Post-Production I	4 / 4
DMAC 232	Video Post-Production II	4 / 4
DMAC 255	Digital Presentation & Signage	3 / 3
PHOT 113	Lighting Concepts and Applic	3 / 3
PHOT 120	Still/Motion Capture & Editing	3 / 3
PHOT 200	Content on the Go	3 / 3

### Program of Study Required Courses, Limited Choice – *Select two*

Course Code	Course Title	Credit/ Billing Hours
ARTS 179	Web Design II	3 / 4
ARTS 251	Graphic Design Communications	3 / 4
DMAC 120	Intro to Audio Production	4 / 4
DMAC 234	Studio Production Techniques	4 / 4

### Additional Credits

After completing the course and credit requirements as noted on this pathway, students who fall short of the 60-credit minimum required for an Associate Degree may select any course(s) needed to reach 60 credits, except those courses noted in number 7 in the [Institutional Requirements for Associate Degrees](#). Students are encouraged to use Degree Works and meet with an Advisor to ensure all requirements are met and for course recommendations.

### Minimum Total Credit Hours

62 credits / 70 billing hours

### Recommended Course Sequence

Semester I – Fall
ARTS 102
ARTS 162
ARTS 171 – Milestone course

Semester I – Fall
DMAC 130
PHOT 120

Semester II - Spring
Gen Ed - English Composition or Applied English
ARTS 173
ARTS 175
DMAC 132 – Milestone course
PHOT 113

Semester III – Fall
Gen Ed - Mathematics or Applied Mathematics
DMAC 232
PHOT 200
Limited Choice

Semester IV - Spring
Gen Ed - English (second course)/Communication or Applied Communication
Gen Ed - Natural Sciences Lab or Applied Science and Technology Lab
ARTS 269
DMAC 255
Limited Choice

*LCC makes every effort to limit revisions to the pathways during their effective timeframe. However, the College reserves the right to update certificate and degree title changes, and make course changes as needed, without prior notice.*