

DIGITAL MEDIA DESIGN (A)

A degree in digital media design prepares you to create products in a digital and electronic format, providing foundational skills in social media design and communication, web design, 3D printing and more. As a digital media design student, you will take a variety of courses in art, communication, graphic design, digital photography and web design. You will also have access to experiential learning opportunities on and off campus, so you can practice the art, communication and technological skills introduced in the classroom. Upon graduation, you will have a brilliant portfolio to highlight all your skills and be career ready.

Program Learning Outcomes

Students will:

- Communicate effectively in a range of multi-media, considering audience, purpose, and context of the work.
- Apply appropriate historical knowledge in the creation, description and analysis of visual (technical, spiritual, philosophical, and social endeavors) art.
- Demonstrate technical proficiency and aesthetic sensibility relative to observational drawing, composition, and the manipulation of multi-media, including appropriate computer/digital applications.
- Examine the role and impact of visual communication, mass media in society, and communication media.
- Prepare documents/artifacts and practice strategies to seek employment or to advance in a chosen field.

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/)		45
Major Requirements		31
Emphasis		18
Electives		26
Total Hours		120

Major Requirements

Code	Title	Hours
Required Courses		
GD 110	Graphic Design I	3
GD 111	Graphic Design II	3
GD 360	Web Design I	3
ART 111	2-D Composition	3
ART 130	Digital Photography I	3
ART 145	Drawing for Art Majors	3
ART 246	Color & Media Dynamics	3
ART 285	Art History I	3
ART 286	Art History II	3
ART 310	History of Design	3
ART 450	Senior Portfolio/Exhibition	1
Total Hours		31

Choose one of the following emphases:

Social Media Emphasis

Code	Title	Hours
Required Courses		
COMM 260	Social Media	3
COMM 321	Media Writing	3
COMM 322	Multimedia Design	3
COMM 339	Film & Video Production	3
COMM 448	Advanced Multimedia Production	3
ART 360	Special Topics in Photography	3
Total Hours		18

Communication Emphasis

Code	Title	Hours
Required Courses		
ENG 245	Advanced Writing	3
COMM 260	Social Media	3
COMM 265	Journalism	3
COMM 321	Media Writing	3
COMM 322	Multimedia Design	3
COMM 339	Film & Video Production	3
Total Hours		18