Digital Media Communications

Degree Type
Associate in Science

The Associate of Science Degree in Digital Media Communications requires core computer technology and general education courses. Students will gain in-depth knowledge and hands-on experience in a variety of graphic design, web design and animation courses using industry standard applications. The program enables students to build their design and technology skills to prepare for an entry level career in graphic design for print and digital communication, as well as offers options for transfer to a four-year program. The program requires a 1-credit portfolio capstone course. Courses are offered on a rotating semester basis and many courses are delivered in a hybrid or fully online format. A basic understanding of computers, in both Windows and Macintosh platforms, and an appreciation for design is desirable for success. Students should work with their advisor to plan course selections to optimize program completion time. Due to competitive market conditions, transfer to a Bachelor Degree program is recommended.

Program Outcomes

Upon successful completion of the program of study, students will be able to:

- Demonstrate an understanding of the application of graphic design as visual communication.
- Demonstrate and apply theories of aesthetics to functional objects, websites, motion graphics and brand communication.
- Employ creative problem solving in projects that simulate real-world applications.
- Understand the principles and applications of motion and interactivity in the user experience.
- Describe and apply current theories of usability and functionality in digital media, or web design.
- Explain the history of graphic communication.
- Articulate the role of the artist, designer, programmer and storyteller in technically mediated communication.
- Demonstrate technical mastery in the student's area of concentration via a professional portfolio.

Technical Standards

Students who enroll in the program should comprehend the English language, both oral and written, and should have the ability to communicate effectively to gather and convey information. They should be able to sit at a computer workstation and stay on task for extended periods of time and be able to replicate teacher-demonstrated procedures. They should apply principles, concepts, and procedures for industry standards, behave appropriately in both self-directed and shared learning environments, and be able to perform algebraic calculations.

Transfer Credit Policy

In addition to Great Bay transfer credit policies, transfer of courses in Computer Technologies more than five years old will be evaluated by the program coordinator on an individual basis.

First Year

Fall Semester

Item #	Title	Theory Hours	Lab Hours	Credits
FYE115G	First Year Seminar Fine Arts	1	0	1
	ENGL110G/111G	4	0	4-5
DGMT115G	Introduction to Graphic Design	2	2	3
	MATH150G/152G or MATH170G	4	0	4-5
SOCI120G	Society and Technological Change	3	0	3
	Sub-Total Credits	**14-15**	**2-4**	**15-17**

FYE115G: *Recommended. Any one-credit FYE course fulfills this requirement.*

Spring Semester

Item #	Title	Theory Hours	Lab Hours	Credits
CIS112G	Introduction to Object Oriented Programming	2	2	3
ARTS124G	Art, Design, and Color	2	2	3
	Liberal Arts Elective*	3	0	3
	English Elective*	3	0	3
	Digital Media Communications Elective	2	2	3
	Sub-Total Credits	**12**	**6**	**15**

Summer Semester

Item #	Title	Theory Hours	Lab Hours	Credits
	Lab Science Elective*	3	3	4
	Liberal Arts Elective*	3	0	3
	Sub-Total Credits	**6**	**3**	**7**

Second Year

Fall Semester

Item #	Title	Theory Hours	Lab Hours	Credits
CIS124G	Web Development I	2	2	3
	Digital Media Communications Elective	2	2	3
	Digital Media Communications Elective	2	2	3
	Digital Media Communications Elective	2	2	3
DGMT125G	Introduction to Animation	2	2	3
	Sub-Total Credits	**10**	**10**	**15**

Spring Semester

Item #	Title	Theory Hours	Lab Hours	Credits
DGMT142G	Publication Design	2	4	4
	Digital Media Communications Elective	2	2	3
	Digital Media Communications Elective	2	2	3
	Digital Media Communications Elective	2	2	3
	Digital Media Communications Elective	2	2	3
CIS292G	Portfolio Preparation and Presentation	1	0	1
	Sub-Total Credits	**11**	**12**	**17**
	Total Credits			**69-71**