



# Digital Media Arts

## Associate in Applied Science Degree in Visual Arts

Programs **DMA.3D.AAS**  
**DMA.WEB.AAS**  
**DMA.MULT.AAS**  
CIP 500402

The Digital Media Arts A.A.S. option of the Visual Arts program prepares students for entry-level positions in three areas: 3-D Animation, Web Design, and Multimedia.

The computer is the primary tool of expression in the program; however, emphasis is placed on the development of creative thinking and art and design skills. Most course work takes place in a studio using regularly updated professional-quality hardware and software on both Macintosh and PC computer platforms.

The program may be pursued full-time or part-time. Some courses may be offered only during the evening.

The **3-D Animation** concentration (DMA.3D.AAS) prepares students for positions as 3-D production artists, animators, and modelers. Typical employers include animation studios; advertising agencies; design firms; television, film and video effects houses; and other branches of the entertainment industry.

### PROGRAM OUTCOMES

- Understand the pre-production process, including character design and storyboarding;
- Visualize and animate story ideas;
- Apply animation and storytelling principles to specific animation projects;
- Use design principles to create 3-D computer animations that communicate effectively;
- Use professional 3-D modeling and animation software applications;
- Solve design problems, which contain change over time, 3-D models, camera positions, lighting, and textures;
- Create a professional portfolio to serve in the pursuit of further education or employment.

The **Web Design** concentration (DMA.WEB.AAS) prepares students for positions as web designers, web animators, and interactive art directors – positions most often found in interactive multimedia studios, advertising agencies, and design firms. It also prepares students for advanced study in interactive media design.

### PROGRAM OUTCOMES

- Design an architectural plan for a website;
- Use professional software applications to create a website with advanced design and content;
- Use professional software to create interactive games and educational modules;
- Use professional software to edit digital video and audio;
- Use design principles to create web pages that communicate effectively;
- Use the principles of user interaction and usability to create user-friendly websites;
- Create websites that are accessible to and serve a variety of different user needs and technologies;
- Develop and present ideas in both written and oral formats;
- Create a professional portfolio to serve in the pursuit of further education or employment.

The **Multimedia** concentration (DMA.MULT.AAS) prepares students for positions as multimedia designers, graphic artists, and production artists. Typical employers include advertising agencies; design firms; television, film and video effects houses; and other branches of the entertainment industry. It also prepares students for advanced study in computer graphics or digital media arts.

### PROGRAM OUTCOMES

- Produce and manage two- and three-dimensional digital imagery using professional digital manipulation and illustration software;
- Produce and manage moving imagery using professional animation, video, and motion graphics software;
- Apply design principles in the design and creation of digital imagery;
- Apply animation and storytelling principles in the design and creation of animation and video projects;
- Understand the different phases of digital production;
- Use a variety of digital input and output technologies;
- Develop and present ideas in both written and oral formats;
- Create a professional portfolio to serve in the pursuit of further education or employment.

**NOTE:** All program listings are subject to periodic updates. Please consult your program advisor, academic division, or [www.mccc.edu/programs\\_degree](http://www.mccc.edu/programs_degree)



### Core Curriculum

Code	Course (lecture/lab hours)	Credits
<b>FIRST SEMESTER</b>		
ART 102	Basic Drawing (1/4)	3
ART 105	Two-Dimensional Design (1/4)	3
ART 106	Three-Dimensional Design (1/4)	3
CSW 100	College Success and Personal Wellness (2/0)†	2
DMA 105	Introduction to Computer Art (1/4)	3
ENG 101	English Composition I (3/0)	3
<b>SECOND SEMESTER</b>		
ART 123	History of Modern Art (3/0)	3
DMA 120	3-D Modeling I (1/4)	3
DMA 144	Internet Tools and Techniques (1/4)	3
DMA 145	Web Design I (1/4)	3
ENG 102	English Composition II (3/0)	3
— —	Professional elective <sup>1</sup>	3
<b>THIRD SEMESTER</b>		
DMA 135	Digital Narrative (1/4)	3
ART —	Art History elective (3/0) <sup>2</sup>	3
MAT —	Mathematics elective <sup>3</sup>	3
— —	<b>Concentration elective</b>	3
— —	<b>Concentration elective</b>	3
<b>FOURTH SEMESTER</b>		
CMN 112	Public Speaking (3/0)	3
DMA 250	Digital Portfolio Seminar (1/4)	3
— —	<b>Concentration elective</b>	3
— —	<b>Concentration elective</b>	3
— —	<b>Concentration elective</b>	3

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### Concentrations

#### 3-D Animation (electives)

ART 104	Life Drawing (1/4)	3
DMA 220	3-D Modeling II (1/4)	3
OR		
DMA 224	Rigging for Animation and Games (1/4)	3
DMA 225	Computer Animation I (1/4)	3
DMA 210	Motion Graphics (1/4)	3
DMA 226	Computer Animation II (1/4)	3

#### Web Design (electives)

DMA 110	Digital Imaging I (1/4)	3
DMA 140	Interactive Web Animation (1/4)	3
DMA 245	Web Design II (1/4)	3
DMA 246	Web Design III: Advanced Project (1/4)	3
OR		
DMA 290	Digital Media Arts Internship	3
— —	Web Design elective <sup>4</sup>	3

#### Multimedia (electives)

DMA 110	Digital Imaging I (1/4)	3
DMA 140	Interactive Web Animation (1/4)	3
— —	Multimedia elective <sup>5</sup>	3
DMA 210	Motion Graphics (1/4)	3
— —	Multimedia elective <sup>5</sup>	3

NOTE: Students must earn a minimum grade of C in all ADV, ART, CMN, DMA, IST, and PHO courses.

<sup>1</sup> Select from ADV 222; DMA 247, 275, 290; GAM 120.

<sup>2</sup> Select from ART 121, 122, 124, 125, 126; PHO 110.

<sup>3</sup> MAT 120 or 125 recommended. Select in consultation with an academic advisor.

<sup>4</sup> Select from ADV 110, 210; IST 108.

<sup>5</sup> Select from any 200-level DMA course or the following courses from other programs: ADV 210; CMN 141, 142; GAM 120; MUS 230; PHO 202, 203.

† Some exemptions apply. Consult academic advisor for details.