

# Digital Media Arts

## Associate in Applied Science Degree in Visual Arts

Programs **A4151**  
**A4152**  
**A4154**  
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 (A4151) 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. The successful graduate in the 3-D Animation concentration will be able to:

- 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 (A4152) 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. The successful graduate in the Web Design concentration will be able to:

- 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 (A4154) 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. The successful graduate in the Multimedia concentration will be able to:

- 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)

609.586.4800



**Core Curriculum**

Code	Course (lecture/lab hours)	Credits
ART 102	Basic Drawing (1/4)	3
ART 105	Two-Dimensional Design (1/4)	3
ART 106	Three-Dimensional Design (1/4)	3
DMA 105	Introduction to Computer Art (1/4)	3
ENG 101	English Composition I (3/0)	3
HPE 110	Concepts of Health and Fitness (1/2)†	2
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ART 123	History of Modern Art (3/0)	3
DMA 120	3-D Modeling I (1/4)	3
DMA 135	Digital Narrative (1/4)	3
DMA 145	Web Design I (1/4)	3
ENG 112	English Composition II with Speech (3/0) <sup>1</sup>	3
GAM 120	Game Theory and Culture (1/4)	3
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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>Concentration elective</b>	3
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DMA 250	Digital Portfolio Seminar (1/4)	3
— —	Science OR Technology elective	3-4
— —	General Education elective <sup>4</sup>	3
— —	<b>Concentration elective</b>	3
— —	<b>Concentration elective</b>	3

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

<sup>1</sup> Students who plan to transfer to a four-year college should take ENG 102 and CMN 111 or 112 instead of ENG 112.

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

<sup>3</sup> MAT 108 or 120 recommended.

<sup>4</sup> Select course from the following general education categories: Social Science, Humanities, Historical Perspective, Diversity and Global Perspective.

<sup>5</sup> Select from any 200-level DMA course or the following courses from other programs: ADV 210; CMN 141, 142; GAM 140; MUS 230; PHO 202, 203.

†HPE 111 is an acceptable alternative.

**Concentrations**

**3-D Animation Concentration Electives**

Code	Course (lecture/lab hours)	Credits
ART 104	Life Drawing (1/4)	3
DMA 224	3-D Modeling II (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 Concentration Electives**

Code	Course (lecture/lab hours)	Credits
DMA 110	Digital Imaging I (1/4)	3
DMA 140	Interactive Web Animation (1/4)	3
DMA 245	Web Design II (1/4)	3
ADV 110	Typography I (1/4)	3
DMA 246	Web Design III: Advanced Project (1/4)	3

**Multimedia Concentration Electives**

Code	Course (lecture/lab hours)	Credits
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

