



2022-2023 Academic Year

Digital Media Arts

Associate in Applied Science Degree in Visual Arts (A.A.S.)

Liberal Arts Division

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The **Digital Media Arts** A.A.S. option of the Visual Arts program prepares students for entry-level positions in three areas:

- 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.
- 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.
- 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.

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.

PROGRAM OUTCOMES

- Understand the pre-production process for applied design in the areas of animation, multimedia, web design, and digital assets distributed on the internet;
- Understand and apply storytelling principles applicable in the areas of animation, multimedia, web design, and digital assets distributed on the internet;
- Produce and manage digital assets for various production scenarios including animation, multimedia, and web design;
- Produce and manage two- and three-dimensional digital assets containing change over time and throughout pagination using professional software;
- Use professional 3-D modeling, animation, prototyping, and text editor software applications;
- Develop and present ideas in both written and oral formats;
- Use professional software applications to design websites with accessible design and content;
- Use design principles to develop websites that communicate effectively;
- Create a professional portfolio to serve in the pursuit of further education or employment.

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

SEE ALSO:

[3-D Animation](#) certificate program

[Web Design](#) certificate program

DEGREE CURRICULUM

2022-2023 Academic Year

DMA.3D.AAS

DMA.WEB.AAS

DMA.MULT.AAS

CIP 500402

The course sequence below represents a recommended example of how this degree program can be completed in two years, presuming a Fall Term start and satisfaction of all Developmental Studies (foundation courses) requirements and prerequisites. Actual approaches toward completion depend on each student's anticipated transfer institution, career objectives, or other individual circumstances.

Students are encouraged to meet regularly with an academic advisor or Success Coach to consider options, establish plans, and monitor progress.

Code	Course (lecture/lab hours)	Credits	To Do This Semester
FIRST SEMESTER			
ART 102	Basic Drawing (1/4)	3	✓ Meet with your faculty advisor to complete an academic plan. Make sure you are aware of any
ART 105	Two-Dimensional Design (1/4)	3	course prerequisites you may need to take, and how
DMA 110	Digital Imaging (1/4)	3	long it will take to complete your degree.
DMA 144	Internet Tools and Techniques (1/4)	3	
ENG 101	English Composition I (3/0)	3	✓ Use your online tools: Check your MercerMail daily, utilize features of Office 365, and get to know Student Planning .

✓ Take advantage of [Learning Centers](#) or [Online Tutoring](#) to support your studies and assignments.

SECOND SEMESTER

ART 106	Three-Dimensional Design (1/4)	3	✓ Transitioning to college can be challenging. Meet with your Success Coach for guidance and support.
ART 122	History of Art II (3/0)	3	
DMA 115	Vector Drawing (1/4)	3	✓ Apply for financial aid by May 1.
DMA 145	Web Design I (1/4)	3	
ENG 102	English Composition II (3/0)	3	✓ Contact professors with questions and use their office hours to develop a connection. Talk with them to get the inside scoop on how your profession works. ✓ Be sure to visit the Career Services office to explore jobs, internships, and career information and get help with your resume and other career tools. ✓ Apply for Continuing Student scholarships at www.mccc.edu/m-scholarships .

THIRD SEMESTER

DMA 135	Digital Narrative (1/4)	3	✓ Keep in contact with each professor and your faculty advisor. Make sure you are on track to graduate on time.
DMA 250	Digital Portfolio Seminar (1/4)	3	
MAT	— Mathematics elective	3	

	<ul style="list-style-type: none"> MAT 120 or 125 recommended. Select in consultation with an academic advisor. 		<ul style="list-style-type: none"> ✓ Work with Career Services to formulate plans for after you've earned this degree.
— —	Concentration elective	3	
— —	Concentration elective	3	<ul style="list-style-type: none"> ✓ Develop team and leadership skills by getting involved in activities and clubs. ✓ Apply for Continuing Student scholarships at www.mccc.edu/m-scholarships. ✓ Manage your stress! Take advantage of the MCCC pool, Fitness Center, free yoga and Zumba. Reach out for counseling or other support if you need it. Your Success Coach can connect you with resources.

FOURTH SEMESTER

ADV 201	Advertising Design II (1/4)	3	<ul style="list-style-type: none"> ✓ Get ready to start your career! Begin the job application process.
CMN 112	Public Speaking (3/0)	3	
— —	Art History elective	3	<ul style="list-style-type: none"> ✓ Discuss your career plans with your faculty advisor. S/he can help you transition successfully.
	<ul style="list-style-type: none"> Select from ART 121, 124, 125; CMN 107; PHO 110. 		
— —	Concentration elective	3	
— —	Concentration elective	3	
		60	

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

Code	Course (lecture/lab hours)	Credits
3-D Animation CONCENTRATION electives		
ART 104	Life Drawing (1/4)	3
DMA 120	3-D Modeling I (1/4)	3
DMA 225	Computer Animation I (1/4)	3
DMA 226	Computer Animation II (1/4)	3
Web Design CONCENTRATION electives		
ADV 101	Advertising Design I (1/4)	3
ADV 110	Typography I: Basics of Graphic Design (1/4)	3
DMA 245	Web Design II (1/4)	3
DMA 210	Motion Graphics (1/4)	3
	<i>OR</i>	3
DMA 290	Digital Media Arts Internship	
Multimedia CONCENTRATION electives		
ADV 110	Typography I: Basics of Graphic Design (1/4)	3
DMA 210	Motion Graphics (1/4)	3
DMA 275	Interdisciplinary Studio (1/4)	3
— —	Multimedia elective	

- Select from any 200-level DMA course or the following courses from other programs: ADV 101, 210; CMN 141, 142, 153; GAM 120; MUS 230; PHO 202, 203.