

DIGITAL ARTS & MEDIA DESIGN

Design for Print Major

TECHNOLOGY & WORKFORCE DEVELOPMENT DIVISION

Program of Study

Terra's Print Major emphasizes design and photography. Many of Terra's students are graduates of graphics and commercial art programs in Career Centers, but most have had little previous training in the field.

Graphics professionals must be technically trained, creative individuals. Students develop the ability to solve communication problems with a technical/creative approach. Traditional and computerized applications to various media are studied in theory and practice.

Internships and Co-ops in industry have come to be expected by employers. In a society that's constantly in search of access to information and obsessed with change, it stands to reason that printing and design are everywhere. Opportunities are vast in almost 100,000 plants that generate \$100 billion in business every year.

The faculty has identified the following Learning Outcomes for all graduates:

- Demonstrate the ability to use various computer applications for the purpose of page layout, image-editing and graphic design.
- Solve communications problems with a technical/creative approach.
- Design effectively with type.
- Present themselves and their ideas in an organized and professional manner.
- Demonstrate the ability to manage a design problem from conceptualization to a finished layout.
- Demonstrate the ability to use digital and film-based photographic equipment.

POTENTIAL OCCUPATIONS:

- Printing Press Operator
- Pressman
- Offset Press Operator
- Screen Printer
- Print Production Supervisor
- Customer Service Representative
- Printing Salesperson

Associate of Applied Science

TECHNICAL CONCENTRATION

		Credit Hrs.	
DMT	1010	Introduction to Multimedia.	3
DMT	1030	Visual Communications	3
DMT	1040	Digital Photography	3
DMT	1310	Design	3
DMT	2010	Introduction to Digital Video Production.	3
DMT	2600	Multimedia Project (Capstone).	3
PET	1100	Color Lab I OR Elective	4
		*DMT or ART Elective	3
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		Total Technical Credit Hours	28

GENERAL EDUCATION AND RELATED COURSES

GEN	1000	First-Year Seminar	1
CIT	1090	Computer Fundamentals	3
Choose One:		ENG 1050 College Composition I or ENG 1020	3
ENG	1350	Creative Writing	3
HUM	1050	Introduction to Film	3
MGT	1250	Leadership Development	3
MRT	1010	Marketing	3
MRT	1140	Advertising	3
MRT	1300	Public Relations	3
MTH	1310	Intermediate Algebra	4
SPE	2010	Effective Speaking	3
		*Social Science Elective	3
		Total General Education & Related Credit Hours	35

TOTAL CREDIT HOURS **63**

* Students should meet with their academic advisor to select appropriate electives.

For available Certificate Program options, see catalog pages 97-103.

** All students graduating from Terra State Community College with an Associate degree of any kind will be functionally proficient in common computer operations and applications. Please see your academic advisor or academic division office for further details.

To determine when courses are scheduled, see program curriculum sheet which is available from the Enrollment Services office in Building A/Room 100, from the Technology and Workforce Development Division office, Building E, Room 107 or on the web at www.terra.edu.