DESIGN & MEDIA STUDIES (A.A.) +

CCV's Design & Media Studies program allows students to combine their skills in creativity, communication, design, and technology to find employment in the broad area of arts and media. All students will get a firm grounding in visual and verbal communication, design software, drawing, photography, and the creation of a professional portfolio. Students will also choose one of four focus areas. Completing one of these focus areas, and expanding on this with strategically selected electives, will connect graduates with established four-year college programs both within Vermont and elsewhere and will also prepare them for the job market.

All associate degrees include completion of general education requirements which, together with program requirements, constitute a minimum of 60 credits. In some cases program requirements also fulfill general education requirements. You may not use a single course to meet two general education requirements.

General Education Requirements
Core Competencies
Complete at least one course in each of the following:
- ❑ First semester seminar_____
    - INT 1050 - Dimensions of Self & Society
- ❑ Technological Literacy
    - ART 1210 - Introduction to Adobe Creative Cloud
- ❑ Communication _____
    - COM 1180 - Storytelling through Media
    - *Meets graduation standard in oral communication*
- ❑ English Composition
    - ENG 1061 - English Composition
- ❑ Mathematics _____
- ❑ Research & Writing Intensive_____

Areas of Inquiry
Complete at least one course in each of the following:
- ❑ Scientific Method_____
- ❑ Human Expression
    - COM 1045 - Introduction to Visual Communication
- ❑ Human Behavior _____

Integrative Approaches
- ❑ Global Perspectives & Sustainability _____
- ❑ HUM 2010 - Seminar in Educational Inquiry
    - *Meets graduation standard in writing and information literacy*
- ❑ Quantitative Reasoning Assessment
    - *Meets graduation standard in quantitative reasoning*

Note(s)
*You may use a course to meet both a program requirement and a general education requirement; however, you may not use a single course to meet two general education requirements.

Minimum Total Credits in Degree: 60

Program Requirements
Courses are listed in the order in which we recommend you take them.
- ❑ COM 1045 - Introduction to Visual Communication*
- ❑ ART 1210 - Introduction to Adobe Creative Cloud*
- ❑ ART 1011 - Drawing I or ART 1060 - Two-Dimensional Design
- ❑ ART 1310 - Digital Photography I
- ❑ COM 1180 - Storytelling through Media*
- ❑ ART 2170 - Portfolio & Project Development

Select one of four focus areas
Digital Media Production:
- ❑ ART 1420 - Digital Animation
- ❑ ART 2440 - Digital Animation II
- ❑ FLM 1050 - Digital Filmmaking I
- ❑ FLM 2060 - Digital Filmmaking II

Graphic Design :
- ❑ ART 1111 - Graphic Design I
- ❑ ART 1112 - Graphic Design II
- ❑ ART 1350 - Typography
- ❑ Art History/appreciation course _____

Media Communications :
- ❑ COM 1070 - Social Media & Communication
- ❑ ENG 2145 - Writing for Multimedia
- ❑ CIS 1151 - Website Development
- ❑ BUS 1135 - Introduction to Digital Marketing

Visual Arts:
- ❑ ART 2211 - Painting I
- ❑ ART 1170 - Foundations of Sculpture
    - or
    - ART 1231 - Ceramics I
- ❑ Art History/appreciation course _____
- ❑ Choose any 3-credit studio art course in second level of Medium*_____

Electives: 6 credits _____

+ This program can be completed fully online with the exception of the Visual Arts focus area.

Program Outcomes

Graduates of the Design & Media Studies program will be able to:

- demonstrate fluency with technical, conceptual, and formal visual problem-solving skills through the creation of art, design, and/or media projects;

- demonstrate effective use of digital technologies to create art, design, and/or media projects that incorporate design thinking, visual storytelling, and interactive communications;

- curate a professional portfolio of selected finished works that effectively communicates readiness for employment or further education;

- demonstrate academic knowledge required of all CCV graduates, including competency in writing, information literacy, oral communication, and quantitative reasoning; and

- explore pathways and demonstrate preparedness for educational and career development in the student's field of study.

The Design & Media Studies program is great for you if:

- you want to turn your passion for art, design, technology and communications into a career;

- you enjoy using art, text and images to communicate visual messages;

- you are preparing for a career in advertising, publications, marketing, or media;

- you are preparing for a career in visual arts, art education, art therapy, or technology for teaching & learning.

Key information and advice for students in the Design & Media Studies program:

- Many of the courses in this program are widely available online and throughout the state and are often taught by professionals in the field.

- Transfer agreements make it possible to transfer easily to a number of four-year colleges.

- The degree provides practical experience with industry-standard computer graphic software.

- Students will learn foundational drawing, design, and technical skills that will help them to create visual solutions for their personal vision and/or potential clients.

- The required Portfolio & Project Development course provides practical experience in the workplace and can be a stepping stone to employment in the field.

- The student will create a portfolio of work that can support application into a bachelor degree program or direct employment.

- The associate degree in Design and Media Studies is the perfect balance of liberal arts courses and workplace preparation that will allow students to further their education in a four-year program, or join the workforce at an entry level.

- The Vermont State Colleges System's (VSCS) Direct Admissions program gives CCV students guaranteed transfer admission to all VSCS schools, saving them time and money. Visit ccv.edu/transfer for more information.

The Design & Media Studies program prepares you for careers such as:

- Graphic designer for newspaper, advertising, publishing firm or department.

- Multimedia Designer at a communications agency

- Web Publisher

- Multimedia Educational Specialist

- Illustrator for Periodicals and Newspapers

- Gallery Worker

For up-to-date Vermont labor market information, including salary information and growth projections, view the Economic and Labor Market Information on the Vermont Department of Labor Website http://www.vtlmi.info/.