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, and the creation of a professional portfolio. Students will expand on this foundation with design & media elective choices that prepare them for further education and career opportunities.

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. Students in the Design & Media Studies degree program may choose to pursue one or more of the following certificates while obtaining their degree: digital media production, graphic design, media communications, or studio art.

General Education
Complete at least one course in each of the following:
❑ First Semester Seminar
    INT 1050 - Dimensions of Self & Society

❑ Introductory Written Expression – VSCS
    ENG 1061 - English Composition

❑ Digital and Computing Literacy – VSCS
    ART 1210 - Introduction to Adobe Creative Cloud

❑ Mathematics - VSCS
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❑ Natural Science - VSCS
    _____

❑ Social Science - VSCS
    _____

❑ Arts & Aesthetics - VSCS
    COM 1045 - Introduction to Visual Communication

❑ Humanistic Perspectives - VSCS
    _____

❑ Communication
    Meets graduation standard in oral communication
    COM 1180 - Storytelling through Media

❑ Research & Writing Intensive
    _____

❑ HUM 2010 - Seminar in Educational Inquiry
    Meets graduation standard in writing and information literacy

❑ Quantitative Reasoning Assessment
    Meets graduation standard in quantitative reasoning

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
❑ COM 1180 - Storytelling through Media*
❑ ART 2170 - Portfolio & Project Development

Design & Media Electives
Choose at least 15 credits from any ART, ARH, FLM course, or:
❑ BUS 1135 - Introduction to Digital Marketing
❑ BUS 2245 - Search Engine Marketing & Optimization
❑ CIS 1151 - Website Development
❑ CIS 1152 - Advanced Web Development
❑ CIS 1170 - Introduction to Web Analytics
❑ COM 1070 - Social Media & Communication
❑ ENG 2145 - Writing for Multimedia *
❑ MUS 2160 - Introduction to Technology in Music

Electives: 6 credits _____

+ This program can be completed fully online.

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's 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/.

DESIGN AND MEDIA STUDIES (A.A.) -- CREATE A FOCUS AREA

The Design & Media Studies (A.A.) program provides flexibility to explore and creatively craft your degree. The 15 credits of Design & Media electives allow you to customize your degree to meet your career goals and/or prepare for transfer to a bachelor degree. You can choose electives to focus on a specific area such as Digital Media Production, Graphic Design, Media Communications, or Studio Art.

Recommended courses for Design & Media Studies focus areas:

Digital Media Production	Graphic Design
• FLM 2050 - Introduction to Film Study • FLM 1050 - Digital Filmmaking I • ART 2090 - Motion Graphics • FLM 2060 - Digital Filmmaking II **and one of the following:** • COM 1070 - Social Media & Communication • MUS 2160 - Introduction to Technology in Music • CIS 1045 - Multimedia Applications & Tools	• ART 1310 - Digital Photography I • ART 1111 - Graphic Design I • ART 1112 - Graphic Design II • ART 1350 - Typography **also consider:** • An art history course or • ART 2090 - Motion Graphics
Media Communications	Studio Art
• COM 1070 - Social Media & Communication • ENG 2145 - Writing for Multimedia • BUS 1135 - Introduction to Digital Marketing • CIS 1151 - Website Development **also consider:** • BUS 2245 - Search Engine Marketing & Optimization • CIS 1152 - Advanced Web Development • CIS 1170 - Introduction to Web Analytics	• ART 1170 - Foundations of Sculpture or ART 1231 Ceramics I • ART 2211 - Painting I • Art History or Art Appreciation Course • 2nd level Studio Art Electives