

# 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  
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- Social Science - VSCS  
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- Arts & Aesthetics - VSCS  
COM 1045 - Introduction to Visual Communication
- Humanistic Perspectives - VSCS  
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- Communication  
Meets graduation standard in oral communication  
COM 1180 - Storytelling through Media
- Research & Writing Intensive  
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- 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 - Music and Audio Recording

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 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](http://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.vtلمي.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
<ul style="list-style-type: none"> <li>• FLM 2050 - Introduction to Film Study</li> <li>• FLM 1050 - Digital Filmmaking I</li> <li>• ART 2090 - Motion Graphics</li> <li>• FLM 2060 - Digital Filmmaking II</li> <li>• FLM 1070 - Audio for Film and Visual Media</li> </ul>	<ul style="list-style-type: none"> <li>• ART 1310 - Digital Photography I</li> <li>• ART 1111 - Graphic Design I</li> <li>• ART 1112 - Graphic Design II</li> <li>• ART 1350 - Typography</li> </ul> <p><b>also consider:</b></p> <ul style="list-style-type: none"> <li>• An art history course or ART 2090 - Motion Graphics</li> </ul>
Media Communications	Studio Art
<ul style="list-style-type: none"> <li>• COM 1070 - Social Media &amp; Communication</li> <li>• ENG 2145 - Writing for Multimedia</li> <li>• BUS 1135 - Introduction to Digital Marketing</li> <li>• CIS 1151 - Website Development</li> </ul> <p><b>also consider:</b></p> <ul style="list-style-type: none"> <li>• BUS 2245 - Search Engine Marketing &amp; Optimization</li> <li>• CIS 1152 - Advanced Web Development</li> <li>• CIS 1170 - Introduction to Web Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• ART 1170 - Foundations of Sculpture or ART 1231 Ceramics I</li> <li>• ART 2211 - Painting I</li> <li>• Art History or Art Appreciation Course</li> <li>• 2nd level Studio Art Electives</li> </ul>

