

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 three focus areas: Graphic Design adds a strong focus on technical design and the production of a wide range of creative and useful visual projects, using typography and many other artistic tools and software; Media Communications adds valuable experience in understanding and utilizing social media and enhancing communication through spoken and digital applications for self-expression, news, persuasion, and entertainment; Visual Arts adds a focus on foundational artistic skills, a variety of art courses and theoretical context, and the creative productivity needed as a developing studio artist. 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 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.

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 three focus areas

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
- CIS 1045 - Introduction to Multimedia Applications & Tools
- CIS 1151 - Website Development
- ART 1410 - Digital Animation

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 _____

Minimum Total Credits in Degree: 60

Program Outcomes

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

- display technical skill in drawing and composition, applying principles of design and color to their work;
- effectively use software applications and other technology to communicate ideas and tell stories;
- create visual art, graphic design, and/or multimedia projects that engage audiences using a variety of design techniques and aesthetic elements;
- develop a portfolio of finished work that is displayed in a professional manner and effectively integrates content and form;
- demonstrate academic knowledge required of all CCV graduates, including competency in writing, information literacy, oral communication, and quantitative reasoning; and
- explore pathways 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

Job outlook in Design & Media Studies in the state of Vermont:

<i>Title</i>	<i>Median Salary</i>	<i>Projected Growth (10 Yrs)</i>
Graphic Designer	\$39,860	4%
Multimedia Artists and Animators	\$34,990	<i>no trend data</i>
Web Developer	\$45,000	16%
Graphic Artist Video Editor	\$45,000	<i>no trend data</i>
Fine Artist (Painter, Sculptor, Illustrator)	\$25,530	<i>no trend data</i>

Source: Vermont Department of Labor, <http://www.vtmi.info/oic.cfm>