

DIGITAL MEDIA ARTS (AAT)

Academic Plans, known as programs, include an overview description and a summary of program requirements. You can search the online catalog via the Academic Plan links on the right for a desired program or a specific course information.

The Digital Media Arts AAT degree prepares students for professional practice in digital art and media design. Students create visual content and communications for delivery to various web, social and digital media platforms. Students will be skilled in designing digital art, motion graphics, basic animation, integrated multimedia, video/sound production, user experience, website and interface design. Competency is developed through hands-on experience, real client project work, professional skills and building a portfolio of work. Graduates will be prepared to enter the job market as a freelance digital designer, production artist, digital media specialist, web designer, videographer, multimedia/motion designer, marketing assistant, or content/project coordinator.

Code	Title	Credits/ Units
General Education Requirements		
<i>College Preparation</i>		
COLL 101	College Essentials: Introduction To Clark	2
<i>Communication Skills</i>		
ENGL& 101	English Composition I	5
or PTWR 135	Introduction To Applied Technical Writing	
<i>Computational Skills</i>		
PTCS 110	Professional Technical Computational Skills	5
<i>Human Relations</i>		
Select one from the following:		5
CMST& 210	Interpersonal Communication	
CMST& 230	Small Group Communication	
BUS& 101	Introduction To Business	
SOC& 101	Introduction To Sociology	
Major Area Requirements		
<i>Fine Art Foundations</i>		
ART 101	2D Art And Design	5
ART 110	Creativity And Concept	3
<i>Digital Media Arts</i>		
ART 118	Time-Based Art And Design	4
ART 208	Digital Painting & Illustration	4
DMA 101	Photoshop Raster Graphics	4
DMA 102	Illustrator Vector Graphics	4
DMA 104	Motion Graphics And Animation I	4
DMA 201	Video And Sound Production I	4
DMA 202	Video And Sound Production II	4
DMA 204	Motion Graphics And Animation II	4
<i>Web Design</i>		
CTEC 117	User Experience Design	4
CTEC 121	Intro To Programming & Problem Solving	5
CTEC 122	HTML Fundamentals	4
CTEC 160	WordPress I	5
CTEC 270	Web And Interface Design I	4

CTEC 271	Web And Interface Design II	4
<i>Professional Development</i>		
DMA 114	Professional Practices And Portfolio I	4
DMA 214	Professional Practices And Portfolio II	4
DMA 215	Professional Studio Experience	4
TOTAL CREDITS REQUIRED		95

¹ Four credits/units required.

Program Outcomes

Program outcomes are overarching skills that are emphasized and reinforced throughout several courses in a specific program; they are measurable statements that define what students should know or be able to do by the end of a certificate or degree at Clark College. After successful completion of this program, students will be able to:

- Articulate well-considered ideas and written claims to an academic audience, using effective rhetorical techniques, properly credited evidence, and a command of Standard English. (GE)
- Demonstrate interpersonal/human relations skills. (GE)
- Demonstrate and clearly explain an effective strategy to solve a quantitative problem. (GE)
- Contextual Communication: Strategize and articulate the context, purpose, and meaning of digital media messaging.
- Design Thinking: Engage in design thinking through user-centered, iterative design and evaluation process.
- Media Technology: Integrate media technology through synthesis of content, interaction and functionality.
- Professional Practice: Demonstrate professional practices through industry preparation, performance and portfolio.

Program maps are a suggested academic plan and should not be used in the place of regular academic advising appointments. Your student entry method, placement, course availability, and program requirements are subject to change and transfer credit(s) may change your map/plan.

To view the current suggested map for your program please visit our website <http://www.clark.edu/academics/programs/program-maps/>