PROGRAM OF STUDY

Digital Arts and Media Certificate of Achievement

Effective: Fall2017

This certificate will prepare the student for employment in the field of digital design and media production. It consists of experiences in applied design, graphic design principles, layout and design, and multimedia production. The focus is upon an introduction to advertising thinking, visual communication, and skills in graphic design and preparing art for reproduction.

Career Opportunities in DIGITAL ARTS AND MEDIA

Career opportunities for students completing the Digital Arts and Media certification include entry-level options into graphic design illustration, web design and management, and social/e-marketing.

Core Courses

DAM 105	Introduction to Digital Design	3
DAM 150	Digital Media	3
DAM 110	Adobe Photoshop	3
DAM 125	InDesign	3
DAM 281	Adobe Illustrator	3

Total Units　　　　　　　　　　　　　　　　　　　　**15**

CC Approval Date: 05/13/2016