

DIGITAL MEDIA DESIGN AND PRODUCTION, ASSOCIATE OF APPLIED SCIENCE



Create Boldly. Design the Future.

The Digital Media Design program at San Jacinto College provides students with the technical skills and creative foundation necessary for a career in the art and design space, including graphic design, multimedia design, and web design. Students will learn from industry-experienced instructors while also having the opportunity to complete field experience, ensuring graduates are ready to enter the design and digital media industry.

Career Opportunities and Income

Visit [sanjac.edu](https://www.sanjac.edu/programs/areas-of-study/arts/art-design/) (<https://www.sanjac.edu/programs/areas-of-study/arts/art-design/>) for information regarding career opportunities and potential earnings in the Greater Houston region.

Learning & Career Pathway

This learning pathway – a series of related and “stacked” certificates and degrees – includes the following awards. You can start at any point on the path and earn certificates on your way to completing the degree.

- Digital Media and Graphic Applications, Occupational Certificate (<https://publications.sanjac.edu/areas-study/arts-humanities-communications-design/digital-media-occupational-certificate/>) (6 months)
- Digital Media Design, Certificate of Technology (<https://publications.sanjac.edu/areas-study/arts-humanities-communications-design/digital-media-certificate-technology/>) (1.5 years)
- Digital Media Design and Production, Associate of Applied Science Degree (p. 1) (2 years)

Learning Outcomes and Career Skills

A student completing the last award in the pathway will be able to:

- Relate industry processes to course work and external learning opportunities.
- Apply professional verbal and written communication skills.
- Present a representation of developed work via a portfolio.
- Deliver confident presentations to a group.
- Participate in external learning opportunities away from the classroom.
- Analyze and solve problems independently.
- Apply organized document and file management techniques.
- Work successfully within a collaborative environment.

External Learning Experiences

This program includes external learning experiences outside of the classroom, e.g., an internship, externship, clinical, practicum, or cooperative learning experience. Those experiences are typically on-site at a business or organization.

All students participating in external learning experiences are required to comply with the immunization requirements and policies of the external learning sites. Some learning sites outside the college have their own vaccination requirements. These rules come from those facilities and are not mandated by the college. Failure to meet those immunization requirements may limit a student’s ability to complete the program and/or may delay the student’s graduation date. San Jacinto College does not process exemptions, and students should address potential vaccination exemptions directly with the external learning site.

Locations

- South (<https://www.sanjac.edu/about/locations/south/>)

College Admission

San Jacinto College is an open admission institution. All students are welcome to apply and will be admitted to the College. You may begin the process on the College’s “How to Apply (<https://www.sanjac.edu/admissions/how-to-apply/>)” webpage.

Program Admission

There are no additional admission requirements for the Digital Media Design program; you only need to complete your application to the College, as noted in “College Admission” above, and follow the enrollment steps.

Plan of Study

3DMD

First Year

| First Term | | Credits |
|----------------|-----------------------------------|-----------|
| ARTC 1325 | Introduction to Computer Graphics | 3 |
| IMED 1301 | Introduction to Digital Media | 3 |
| PHTC 1311 | Fundamentals of Photography | 3 |
| ARTV 1351 | Digital Video | 3 |
| ENGL 1301 | Composition I | 3 |
| Credits | | 15 |

Second Term

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|-----------|--------------------------|---|
| ARTC 1302 | Digital Imaging I | 3 |
| IMED 1316 | Web Page Design I | 3 |
| ARTC 1327 | Typography | 3 |
| ARTS 1311 | Design I (2-dimensional) | 3 |

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|---------------------------|---|-----------|
| MATH 1332 | Contemporary Mathematics (Quantitative Reasoning) | 3 |
| Credits | | 15 |
| Second Year | | |
| First Term | | |
| ARTC 1317 | Design Communication I | 3 |
| IMED 2315 | Web Page Design II | 3 |
| ARTS 1304 | Art History II (14th century to the present) | 3 |
| ARTS 1316 | Drawing I | 3 |
| SPCH 1315 | Public Speaking | 3 |
| Credits | | 15 |
| Second Term | | |
| IMED 1321 | Introduction to UX/UI Design | 3 |
| ARTC 2347 | Design Communication II | 3 |
| ARTC 1371 | Digital Marketing for Design | 3 |
| ARTC 2335 or ARTC 2366 | Portfolio Development for Graphic Design or Practicum - Commercial and Advertising Art | 3 |
| SOCI 1301 | Introduction to Sociology | 3 |
| Credits | | 15 |
| Total Credits | | 60 |

Capstone Experience: ARTC 2335 Portfolio Development for Graphic Design or Work-based Learning Experience: ARTC 2366 Practicum - Commercial and Advertising Art