

DIGITAL MEDIA DESIGN

Professor Terry Floyd, Program Director

The job market for Digital Media Design graduates is wide open. According to the Bureau of Labor Statistics, the outlook for Web Design and Development, Social Media Developer, Social Media Designer, and Multimedia Designer show a job growth up to 19% through 2026, which is much faster than average. The median pay for jobs in the Digital Media field is \$70,000 per year. We are excited to offer students this opportunity in the innovative field of Digital Media Design.

Program Description

The University of Charleston's Digital Media Design Program is located on the Charleston campus and offers a 4-year Bachelor of Science degree. The program offers students opportunities to learn multiple programs and develop technology for Digital Media such as Web Development, Social Media, Animation and Motion, 3D prototypes, and App Design. Students will collaborate with current majors at UC in studio and classroom settings to develop tangible products. These courses will also take advantage of team teaching and professional mentors to further develop the student's body of knowledge. The Digital Media Design program will help students to hone his or her skills in areas of interest such as Social Media Design, Web development, Product Design, and Animation to become a well-rounded UC student and future alum. The students will have an additional opportunity to serve as Social Media Ambassadors. The Ambassadors will apply what they learn in the Digital Media courses and develop a student-focused social media campaign to highlight student life at UC and the Digital Media Design program. Students are encouraged to join UC's DREAAM Studio and participate in developing digital workshops, think tanks, and other activities for UC and the community.

Mission Statement

The Digital Media Design program prepares graduates for an entry-level position in the digital media profession. It provides the students opportunities to expand and mature thinking and embodies innovation to engage and improve communities.

Program Outcomes

The graduate will:

2. Develop an understanding of technical knowledge, design skills, and conceptual development in digital media.
3. Apply principles of design, coding, computer techniques, and visual communication.
4. Research, evaluate, reflect, and assess the characteristics and merits of personal work and the work of others.
5. Communicate in written and oral forms knowledge of design and how it has developed.

6. Create a body of work that reflects an understanding of professional practices in the field.

What You Will Study

The Digital Media Design degree program includes 34 to 37 credits of academic work, including 3 credits of mathematics, 8 credits of Computer Science, and 9 credits of Business and Communication. Students must also complete general education requirements and electives for a minimum total of 120 credits.

Digital Media Design Core Components		
Course	Title	Credits
DMDS 101	Introduction to Digital Media Design	3
DMDS 201	Digital Media and Graphics	3
DMDS 202	Image Manipulation and Web Aesthetics	3
DMDS 210	3D Design and Product Development	3
DMDS 301	Animation, Motion, and Editing	3
DMDS 302	Web and Social Media Design	3
DMDS 310	Ideas and Visualization Studio	3
DMDS 311	Social Media and Product Development	3
DMDS 312	User Interface and Web Development Studio	3
DMDS 410	Digital Media Design Senior Capstone	4
DMDS 490	Digital Media Design Internship	3 or 6
Digital Media Design Core		34 or 37
Required Courses Outside of Major		
BUSI 151	Introduction to Business	3
COSC 110+110L	Computer Science I and Lab	4
COSC 120+120L	Computer Science II and Lab	4
MATH 120	Intermediate Algebra	3
ICOM 151	Introduction to Human Communications	3
ICOM 441	Communication Law and Ethics	3
Require Courses Outside of Major		20

Standard Four-Year Path

FRESHMAN YEAR			
Fall Semester		Spring Semester	
DMDS 101 Intro to Digital Media Design (HUMN Flex)	3	DMDS 202 Image Manipulation and Web Aesthetics	3
DMDS 201 Digital Media and Graphics	3	ICOM 151 Human Communications (HUMN Flex)	3
MATH 120 Intro to College Algebra (STEM Flex)	3	UNIV 105 Foundations of Character & Leadership	3
BUSI 151 Intro to Business	3	SPCH 103 Speech	3
COMM 101 Freshman Writing	3	COMM 102 Freshman Writing	3
UNIV 104 College Motivation and Success	3	Social Science Flex Course	3
Total Credits	18	Total Credits	18

JUNIOR YEAR

SOPHOMORE YEAR			
Fall Semester		Spring Semester	
DMDS 210 3D Design and Product Development	3	DMDS 301 Animation, Motion, and Editing	3
COSC 110 + Lab Computer Science I (STEM Flex)	4	DMDS 310 Ideas and Visualization Studio	3
Social Science Flex Course	3	COSC 120 + Lab Computer Science II	4
Elective Flex Course	3	Elective Flex Course	3
Minor	3	Minor	3
Total Credits	16	Total Credits	16
Fall Semester		Spring Semester	

DMDS 302 Web and Social Media Design	3	DMDS 312 User Interface and Web Development	3
DMDS 311 Social Media and Product Development Studio	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
Total Credits	15	Total Credits	15

SENIOR YEAR			
Fall Semester		Spring Semester	
DMDS 410 Digital Media Design Capstone	4	DMDS 490 Digital Media Design Internship	3 or 6
ICOM 441 Communication Law and Ethics	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
Total Credits	13	Total Credits	12 or 15

Admission Requirements

Students must gain general admission to the University of Charleston. A visit to campus to meet with Admissions personnel and program faculty is strongly encouraged.

Additional Requirements

In order to graduate, a student must receive a minimum grade of “C” for each of the program courses. Digital Media Design majors must meet all University of Charleston graduation requirements and successfully complete the Digital Media Design Capstone course and internship.

DIGITAL MEDIA DESIGN MINOR

The Digital Media Design minor is designed for students who want to enhance skills and abilities with digital media. Students will gain knowledge of the process for creating Social Media and Websites Aesthetics, Animation, and Visual products. Also, Students will gain experience using industry-standard computer software while acquiring an understanding of digital media and the design process. This minor is an excellent complement for students majoring in Communications, Digital Marketing, Business Administration, Applied Computer Science, Political Science, Health Care, and others.

The minor in Digital Media Design requires that the student complete 18 credits of courses in Digital Media Design.

Digital Media Design Minor		
Foundation Courses 12 Hours		
Course	Title	Credits
DMDS 101	Introduction to Digital Media Design	3
DMDS 201	Digital Media and Graphics	3
DMDS 202	Image Manipulation and Web Aesthetics	3
DMDS 210	3D Design and Product Development	3
Intermediate Pick One Course 3 Hours		
DMDS 301	Animation, Motion, and Editing	3
DMDS 302	Web and Social Media Design	3
Advanced Pick One Course 3 Hours		
DMDS 310	Ideas and Visualization Studio	3
DMDS 311	Social Media and Product Development Studio	3
Total Credits		18

4 Semester Plan

FIRST YEAR			
Fall Semester		Spring Semester	
DMDS 101 Intro to Digital Media Design	3	DMDS 202 Image Manipulation and Web Aesthetics	3
DMDS 201 Digital Media and Graphics	3		
Total Credits	6	Total Credits	3

SECOND YEAR			
Fall Semester		Spring Semester	
DMDS 210 3D Design and Product Development	3	DMDS 310 Ideas and Visualization Studio	3
DMDS 302 Web and Social Media Design	3		
Total Credits	6	Total Credits	3

5 Semester Plan

FIRST YEAR

Fall Semester		Spring Semester	
DMDS 101 Intro to Digital Media Design	3	DMDS 202 Image Manipulation and Web Aesthetics	3
DMDS 201 Digital Media and Graphics	3		
Total Credits	6	Total Credits	3

SECOND YEAR

Fall Semester		Spring Semester	
DMDS 210 3D Design and Product Development	3	DMDS 301 Animation, Motion, and Editing or DMDS 310 Ideas and Visualization Studio	3
Total Credits	3	Total Credits	3

THIRD YEAR

Fall Semester	
DMDS 311 Social Media and Product Development Studio or DMDS 302 Web and Social Media Design	3
Total Credits	3