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DIGITAL MEDIA DESIGN MAJOR

Professor Terry Floyd, Program Director

Digital Media Design Program Mission Statement

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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.

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Program Description

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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 & social media development, animation and motion editing, 3D prototypes, and visual communications. Students will collaborate with current majors at UC in studio and classroom settings to develop tangible products. These courses will also take advantage of experiential learning to further develop the student's body of knowledge, such as working with clients to produce work. The Digital Media Design program will help students to hone their skills in areas of interest such as Web development, Product Design, Motion Graphics, and visual communication to become a well-rounded UC student and future alum. The students will have an additional opportunity to serve as the DMDS Student Ambassador or Social Media Manager. The Ambassador helps in promoting the program through recruiting or DMDS events. The Social Media Manager 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.

The program can be completed in 3.5 to 4 years.

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Digital Media Design Program Learning Outcomes

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The graduate will:

1. Develop an understanding of technical knowledge, design skills, and conceptual development in digital media.

2. Apply principles of design, coding, computer techniques, and visual communication.

3. Research, evaluate, reflect, and assess the characteristics and merits of personal work and the work of others.

4. Communicate in written and oral forms knowledge of design and how it has developed.

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

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What You Will Study

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The Digital Media Design degree program includes 36 or 39 credits of academic work, including 3 credits of mathematics, 6 credits of Computer Science, and 10 credits of Business, Communication, and English. Students must also complete general education requirements and electives for a minimum total of 120 credits.

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A Digital Media Design major will encounter many opportunities after graduation. To better prepare graduates, students should increase their knowledge at an introductory level in an additional field of study. The additional field of study could be comprised of a minor or focused electives from one of the existing programs at UC selected in conjunction with their advisor.

Digital Media Design Core Components		
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 303	Digital Media and Graphics II	3
DMDS 310	Ideas and Visualization Studio	3
DMDS 311	Animation & Product Design Studio	3
DMDS 312	UI & UX Web Design Studio	3
DMDS 390	Professional Practices	3
DMDS 410	Digital Media Design Senior Capstone	3
DMDS 490	Digital Media Design Internship	3 or 6
Digital Media Design Core	**39 or 42**	
Required Courses Outside of Major		
BUSI 151	Introduction to Business	3
COSC 100	Applied Computer Science I	3
COSC 200	Applied Computer Science II	3
ENGL 361	The Eagle	1
MATH 120	Intermediate Algebra	3
ICOM 151	Introduction to Human Communications	3
ICOM 403	Advanced Videography	3
Required Courses Outside of Major	**19**	

Standard Four-Year Path

FIRST YEAR			
Fall Semester		**Spring Semester**	
DMDS 101 Intro to Digital Media Design (HUMN Flex)	3	DMDS 202 Image Manipulation and Web Aesthetics (Flex Elective)	3
DMDS 201 Digital Media and Graphics (HUMN Flex)	3	DMDS 210 3D Design and Product Development	3
BUSI 151 Intro to Business	3	ICOM 151 Human Communications (HUMN Flex)	3
ENGL 101 Freshman Writing I	3	UNIV 105 Foundations of Character & Leadership	3
UNIV 104 College Motivation and Success	3	SPCH 103 Oral Communication (embedded)	3
Total Credits	15	ENGL 102 Freshman Writing II	3
		Total Credits	**18**

SECOND YEAR			
Fall Semester		**Spring Semester**	
DMDS 303 Digital Media and Graphics II	3	DMDS 310 Ideas and Visualization Studio	3
DMDS 301 Animation and Motion Graphics	3	COSC 200 Applied Computer Science II	3
COSC 100 Applied Computer Science I (STEM Flex)	3	ENGL 361 The Eagle	1
MATH 120 Intro to College Algebra (STEM Flex)	3	Social Science Flex Course	3
Social Science Flex Course	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
Total Credits	**18**	**Total Credits**	**16**

THIRD YEAR			
Fall Semester		**Spring Semester**	
DMDS 302 Web and Social Media Design	3	DMDS 312 UI & UX Web Design Studio	3
DMDS 311 Animation and Product Design Studio	3	DMDS 390 Professional Practices	3
Minor/Elective	3	ICOM 403 Advanced Videography	3
Minor/Elective	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
Total Credits	**15**	**Total Credits**	**15**

FOURTH YEAR			
Fall Semester		**Spring Semester**	
DMDS 410 Digital Media Design Capstone	3	DMDS 490 Digital Media Design Internship	3 or 6
Minor/Elective	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective* (Students with 3 Hr Internship)	3
Total Credits	**12**	**Total Credits**	**12**

Admission Requirements

Students must gain general admission to the University of Charleston.

Additional Requirements

To graduate, students must earn a C or better in all courses required for the major. Digital Media Design majors must meet all University of Charleston graduation requirements and successfully complete the Digital Media Design Capstone course and internship.

UC requires students to have a personal computer. Below are the computer requirements for DMDS.

Apple or PC – Intel or AMD Quad Core Processor, latest OS (Microsoft Word 10 or later, Mac OS Ventura), 16 GB Ram, 2 GB of GPU VRAM, 15 GB Hard Disc Space, 1920 x 1080 resolution.

DIGITAL MEDIA DESIGN MINOR

The Digital Media Design minor is designed for students who want to enhance their skills and abilities with digital media. Students will gain knowledge of the process for prototyping and publishing websites, motion graphics, and visual communication. The 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 12 hours of foundational courses and 6 hours of focus areas – Visual Communications, Animation Editing and Product Development, and Web & Social Media Design. Focus areas descriptions are listed below.

Visual Communications

Visual Communications provides students with a focus area for traditional graphic design. Students learn skills to help create layouts for brochures, pamphlets, street posters, color psychology, graphic identities, logos, and much more. Students would have the opportunity to sit for the Adobe Certified Associate Photoshop exam.

Animation, Editing, and Product Development

Animation, Editing, and Product Development provides students with a focus area for digital animation and 3D design. Students learn skills to help create 3D designs for products and character animation. Students will have the opportunity to create a basic game for mobile and web applications as well as adding sounds to enhance the user's experience. Students will develop a character product, which can include action figures, stickers, etc.

Web & Social Media Design

Web and Social Media design provides the students with a focus area for designing web sites and social media apps. Students learn skills to create low and high-fidelity sites to enhance the user's experience. Students will have the opportunity to create web and mobile apps for clients and personal sites. Students will work in teams to help develop their skills as UI (User Interface) and UX (User Experience) designer.

Digital Media Design Minor		
Foundation Courses 12 Hours		
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
Focus Area Intermediate and Advance Courses 6 Hours **Students will select from one of the following focus areas of interest.**		
Visual Communications - 6 hours		
DMDS 303	Digital Media and Graphics II	3

Digital Media Design Minor		
DMDS 310	Ideas and Visualization Studio	3
Animation Editing and Product Development – 6 hours		
DMDS301	Animation Motion & Editing	3
DMDS 311	Animation & Product Design	3
Web and Social Media Design – 6 hours		
DMDS 302	Web and Social Media Design	3
DMDS 312	UI & UX Web Design Studio	3