

## 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		
<b>Foundation Courses 12 Hours</b>		
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
<b>Focus Area Intermediate and Advance Courses 6 Hours</b> Students will select from one of the following focus areas of interest.		
<i>Visual Communications - 6 hours</i>		
DMDS 303	Digital Media and Graphics II	3

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DMDS 310	Ideas and Visualization Studio	3
<b><i>Animation Editing and Product Development – 6 hours</i></b>		
DMDS301	Animation Motion & Editing	3
DMDS 311	Animation & Product Design	3
<b><i>Web and Social Media Design – 6 hours</i></b>		
DMDS 302	Web and Social Media Design	3
DMDS 312	UI & UX Web Design Studio	3