

### 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, Sports Media, Health Care, and others.

The minor in Digital Media Design requires that the student complete 12 hours of foundational courses and 6 focus area hours – Visual Communications, Product and Motion Graphics, and Web & Social Media Design. Focus areas descriptions are listed below.

#### Visual Communications

The Visual Communications focus area combines traditional graphic design and video editing techniques. Within the focus area, students apply design principles and elements to create layouts, posters, and promotional videos. They learn the importance of Color Psychology to evoke emotions and influence behavior for their designs. Students practice their video editing skills by creating promotional videos that tell a story and can be used in Social Media campaigns.

#### Product & Motion Graphics

Product and Motion Graphics focus area offers students an exploration into the fast-growing fields of motion graphics and 3D design, providing them with the tools and techniques to bring their creative visions to life. Students not only hone their technical skills but also cultivate a mindset of Design Thinking, empowering them to approach challenges with creativity, empathy, and innovation. Students are introduced to working with client briefs, gaining valuable insights into the collaborative process of translating ideas into impactful visual narratives.

#### Web & Social Media Design

The Web and Social media focus area offers students a journey designing web and social media applications. Students begin their progress of web and social media design by gaining the knowledge to build both low and high-fidelity sites that engage the user interface (UI) and user experience (UX). Moreover, Web and Social media design emphasizes real-world applications, providing students with the chance to collaborate with clients.

Digital Media Design Minor		
Foundation Courses 12 Hours		
DMDS 101	Introduction to Digital Media Design	3 credits
DMDS 201	Graphics I	3 credits
DMDS 202	UI Web Design	3 credits
DMDS 210	Design Thinking in 3D	3 credits
Focus Area Intermediate and Advance Courses 6 Hours		
Students will select from one of the following focus areas of interest.		
<i>Visual Communications - 6 hours</i>		
DMDS 303	Graphics & Video Editing	3 credits
DMDS 310	Visual Communication Studio	3 credits
<i>Animation Editing and Product Development – 6 hours</i>		
DMDS301	Motion Graphics	3 credits
DMDS 311	Design Thinking Studio	3 credits
<i>Web and Social Media Design – 6 hours</i>		
DMDS 302	UX Web Design	3 credits
DMDS 312	UI & UX Web Design Studio	3 credits