

DIGITAL MEDIA DESIGN MAJOR

Bachelor of Science

Professor Terry Floyd, Program Director

Digital Media Design Program 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 Description

The University of Charleston's Digital Media Design Program is 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, motion graphics, video 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 and Social Media Manager. The Ambassador/Social Media Manager helps in promoting the program through recruiting or DMDS events and is responsible for social media post on the DMDS accounts. The program can be completed in 3.5 to 4 years.

Digital Media Design Program Learning Outcomes

The graduate will:

1. Illustrate a foundational understanding of technical knowledge, design principles, and conceptual development in digital media. (Knowledge)
2. Summarize and interpret the principles of design, computer techniques, and visual communications with the context of digital media. (Understand)
3. Utilize design skills, computer techniques, and visual communication principles to create effective solutions in digital media. (Apply)
4. Evaluate and critique digital media, including personal work and the work of others, by analyzing the characteristics, strengths, and weaknesses, with an emphasis on effective design elements. (Analysis)
5. Assess, both in written and oral forms, a coherent and articulate explanation of design knowledge and its application in digital media. (Evaluate)
6. Develop a comprehensive body of work that demonstrates an understanding of professional practices in digital media. (Create)

What You Will Study

The Digital Media Design degree program includes 39 or 42 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 at least 120 credits.

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 credits |
| DMDS 201 | Graphics I | 3 credits |
| DMDS 202 | UI Web Design | 3 credits |
| DMDS 210 | 3D Product Design | 3 credits |
| DMDS 301 | Motion Graphics | 3 credits |
| DMDS 302 | UX Web Design | 3 credits |
| DMDS 303 | Graphics & Video Editing | 3 credits |
| DMDS 310 | Visual Communication Studio | 3 credits |
| DMDS 311 | Product & Motion Graphics Studio | 3 credits |
| DMDS 312 | UI & UX Web Design Studio | 3 credits |
| DMDS 390 | Professional Practices | 3 credits |
| DMDS 410 | Digital Media Design Senior Capstone | 3 credits |
| DMDS 490 | Digital Media Design Internship | 3 or 6 credits |
| Digital Media Design Core | | 39 or 42 |
| Required Courses Outside of Major | | |
| BUSI 151 | Introduction to Business | 3 credits |
| COSC 100 | Applied Computer Science I | 3 credits |
| COSC 200 | Applied Computer Science II | 3 credits |
| ENGL 361 | The Eagle | 1 credit |
| MATH 120 | Intermediate Algebra | 3 credits |
| ICOM 151 | Introduction to Human Communications | 3 credits |
| ICOM 403 | Advanced Videography | 3 credits |
| Required Courses Outside of Major: | | 19 credits |

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, 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 | 3D Product Design | 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 | Product & Motion Graphics 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 |