

Design and Digital Media

Holland code family: Creators

About the Program

This program is for students interested in visual communication and digital arts and prepares them for entry-level employment in graphic design, Web design and advertising design positions within organizations. Courses cover principles of design, creative problem solving, art/design history, drawing, typography, and portfolio building. With core instruction based in aesthetic concepts and computer graphics applications, students learn to develop and integrate strong design technique with computer skill sets. These include instruction in digital imaging, graphic illustration, publication design, and Web authoring, as well as opportunities for instruction in video production, 3D modeling, digital animation and digital photography.

The curriculum in RCC courses is derived from a set of identified learning outcomes that are relevant to the discipline. Program learning outcomes for Design and Digital Media programs are:

Problem Solving: Solve communication problems and carry projects from creation through to the production process; including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping, user testing, integration of feedback and the evaluation of outcomes.

Communication. Describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.

Demonstration. Create and develop visual concepts in response to communication problems, including an understanding of the principles of visual organization, information hierarchy, symbolic representation, typography, aesthetics, and the construction of original meaningful forms.

Technique. Understand tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include drawing, offset printing, photography, and time-based and interactive media.

Application. Be able both to determine the mode(s) of production required to achieve a specific product and to demonstrate level-appropriate mastery of skills, manual and/or digital, necessary to achieve those products. Apply the principles of color, composition, hierarchy, typography as they relate in the various media—digital, print, motion, 3-D, etc.—that exist in design.

Aesthetic Fluency. Recognize and apply aesthetic principles of design history, theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.

Professionalism. Understand the basic business practices and trade ethics related to graphic arts, including the ability to organize design projects and to work productively in client-designer and team relationships in the implementation and evaluation of projects.

Portfolio. Organize and present a portfolio of work that gives evidence of the skills, knowledge, and abilities to begin a graphic design career or transfer to a four-year college for additional study.

Entry Requirements

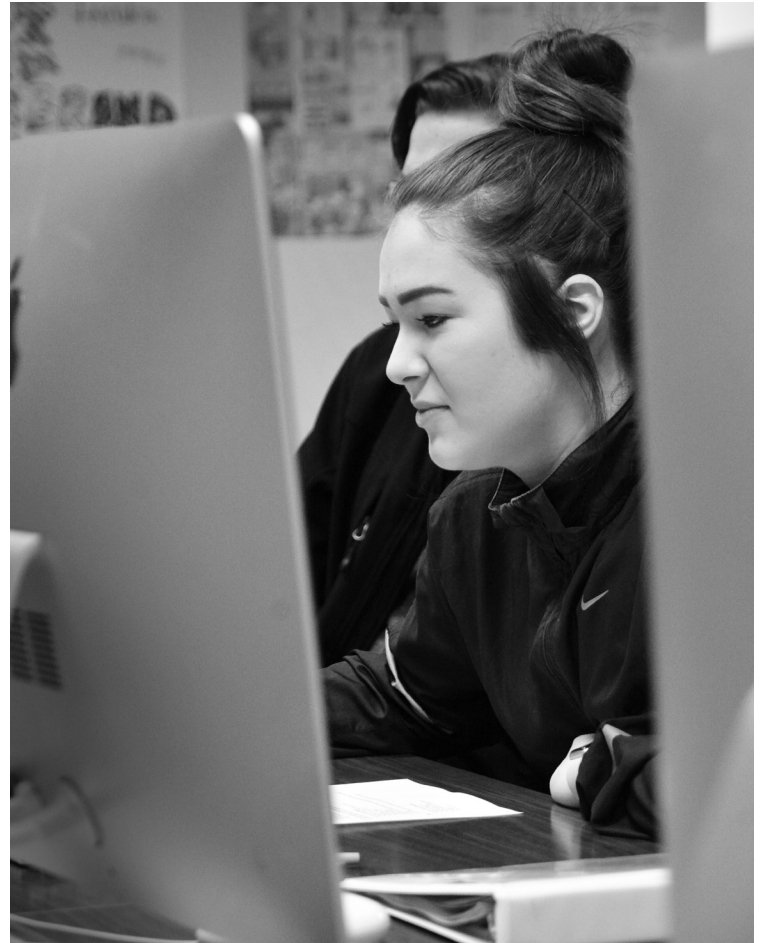
Students are required to complete the Placement Process to determine skill level and readiness in math, reading, and writing. As part of their training program, students must begin with the courses within their skill level as determined through the Placement Process. In addition, students may also be required to enroll in classes that would increase their employability and success.

Advanced Standing

Coursework from accredited colleges and universities will be accepted in accordance with college policies and the Design and Digital Media Coordinator's approval. In order to ensure that coursework is current, program courses over five years old must be reviewed and approved by the appropriate department chair before being accepted toward core requirements. Each College Now credit student must meet with the department chair to determine placement.

If students intend to transfer to SOU's Bachelor of Applied Science degree program, transfer courses should be chosen from the list of electives where possible. See an advisor for more information or visit www.sou.edu/degreecompletion.

Credits earned in the successful completion of Career Pathways certificates can be applied to other certificates and degrees in the Career Pathway. For more information, speak to a program advisor and review the roadmap at www.roguecc.edu/Programs/CareerPathways.



Graduation Requirements

Students completing the required credits in this program with a grade of "C" or better will receive their degrees. Certain prerequisite and required courses are graded on a pass/no pass basis only. A grade of "P" for these courses indicates a student earned the equivalent of a "C" or better grade.

Prerequisites

Course No.	Course Title	Credits
CS/CIS	Approved 3-4 credit Computer Science or Computer Information Science class, CS120/CIS120 or above, or documented computer proficiency within the past ten years.	0-4
MTH20	Pre-algebra or designated placement test score	0-4
WR115	Introduction to Expository Writing or BT113 Business English I or designated placement test score	0-4

Total Prerequisite Credits

0-12

General Education Requirements

Course No.	Course Title	Credits
HE250	Personal Health or HE112 Emergency First Aid or HE252 First Aid/CPR or HE261 CPR/Basic Life Support Provider or HPE295 Health and Fitness for Life	1-3
LIB127	Introduction to Academic Research	1

MTH63	Applied Algebra I or MTH60 Fundamentals of Algebra I or higher level math	4
PSY101	Psychology of Human Relations	3
SP111	Fundamentals of Public Speaking or SP218 Interpersonal Communication	4
WR121	English Composition I	4
Total General Education Credits		17-19

Required Core Courses

Course No.	Course Title	Credits
ART115	Basic Design (Composition)	3
ART116	Basic Design (Color Theory)	3
ART245	Drawing for Graphic Design or ART222 Graphic Design (Typography)	3
BT106	Advertising or BA243 Social Media Marketing	3
CIS195	Web Authoring I (HTML/CSS)	4
DDM120	Digital Graphic Design I	3
DDM130	Intro to Web Tools	3
DDM131	Content Management Systems (Word Press)	3
DDM140	Electronic Publishing I (InDesign)	3
DDM141	Electronic Publishing II	3
DDM150	Computer Illustration (Illustrator)	3
DDM160	Digital Imaging (Photoshop)	3
DDM200	Survey of Graphic Design History	3
DDM220	Digital Graphic Design II	3
DDM221	Production Graphics	3
DDM223	Digital Graphic Design III	3
DDM224	Digital Graphic Design IV	3
DDM229	Portfolio and Professional Practices	3
DDM230	Design Studio or DDM280 Cooperative Work Experience/Design and Digital Media	3
—	Approved program electives	15-20

Total Required Core Credits	73-78
TOTAL PROGRAM CREDITS	90-97

Approved Program Electives (15-20 credits required)

Course No.	Course Title	Credits
ART131	Introduction to Drawing (Value)	3
ART132	Introduction to Drawing (Line)	3
ART222	Graphic Design II (Typography) (if not taken as core requirement)	3
ART234	Figure Drawing	3
ART237	Illustration (Black and White Media)	3
ART238	Illustration (Color Media)	3
ART239	Illustration (Perspective)	3
ART281	Painting I	3
ART294	Watercolor I	3
BA223	Principles of Marketing or BT250 Entrepreneurship	3
BT121	Digital Marketing and e-Commerce	4
CIS196	Web Authoring II (HTML/CSS)	4
DDM125	Digital Photography	3
DDM161	Advanced Digital Imaging	4
DDM170	Motion Graphics (After Effects)	3
DDM180	Introduction to Digital Video (Premiere)	3
DDM181	Advanced Digital Video	3
DDM190	Introduction to Animation (Animate)	3
DDM225	3D Graphics I (Blender)	3
DDM235	Website Design I	4
DDM280	Cooperative Work Experience/Graphic Design	variable
MTH	Any math course, MTH65 or higher	variable

For more information contact the Design and Digital Media Department:

Grants Pass:	541-956-7410
Medford:	541-245-7527
Toll free in Oregon:	800-411-6508, Ext. 7410 or Ext. 7527
email:	vad@rogucecc.edu
Web address:	www.rogucecc.edu/DDM
TTY:	541-956-7338 or 541-245-7587

This advising guide is for advising purposes only. Please see current college catalog for additional information on specific college policies and graduation requirements.

RCC is an open institution and does not discriminate. For RCC's non-discrimination policy and a full list of regulatory specific contact persons visit the following webpage: www.rogucecc.edu/nondiscrimination.

