

Design and Digital Media

Holland code family: Creators

About the Program

The Design and Digital Media four-term certificate program is designed to give students a solid foundation in layout/design concepts and computer graphics applications for print and Web. These include desktop publishing, graphic illustration, digital imaging, and Web page design. Students will also receive instruction in computer fundamentals including terminology, software use, hardware configuration, and operating systems.

All courses in the program have high academic standards and serve dual purposes: They prepare students for careers or serve as a vehicle for those wishing to learn specific skills.

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 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.

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.

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.

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.

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 credits in the program with a grade of "C" or better will receive their certificates. Certain 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. Credits earned in this program can be applied to the Associate of Applied Science degree.

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

Required Technical Courses

Course No.	Course Title	Credits
Fall Term		
ART115	Basic Design (Composition)	3
DDM120	Digital Graphic Design I	3



DDM140	Electronic Publishing I (InDesign)	3
DDM160	Digital Imaging (Photoshop)	3
WR121	English Composition I	4
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Winter Term

ART116	Basic Design (Color Theory)	3
ART131	Introduction to Drawing I (Value) or ART222 Graphic Design (Typography)3	3
DDM141	Electronic Publishing II	3
DDM150	Computer Illustration (Illustrator)	3
PSY101	Psychology of Human Relations	3
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Spring Term

ART245	Drawing for Graphic Design or ART237 Illustration (Black and White Media)	3
DDM130	Intro to Web Tools	3
DDM220	Digital Graphic Design II	3
DDM221	Production Graphics	3
MTH63	Applied Algebra I or MTH60 Fundamentals of Algebra I or higher level math	4
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TOTAL PROGRAM CREDITS

47

For more information contact the Design and Digital Media Department:

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Medford:	541-245-7527
Toll free in Oregon:	800-411-6508, Ext. 7410 or Ext. 7527
email:	vad@roguecc.edu
Web address:	www.roguecc.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.roguecc.edu/nondiscrimination.