

Digital Media Communication (DMED)



HEARTLAND
COMMUNITY COLLEGE

Associate in Applied Science 63 Semester Hours

General Education Requirements

COMM 101	Intro to Oral Communication	3
ENGL 101	Composition I	3
Math Elective		3-4
Science Elective		3
Social Science/Humanities Elective		<u>3</u>
TOTAL		15-16

Core Requirements

ART 104	Basic Drawing	3
BUSN 230	Principles of Marketing	3
CSCI 101	Intro to Computer Information Science	4
DMED 101	Introduction to Digital Media	3
DMED 110	Web Page Development	3
DMED 120	Computer Imaging & Design	<u>3</u>
TOTAL		19

Web Media Designer Option

DMED 145	Video Production	3
DMED 150	Interactive Digital Media	3
DMED 160	Web Server Administration	3
DMED 170	Dynamic Web Technologies	3
DMED 210	Advanced Web Page Design	3
DMED 245	Advanced Video Production	3
DMED 260	Computer Animation	3
DMED 290	Advanced Media Production	3
Electives		<u>4-5</u>
TOTAL		28-29

Communication Graphics Option

ART 190	Digital Photography & Imaging I	3
ART 231	Graphic Design I	3
COMM 160	Mass Communication	3
DMED 145	Video Production	3
DMED 150	Interactive Digital Media	3
DMED 210	Advanced Web Page Design	3
DMED 245	Advanced Video Production	3
DMED 250	Preparing Print Publications	3
Electives		<u>4-5</u>
TOTAL		28-29

Digital Imaging Option

ART 130	Introduction to Visual Culture	3
ART 190	Digital Photography & Imaging I	3
ART 231	Graphic Design I	3
ART 291	Digital Photography & Imaging II	3
ART 294	Digital Publishing	3
DMED 145	Video Production	3
DMED 245	Advanced Video Production	3
DMED 260	Computer Animation	3
DMED 292	Capstone Experience	3
Electives		<u>1-2</u>
TOTAL		28-29

Program Description

Students completing the digital media communications degree in Applied Science program will have a number of opportunities in various fields. Currently, companies are expanding their Web presence, and graduates of this program will be well prepared to help in that effort. The skills and concepts covered in this program are valued by any business with a Web presence, as well as the traditional creators and broadcasters of media.

The target population for this program will be students who are interested in a career in writing, producing and distributing digital content across a computer network. Students who want to create print materials (such as brochures, magazines, or newspapers), video programs, Web sites or Web applications will find a home in this program.

This program will offer opportunities that are not covered by other programs at Heartland Community College. Students will learn not only the concepts of effective media communication, but they will have access to the tools to create all forms of digital media: Web sites, video programs, electronic print materials and Web-based applications.



Last update: 01/08/10