



THE ASSOCIATE OF APPLIED SCIENCE (A.A.S.)

The Associate of Applied Science Degree is designed for employment purposes, and it should not be assumed that the degree or the courses in the degree can be transferred to another institution. While a few institutions have recently begun to accept some courses in A.A.S. programs, the general rule is that courses in the A.A.S. degree are not accepted in transfer toward bachelor's degrees. Students to whom transfer is important should get assurance in writing in advance from the institution to which they wish to transfer and be aware that they may be required to complete additional lower-division courses to meet specified prerequisite course requirements for their chosen baccalaureate degree program upon Arkansas public university transfer.

ATTENTION STUDENTS: PLEASE SEE CURRENT CATALOG FOR ALL FEES AND CHARGES ASSOCIATED WITH THIS DEGREE.

DEGREE PLAN ASSOCIATE OF APPLIED SCIENCE IN DIGITAL DESIGN

Degree Code: 0125 CIP Code: 10.0303

The program is designed for those students seeking a two-year degree in Digital Design. Digital Designers combine words and images to create visual messages to inform, persuade, sell, entertain or capture the interest of a specific audience. This is done primarily by designing graphics for print, web and interactive multimedia using a variety of industry standard design software. The ASUMH Digital Design curriculum is flexible to accommodate individual student needs. It covers key aspects of design and visual communication for both print and digital environments. Students will learn in-demand skills and will be prepared for entry-level positions as graphic and web designers for advertising agencies, as in-house designers for various companies, as freelance designers, etc.

Student Learning Outcomes for Digital Design Program

1. Develop an understanding of graphic, web and digital design principles as they pertain to online and printed visual communications.
2. Demonstrate foundational design and communication skills including color theory, typography, compositional layout, information organization, creative thinking, and problem solving.
3. Demonstrate proficiency using industry-standard digital design software, technology and equipment including digital cameras, scanners, photo/video editing, computer illustration, online and time-based media.
4. Develop career skills by combining classroom learning with hands-on design applications while preparing a Professional portfolio in the field of Digital Design.
5. Demonstrate an understanding of learning strategies, which combine design thinking and aesthetics with software skills and technology to prepare for a career in an ever-changing field.

Students completing the general education core at ASUMH will have demonstrated a proficiency in the following skills:

6. Applications of Math and the Natural Sciences appropriate to degree or field of study.
7. Composition and Oral Communication.
8. Evaluation of diverse perspectives and cultures through Arts, Humanities, and Social Sciences.
9. Utilization of technology appropriate to degree or field of study.

Name: _____
Advisor: _____

Date: _____
Student ID# _____

<u>COURSE CODE</u>	<u>COURSE NAME</u>	<u>CREDIT HOURS</u>	<u>HOURS COMPLETED</u>
General Education Requirements (15 credit hours)			
CIS 2503	Microcomputer Business Applications	3	_____
ENG 1003	Composition I (must earn a "C" or better)	3	_____
ENG 1013	Composition II (must earn a "C" or better)	3	_____
MATH 1113	Applied Math	3	_____
Social Science Elective (3 credit hours) (Select 1 course)			
(Choose any three credit hour course from ECON 2313, GEOG, HIST, POSC, PSY, OR SOC)			
ECON 2313	Principles of Macroeconomics OR GEOG, HIST, POSC, PSY, or SOC course	3	_____
Design Core (36 credit hours)			
BUS 1002	Financial Literacy	2	_____
BUS 2213	Employment Readiness	3	_____
BUS 2513	Fundamentals of Marketing	3	_____
BUS 2843	Project Management	3	_____
CIS/ART 1703	Introduction to Digital Media	3	_____
CIS/ART 1803	Introduction to Digital Photography/Photoshop	3	_____
CIS/ART 2313	Desktop Publishing	3	_____

<u>COURSE CODE</u>	<u>COURSE NAME</u>	<u>CREDIT HOURS</u>	<u>HOURS COMPLETED</u>
CIS/ART 2003	Topographic Illustration	3	_____
CIS/ART 2353	Design Layout	3	_____
CIS 2563	E-Commerce and Web Marketing	3	_____
CIS/ART 2623	Website Design	3	_____
CIS 2443	Visual Frameworks OR		
CIS/ART 2663	Advanced Website Design	3	_____
CIS 2601	Graphic Internship OR		
CIS 2911	CIS Capstone Project	1	_____

Directed Electives (Choose Any 9 credit hours)

Courses taken to satisfy general education and degree requirements cannot be used to fulfill the elective requirement. Choose 9 credit hours from any ART, BUS, or CIS course not used in the Design Core.

Program Total 60 Hours