



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.

Program 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. Develop 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 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)			
CPSI 26393	Microcomputer Business Applications	3	_____
ENGL 10103	Composition I (must earn a "C" or better)	3	_____
ENGL 10203	Composition II (must earn a "C" or better)	3	_____
MATH 10133	Applied Math	3	_____
Social Science Elective (3 credit hours) (Select 1 course) (Choose any three-credit hour course from ECON 21003, GEOG, HIST, PLSC, PSYC, OR SOCI)			
ECON 21003	Principles of Macroeconomics OR GEOG, HIST, PLSC, PSYC, or SOCI course	3	_____
Design Core (36 credit hours)			
BUSI 10020	Financial Literacy	2	_____
BUSI 12303	Employment Readiness	3	_____
CPSI 24043	Visual Frameworks OR		
CPSI 26433	Advanced Website Design	3	_____
CPSI 26413	E-Commerce and Web Marketing	3	_____
CPSI 26443	Website Design	3	_____
DFTG 11103	Computer Aided Design (CAD)	3	_____

<u>COURSE CODE</u>	<u>COURSE NAME</u>	<u>CREDIT HOURS</u>	<u>HOURS COMPLETED</u>
DMPR 10303	Introduction to Digital Photography/Photoshop	3	_____
DMPR 10433	Introduction to Digital Media	3	_____
DMPR 10603	Desktop Publishing	3	_____
DMPR 20603	Topographic Illustration	3	_____
CPSI 29101	CIS Capstone Project OR		
DMPR 23511	Graphic Internship	1	_____
DMPR 23503	Design Layout	3	_____
MKTG 20003	Fundamentals of Marketing	3	_____

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 BUSI, CPSI, DMPR or ITEC course not used in the Design Core.

Program Total 60 Hours