

# ASSOCIATE OF APPLIED BUSINESS DEGREE

## INFORMATION TECHNOLOGY

### Digital Multimedia Design

This curriculum is a study of digital multimedia design using current information technologies that are utilized in this high growth field. The curriculum will give the student the skills to create dynamic and interactive multimedia productions for both the web and optical media. A hands-on approach will be used to reinforce the concepts discussed in this curriculum. Please review the catalog course descriptions for prerequisites. The sequence of the courses starts in the fall quarter only and cannot be taken in the Virtual College.

#### MISSION STATEMENT:

The Information Technology Department delivers to the students an educational experience that leads to lifelong learning skills through field-experienced professionals using contemporary technology.

#### 108 Credit Hours

##### Technical & Basic Requirements:

###### 73 Credit Hours

BU120 Introduction to Business/3  
DM118 Digital Media Fundamentals/3  
DM121 Web Media Design Concepts/3  
DM122 Digital Studio Fundamentals/3  
DM125 Digital Graphic Imaging/3  
DM130 Applied 3-D Modeling Concepts/3  
DM180 Applied Digital Drawing/3  
DM190 Interactive Media Presentation/3  
DM210 Advanced Interactive Media Presentation/5  
DM215 Advanced Web Media Design Concepts/5  
DM223 Applied Digital Video Editing/5  
DM226 Advanced Digital Video Editing/5  
DM236 Advanced Digital Graphic Imaging/3  
DM255 Applied 3-D Animation Concepts/5  
DM292 Digital Multimedia Capstone/3  
IT109 Welcome to Web 2.0 & New Media/2  
IT113 Introduction to Computer Programming/3  
IT170 Ethics in Information Technology/3  
MT150 Principles of Marketing/5  
MT245 Integrated Marketing Communications/5

##### General Education Requirements:

###### 32 Credit Hours

CO179 Introduction to Human Communication/3  
EN180 Composition I/5  
EN200 Composition II/5  
MH190 Algebra/5  
PY177 Introduction to Psychology/3  
OR  
SO186 Sociology/3  
SC200 Principles of Ecology/3  
UN110 First-Year Experience/2  
UN220 Introduction to Diversity Issues/3  
Any 100- or 200-level AR, EN, HI, RE, or SP course/3

##### General Education Electives:

###### 3 Credit Hours

Choose 100- or 200-level courses from the general education subject categories, which may include Art (AR), English (EN), History (HI), Math (MH), Political Science (PS), Psychology (PY), Religion (RE), Sociology (SO), Spanish (SP), or University Survey (UN).

Note: Elective courses can apply to only one degree level. The same course cannot be re-used to satisfy the elective requirements at the Associate's Degree level and again at the Bachelor's Degree level.