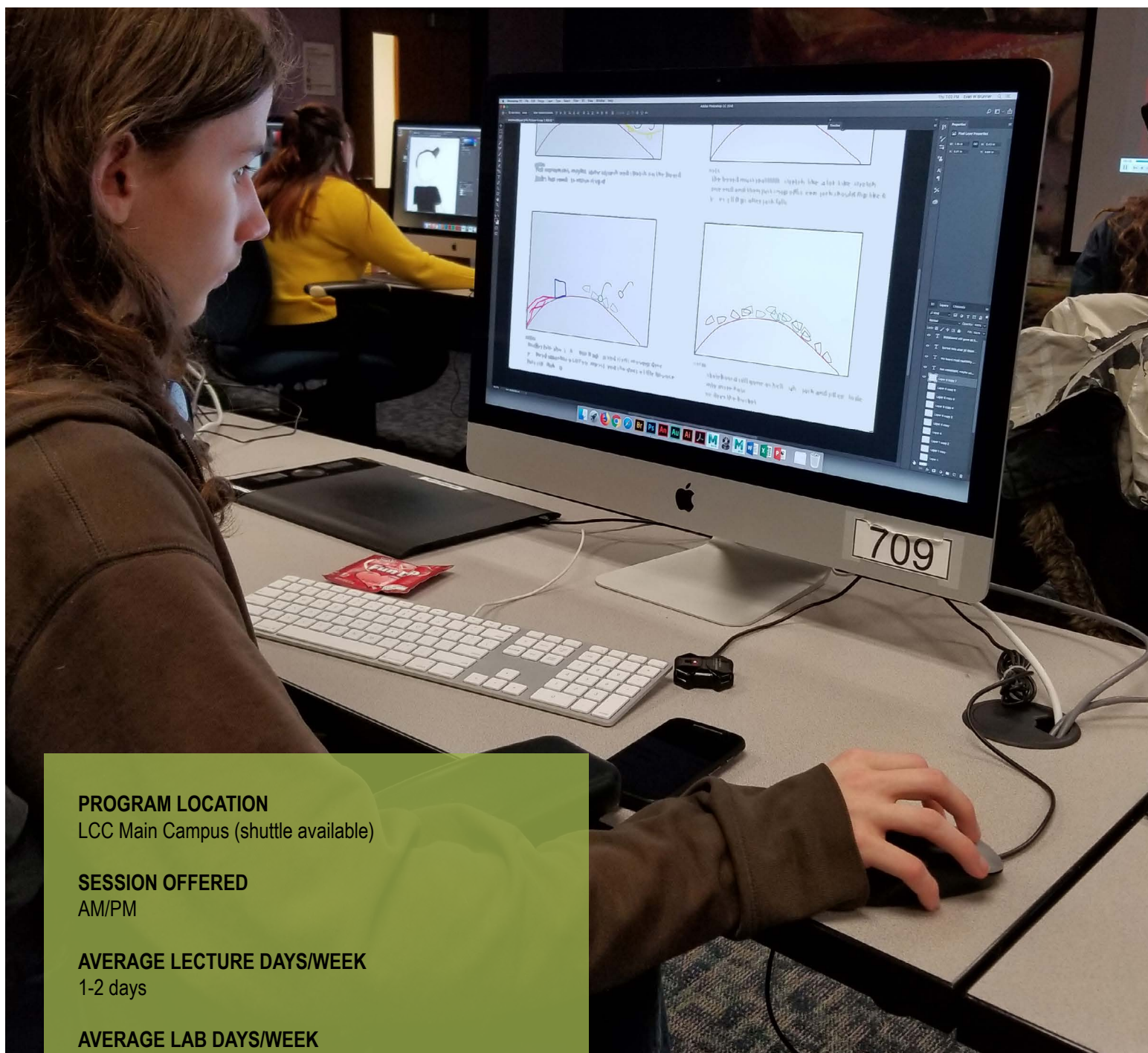


BUSINESS, MANAGEMENT, MARKETING AND TECHNOLOGY

DIGITAL MEDIA & DESIGN



PROGRAM LOCATION

LCC Main Campus (shuttle available)

SESSION OFFERED

AM/PM

AVERAGE LECTURE DAYS/WEEK

1-2 days

AVERAGE LAB DAYS/WEEK

3-4 days

HOMEWORK

Occasionally

REQUIRED READING

College-level textbook, manuals, e-books and/or internet information



**EXPLORE THE POSSIBILITIES.
FAST TRACK YOUR FUTURE.**

Digital Media & Design is an exploration of visual design with a focus on art concepts, image manipulation, web design and animation. The course focuses on the creative process of visual problem solving from initial sketches and research through graphic creation and refinement, and final presentation. Project-based assignments provide a hands-on approach to developing individual solutions using modern technology. The emphasis of the class is on developing a personal creative voice and professional preparation for a career in the visual arts.

EXPECTED STUDENT OUTCOMES

- Describe and interpret how visual images are used to communicate social, cultural, and industrial themes and messages
- Develop effective solutions to two-dimensional design problems using the elements of design
- Explore digital scanning formulas
- Locate, identify, and record the image mode, file size, resolution and pixel dimensions when given a new Photoshop digital image file
- Explore re-touching tools and techniques
- Determine design priorities and alternatives based on an understanding of clients' requirements
- Build websites using Web Standards, separating content from style using XHTML and CSS
- Create and modify pixel-based images
- Create a web page based on elements and principles of design
- Re-purpose text and graphics from various sources
- Prepare images for the web
- Add multimedia elements and effects to websites
- Create simple animations for the web

CAREERS

Fine Artist/Illustrator
Graphic Designer
Web Developer
Multimedia Artist and Animator
Commercial and Industrial Designer

MEDIAN WAGE

Fine Artist/Illustrator: \$24.42 hourly, \$50,790 annually
Graphic Designer: \$22.90 hourly, \$47,640 annually
Web Developer: \$31.79 hourly, \$66,130 annually
Multimedia Artist and Animator: \$31.40 hourly, \$65,300 annually
Commercial and Industrial Designer: \$32.59 hourly, \$67,790 annually

EMPLOYMENT OUTLOOK

Average, 5-9% - Faster than average, 10-14%

CERTIFICATIONS

None

SUCCESS INDICATORS

Creative and motivated, adaptable in exploring creative process, open to assignments with uncertain parameters and no defined solutions, willing to experiment and explore multiple potential answers, capable of presenting, discussing, and reflecting upon creative work, accepting of working with precise technical solutions including computer code.

STUDENT LEADERSHIP

Students have the opportunity for leadership, competition, and community service through membership in DECA.

9 COLLEGE CREDITS

ARTS 102 - Design & Communication
ARTS 171 - Computer Graphics/Digital Imaging
ARTS 173 - Computer Graphics/Web Design

ACADEMIC RIGOR

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CAPITAL REGION TECHNICAL EARLY COLLEGE

Students enrolled in this program may choose to participate in the Capital Region Technical Early College (CRTEC). Capital Region Technical Early College is a high school-to-college program where students start in grade 11 and leave in grade 13 with a college degree or certification. The program gives students relevant career-related experience.



ENROLL NOW!

CONTACT YOUR COUNSELOR OR CALL 517.483.9966

WWW.EATONRESA.ORG/CPC