

# DIGITAL DESIGN AND PRODUCTION

## DEGREES, CERTIFICATES AND AWARDS

Associate in Science Degree (A.S.)  
Certificate of Achievement

### DESCRIPTION

The Digital Design and Production program is an interdisciplinary program that combines technical knowledge with design, communication, and problem solving skills. It includes software applications that allow a student to produce multimedia and graphics for a digital world. Career paths chosen by students pursuing undergraduate studies in Digital Design and Production commonly include graphic design, web and video production. Students learn how to process information and then make this information available to audiences via electronic media. The program provides students with the entrylevel competencies for employment which requires knowledge to produce a variety of computer, Web, and/or multimedia graphics, animation, sound and video production, and/or content materials. The program provides students with the ability to freelance or work from within small design firms to develop web pages and multimedia for small or large businesses.

### PROGRAM LEARNING OUTCOMES

1. Produce and present ideas visually and apply principles of development in multimedia.
2. Demonstrate visual techniques and design web page and web layouts with appropriate software that is technically and visually sound.
3. Create digital publications that are professionally designed and modified to fit the needs of clients.

### ASSOCIATE DEGREE AND CERTIFICATE OF ACHIEVEMENT PROGRAMS

**The Associate in Arts (AA) or the Associate in Science (AS) Degree** involves satisfactory completion of a minimum of 60 semester units with a C average or higher, including grades of C in all courses required for the major, and fulfillment of all IVC district requirements for the associate's degree along with all general education requirements. The degree provides a sound basis for transfer to upper division institutions for additional degrees or for higher vocational preparation. To be eligible to receive an Associate Degree the student must complete the requirements for the major, the District requirements for an Associate Degree, and the General Education requirements. In addition students must maintain a minimum grade point average and meet the minimum grade requirements of their program. Detailed information is available in the college catalog.

**The Certificate of Achievement** program is designed for students with personal or occupational goals who wish early employment. To qualify for the Certificate, a student must satisfy the following requirements: (1) complete all courses listed for a particular certificate.; (2) achieve a "C" average (2.0 GPA) for all courses used to complete the certificate; and, (3) file a Certificate Application form with Admissions and Records by the appropriate deadline(s) identified on the application.

### CAREER OPPORTUNITIES

Of the career opportunities identified many will usually require the completion of degree requirements at 4-year colleges and universities.

- Background Artist
- Content Development
- Digital Artist
- 3D Animator
- Game Artist
- Graphics Production
- Information Architect
- Web/Multimedia Development
- Instructional Designer
- Interface Design
- Layout Design
- Production Assistant
- Product Modeling
- Product Animator
- Storyboard Artist
- Video Designer
- Video Editing
- Video Production Assistant
- Webmaster
- Web Page Designer
- Web/Multimedia Programming

**Gainful Employment:** Federal regulations require institutions to provide students with Gainful Employment information for specific certificate programs offered at IVC. Please click on our Programs of Study link to view the information for each certificate program: <http://www.imperial.edu/courses-and-programs/programs-of-study/>



### TRANSFER PREPARATION

Courses that fulfill major requirements for an associate degree at Imperial Valley College may not be the same as those required for completing the major at a transfer institution offering a bachelor's degree. Students who plan to transfer to a four-year college or university should schedule an appointment with an IVC Counselor to develop a student education plan (SEP) before beginning their program.

#### Transfer Resources:

[www.ASSIST.org](http://www.ASSIST.org) – CSU and UC Articulation Agreements and Majors Search Engine

[www.CSUMentor.edu](http://www.CSUMentor.edu) – CSU System Information

[www.universityofcalifornia.edu/admissions/index.html](http://www.universityofcalifornia.edu/admissions/index.html) - UC System Information

[www.aiccu.edu](http://www.aiccu.edu) – California Independent Colleges and Universities, Association of

<http://wiche.edu/wue> - Western Undergraduate Exchange Programs

### FINANCIAL AID

Paying for the cost of a college education requires a partnership among parents, students and the college. As the cost of higher education continues to rise we want you to know that IVC offers a full array of financial aid programs – grants, work study, scholarships, and fee waivers (we do not participate in the federal loan programs). These programs are available to both full and part time students who are seeking a degree or certificate. For those who qualify, financial aid is available to help with tuition, fees, books and supplies, food, housing, transportation, and childcare. Please log onto our website for additional information: [www.imperial.edu/students/financial-aid-and-scholarships/](http://www.imperial.edu/students/financial-aid-and-scholarships/)

# DIGITAL DESIGN AND PRODUCTION

## ASSOCIATE DEGREE PROGRAM

### DIGITAL DESIGN AND PRODUCTION MAJOR- A.S. DEGREE

Twenty-five/twenty-six (25.0-26.0) units for the major.

ALL COURSES FOR THIS MAJOR MUST BE COMPLETED WITH A MINIMUM GRADE OF "C" OR BETTER.

#### I. Required courses for the major (20.0 units)

ART	160	Graphic Design	3.0
CIS	137	Web Development Tools	3.0
CIS	149	Computer Graphics - Photoshop	3.0
CIS	150	Computer Graphics - Illustrator	3.0
CIS	155	Flash	3.0
CIS	180	Advanced Computer Graphics	3.0
WE	201	Employment Readiness	1.0
WE	220	Internship	1.0

#### II. Select one course from the following:

ART	110	Design (3.0)	3.0
ART	260	Advertising/Graphic Design (3.0)	3.0
CIS	212	Web Development Programming (3.0)	3.0

#### II. Select one course from the following:

BUS	122	Business Plan Development (2.0)	2.0-3.0
BUS	144	Principles of Marketing (3.0)	3.0
BUS	260	Business Communications (3.0)	3.0

**Total Major Units**

**25.0 - 26.0**

## CERTIFICATE PROGRAM

### DIGITAL DESIGN AND PRODUCTION CERTIFICATE

Twenty-two / Twenty-three (22.0-23.0) units for the certificate.

ALL COURSES FOR THIS CERTIFICATE MUST BE COMPLETED WITH A MINIMUM GRADE OF "C" OR BETTER.

#### I. Required courses for the major (20.0 units)

ART	160	Graphic Design	3.0
CIS	137	Web Development Tools	3.0
CIS	149	Computer Graphics - Photoshop	3.0
CIS	150	Computer Graphics - Illustrator	3.0
CIS	155	Flash	3.0
CIS	180	Advanced Computer Graphics	3.0
WE	201	Employment Readiness	1.0
WE	220	Internship	1.0

#### II. Select one course from the following:

ART	110	Design (3.0)	3.0
ART	260	Advertising/Graphic Design (3.0)	3.0
BUS	122	Business Plan Development (2.0)	2.0-3.0
BUS	144	Principles of Marketing (3.0)	3.0
BUS	260	Business Communications (3.0)	3.0
CIS	212	Web Development Programming (3.0)	3.0

**Total Certificate Units**

**22.0-23.0**