

ASSOCIATE IN APPLIED SCIENCE MEDIA ARTS

(65 hrs. min.)

CIP: 50.0401

Media arts A.A.S. degrees are available in three concentrations: graphic and interactive design, audio production and Web design. An A.A.S. degree in Media Arts provides students with employable skills in Web design, multimedia and digital layout design. They also receive a general education foundation. Emphasis is placed on mastery of industry software and hardware applications.

Note: A.A.S. degrees are designed to prepare students for entry-level positions in specific occupations; they are not generally intended to transfer to four-year institutions. For more information on transfer, please refer to Page X of this catalog, or speak with an academic adviser.

PROGRAM OUTCOMES

Upon completion of this program, students will be able to:

- Demonstrate proficiency in written, oral and visual communication, with an emphasis on electronic media.
- Demonstrate proficiency in a variety of electronic media.
- Develop professional portfolios.
- Demonstrate proficiency in project management.

GENERAL EDUCATION REQUIREMENTS: (20 HRS. MIN.)

Communications (6 hrs.)

ENGL 111 Composition and Rhetoric (3)

ENGL 216 Technical Writing (3)

[or]

MART 170 Writing for Mass Media (3)

Humanities (3 hrs.)

HUMS 191 Media and Culture (3) recommended

[or]

Humanities course (3)

Behavioral/Social Sciences (3 hrs.)

BSAD 235 Human Relations in the Workplace (3) recommended

[or]

Behavioral/Social Sciences course (3)

Math/Science (3 hrs. min.)

BSAD 112 Business Math (3)

[or]

MATH 119 Applications of Mathematics for Nonscience Majors (3)
or higher

[or]

Science course (3)

Computers/Technology (3 hrs. min.)

MART 130 Web Design I (3)

Health, Physical Education and Recreation or Dance (2 hrs. min.)

CORE REQUIREMENTS: (23 HRS. MIN.)

MART 118 Communication Design (3)

MART 119 Digital Skills (3)

MART 121 Adobe Illustrator (3)*

[or]

MART 123 Adobe InDesign (3)

MART 154 DVD Production (2)

MART 180 Photoshop I (3)

MART 187 Electronic Color Theory and Practice (1)

MART 188 Adobe Lightroom (1)

MART 189 Copyright and Media (1)

MART 280 Photoshop II (3)

MART 284 Advanced Digital Projects (3)

[or]

MART 296 Portfolio and Professional Presentation (3)

MART 298/9 Internship or Cooperative Education (1 hr. min.) or
approved work experience

*Students seeking the Graphic and Interactive Design concentration must take MART 121 and MART 123.

Students may fulfill the requirements for one of the named concentrations below, or may select a minimum of 22 credit hours from approved Media Arts classes and other approved courses, to fulfill requirements for a general Media Arts Associate of Applied Science degree.

ASSOCIATE IN APPLIED SCIENCE DEGREES

WEB CONCENTRATION (22 HRS. MIN.)

Students learn best practices in current Web design visual trends and technologies, as well as develop forward-thinking skills to advance their careers or education in the field. Areas covered include XHTML and CSS, Flash and advanced database programming. Students will be positioned for entry-level careers in Web design/graphic design studios or advertising agencies.

CORE REQUIREMENTS: (22 HRS. MIN.)

MART 186	Scanning Techniques (1)
MART 230	CSS Website design (3)
MART 231	Web Design II – Dreamweaver (3)
MART 232	Advanced Dreamweaver (3)
MART 235	Flash I (3)
MART 237	Flash II (3)
Choose from the following (6 hrs. min.)	
MART 150L	Video Production I (3)
MART 254L	Digital Video Editing I/FCP (3)
MART 284	Advanced Digital Projects (3)

AUDIO PRODUCTION CONCENTRATION (22 HRS. MIN.)

Students acquire the skills related to audio recording in the studio and/or field as well as digital audio creation and editing. Students will be positioned for advanced educational opportunities and they will have the necessary skills for entry and mid-level positions at professional audio, film, radio or multi-media studios, successfully engage in freelance work, or independently produce content for distribution and performance.

CORE REQUIREMENTS (22 HRS. MIN.)

MART 160	Audio Production I (3)
MART 163	Sound for Film (3)
MART 165	Audio Field Recording (2)
MART 260	Audio Production II (3)

Approved electives (11 hrs. min.)

GRAPHIC AND INTERACTIVE DESIGN CONCENTRATION (25 HRS. MIN.)

Students acquire skills in graphic design, print media and Web design, as well as the fundamentals in animation, multimedia and digital film. Upon completion of this concentration, students will be prepared for a variety of employment opportunities as media design specialists in advertising and news agencies, print and graphics businesses, pre-press industries and Web design companies. Students will design a self-promotional package, electronic portfolio and gain experience working in a team environment.

CORE REQUIREMENTS (25 HRS. MIN.)

MART 121	Adobe Illustrator (3)
[or]	
MART 123	Adobe InDesign (3)
MART 186	Scanning Techniques (1)
MART 223	Typography (3)
MART 225	InDesign II (3)
MART 231	Web Design II – Dreamweaver (3)
MART 222	Digital Prepress Production (3)
MART 235	Flash I (3)
MART 280	Photoshop II (3)
Choose from the following (3 hrs. min.)	
MART 150L	Video Production I (3)
MART 254L	Digital Video Editing Final Cut Pro (3)
MART 284	Advanced Digital Projects (3)
MART 285	Archival Printing (3)
MART 287	Advanced Photoshop (3)

Note: See “College Success Course Requirement” on Page 8.

TOTAL 65 CREDITS MIN.