

DIGITAL DESIGN

Associate in Applied Science Degree | Career Program | Department of Art and Music

Program Description

This program seeks to prepare students for the dynamic field of digital design by providing a basic career-oriented education. Through intensive training in visual foundations and state-of-the-art technology, students gain aesthetic awareness, problem-solving skills and the technical proficiency necessary to pursue an entry-level position in the visual communication industry in positions such as graphic design, web design, computer animation, 3D graphic visualization, motion graphics design and interactive multimedia design.

The Digital Design program articulates with Lehman College (B.A. Specialization in Studio Art: Computer Imaging); Mercy College (B.F.A. in Computer Arts and Design); New York City College of Technology (BTech in Communication Design) and SUNY Empire State (The Arts and Cultural Studies). Students are encouraged to read these articulation agreements on the Transfer Planning web site.

Learning Outcomes

Upon successful completion of the Digital Design program requirements, students will be able to:

1. Demonstrate an understanding of the principles of design and their application in addressing ideas, both symbolically and expressively.
2. Develop hands-on studio, production and presentation skills and competency in the use of traditional art tools and techniques.
3. Demonstrate an understanding of the principles of typography.
4. Demonstrate the ability to evaluate and place works of art and design in a historical context.
5. Demonstrate an understanding of the influence of history and culture on the creative process.
6. Demonstrate an understanding of the process involved in the planning, execution and design of visual communications.
7. Demonstrate the ability to articulate a design concept using relevant terminology.
8. Demonstrate competence in the use of software packages utilized in digital design.

DIGITAL DESIGN CURRICULUM

60 Credits required for AAS Degree

Program Director: Professor Lisa Amowitz

Required Core

A. English Composition

- **ENG 110** English Composition I: Fundamentals of Writing and Rhetoric *OR* **ENG 111** English Composition I: Writing and Rhetoric (3 Credits)
- **ENG 112** English Composition II: Writing and Rhetoric *OR* **ENG 113** English Composition II: Writing about Literature *OR* **ENG 114** English Composition II: Writing about Fiction *OR* **ENG 115** English Composition II: Writing about Drama *OR* **ENG 116** English Composition II: Writing about Poetry (3 Credits)

B. Mathematical and Quantitative Reasoning

- **MTH 21** Survey of Mathematics I *OR* **MTH 23** Probability and Statistics (3 Credits)

C. Life and Physical Science

- **SCIENCE** Select one course from Required Core C *OR* Flexible Core E (except **BIO 23**) (3-4 Credits)

Flexible Core

A. World Cultures and Global Issues

- **HIS 10** History of the Modern World *OR* **HIS 11** Introduction to the Modern World (3 Credits)

C. Creative Expression

- **ART 11** Introduction to Art History *OR* **ART 12** Intro to Art History: Africa, the Americas, Asia and the Middle East (3 Credits)

D. Individual and Society

- **COMM 11** Fundamentals of Interpersonal Communication (3 Credits)

A-D - Select one from Flexible Core A, B, C, or D.

SUBTOTAL 24-25

Major Requirements

- ART 15 Design Basics (2 Credits)
- ART 21 Drawing (2 Credits)
- ART 22 Painting (2 Credits)
- ART 55 Modern Art (3 Credits)
- ART 56 Graphic and Digital Design History (3 Credits)
- ART 79 Typographic Design (2 Credits)
- ART 81 Typography and Layout (2 credits)
- ART 82 Illustration (2 Credits)
- ART 84 Digital Imaging (2 Credits)
- ART 86 Digital Illustration (2 Credits)
- ART 87 User Interface Design (2 Credits)
- ART 88 Web Interactivity (2 Credits)
- ART 90 Graphic Design Project (2 Credits)
- ART 91 Design Portfolio (2 Credits)
- ART 32 Printmaking *OR*
ART 72 Digital Photography *OR*
ART 89 Publication Design *OR*
ART 95 Intro to 3D Graphics and Animation (2 Credits)
- Free Elective (0-2Credits)
- FYS 11¹ First Year Seminar (1 Credit)
- PEA Physical Education activity course *OR*
HLT 91 Critical Issues in Health (1-2 Credits)

SUBTOTAL 35-36

¹ Students must take FYS 11 prior to earning 24 equated or degree credits. Students who have earned 24 or more equated or degree credits are permitted to use the one credit as a free elective. It is highly recommended that students take FYS 11 in their first or second semester.

