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 Mercy College (B.F.A. in Computer Arts and Design), New York City College of Technology (B.Tech in Communication Design), SUNY FIT (BFA Graphic Design, and BFA Spatial Experience Design), and SUNY Empire State (The Arts and Cultural Studies). Students are encouraged to read these articulation agreements on the Transfer Planning web site.

Graduates may also transfer to Lehman College (B.A. in Art, Specialization in Studio Art; or BS in Computer Graphics and Imaging) and to City College (B.A. in Art, Digital Design Option).

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 (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 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 (0-2 Credits)
• FYS 11 First Year Seminar (1 Credit)
• PEA Physical Education activity course OR
• HLT 91 Critical Issues in Health (1-2 Credits)

SUBTOTAL 35-36

1 If either ART 55 or ART 56 is taken toward the Humanities Elective area, students must complete 3 additional elective credits.