

## PROGRAM DESCRIPTION:

The Digital Media program is a cross-discipline program designed to prepare students for employment in the fields of visual design for print, screen, and time-based media including web, multimedia and motion graphics. The programs' focus is to educate students for college transfer to 4 year programs or professional training in digital media design. Both fundamental and advanced courses are offered in state of the art facilities taught by distinguished professors from the fine art, graphic design and multimedia industries. The focus of these programs is to examine the creative design and content development process in relationship to technology in a rapidly evolving communication environment.

## CAREER AT A GLANCE

### HOW DO I KNOW IF THIS MAJOR IS FOR ME?

- You want to be a Commercial Artist
- You like creating graphics and want to earn a living from them
- You enjoy making art with computers
- You enjoy using and following trends in technology
- You enjoy solving visual problems and organizing space
- You have great visual and verbal communication skills

*Use Focus2Career on your MyChaffey portal to learn more about careers and majors that fit you best.*

### WHERE CAN I WORK?

Design Firms	Motion Graphics Companies
Game Design Production	Educational Institutions
Publishing Companies	Film & TV Graphics
Digital Media Companies	Marketing Firms
Greeting Card Companies	Photo Agencies
Art Supply Stores	Freelance Work
Small Businesses	Advertising Firms

*For more information visit: [www.labormarketinfo.edd.ca.gov/OccGuides](http://www.labormarketinfo.edd.ca.gov/OccGuides)*

### HOW DO I GET STARTED?

- Start taking art classes
- Start to build your portfolio
- Update resume to include proficiencies in digital media software
- Apply for entry level positions in reception, customer service or personal service with employers where you would like to promote
- Job shadow and network with art professionals
- Practice public speaking skills

### WHAT CAN I DO WITH THIS CERTIFICATE AND/OR ASSOCIATE DEGREE?

<i>Position Title</i>	<i>CA Median Salary</i>
Graphic Designer	\$54,670
Print Production Artist	\$54,670
UI/UX Designer	\$76,880
Digital Illustrator	\$64,120
Web Designer/Developer	\$76,880
Video Artist Editor	\$73,500
Motion Graphic Designer	\$54,670
Digital Artist	\$82,090

### WHAT CAN I DO WITH HIGHER EDUCATION AND ADDITIONAL TRAINING?

<i>Position Title</i>	<i>CA Median Salary</i>
Computer Programmer	\$93,620
Digital Media Consultant	\$94,070
Social Media Specialist	\$70,030
Multimedia Specialist	\$44,180
Animation Artist	\$82,090
Art Director	\$118,640
Public Relations Media Specialist	\$65,880
Digital Media Instructor	\$99,640
K-12 Art Teacher	\$77,980
Production Supervisor	\$106,460
Marketing Director	\$153,080

*For more information about careers, education and training requirements, salary data, and job outlooks visit [www.onetonline.org](http://www.onetonline.org).*

**MAJOR AND COURSE REQUIREMENTS:**

**LEGEND:** G=Grade    IP=In Progress    N=Need    **Bold: Prerequisites**    Plain Text: No Prerequisites

**Major Requirements for the Associate in Arts Degree:**
**Core Requirements:**

		Grade	IP	Need	Units
ART 10	Fundamentals of Design in Two Dimensions				4
ART 63	Introduction to Graphic Design				4
<b>ART 73</b>	<b>Typography and Layout</b>				<b>4</b>
ART 82	Introduction to Digital Media				4

Student Name: \_\_\_\_\_

ID#: \_\_\_\_\_

Date: \_\_\_\_\_

Counselor: \_\_\_\_\_

**Plus completion of one of the following emphases:**
**Computer Graphic Design for Print Media Emphasis: (A045)**

		Grade	IP	Need	Units
<b>Core requirements, plus:</b>					16
ART 14	Introduction to Drawing				3
<b>ART 83</b>	<b>Web Design</b>				4
ART 407	History of Design				3
<b>ART 474</b>	<b>Identity System Design (ART 89*, Student Invitational Exhibition)</b>				4
ARTH 19	Contemporary Art: 1945 – Present				3
PHOTO 7	Introduction to Digital Photography				4

\*Students taking **ART 89** must pass faculty review of creative proposal and portfolio in November for the following spring term.

**Requirements for the Computer Graphic Design for Print Media Certificate: (T046)**

Same as the major requirements for the A.A. Degree (core + emphasis)  
 (ART 89 may not be used for the certificate)

**Recommended Courses:** ARTH 5, ART 12; PHOTO 9

<b>COUNSELOR NOTES:</b>

\$46 per unit for CA Residents
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In addition to completion of the MAJOR, there are other requirements for the degree, refer to the Chaffey College Graduation Requirement Sheet or see a counselor in the Counseling Center.  
 All courses required for a certificate must be completed with a minimum grade of C.

<b><i>Design for Multimedia Emphasis: (A046)</i></b>		<b>GRADE</b>	<b>IP</b>	<b>NEED</b>	<b>UNITS</b>
<b>Core requirements, plus:</b>					16
ART 14	Introduction to Drawing				3
ART 83	<b>Web Design</b>				4
ART 474	<b>Identity System Design (or ART 89*, Student Invitational Exhibition)</b>				4
ART 482	<b>Editing Digital Media</b>				4
ART 484	<b>Motion Graphic Animation</b>				4
ARTH 19	Contemporary Art: 1945 – Present				3

<b><i>Plus one of the following:</i></b>		<b>GRADE</b>	<b>IP</b>	<b>NEED</b>	<b>UNITS</b>
CINEMA 25	Survey of World Cinemas				3
PHOTO 7	Introduction to Digital Photography				4

\*Students taking ART 89 must pass faculty review of creative proposal and portfolio in November for the following spring term.

***Requirements for the Design for Multimedia Certificate: (T047)***

Same as the major requirements for the A.A. Degree (core+ emphasis)

(ART 89 may not be used for the certificate)

***Recommended Courses:*** ARTH 5, ART 12, 407; CINEMA 26

<b><i>Web Design Emphasis: (A048)</i></b>		<b>GRADE</b>	<b>IP</b>	<b>NEED</b>	<b>UNITS</b>
<b>Core requirements, plus:</b>					16
ART 14	Introduction to Drawing				3
ART 83	<b>Web Design</b>				4
ART 407	History of Design				3
ART 474	<b>Identity System Design (ART 89*, Student Invitational Exhibition)</b>				4
ART 484	<b>Motion Graphic Animation</b>				4
ARTH 19	Contemporary Art: 1945 – Present				3
PHOTO 7	Introduction to Digital Photography				4

\*Students taking ART 89 must pass faculty review of creative proposal and portfolio in November for the following spring term.

***Requirements for the Web Design Certificate: (T049)***

Same as the major requirements for the A.A. Degree (core+ emphasis)

(ART 89 may not be used for the certificate)

***Recommended Courses:*** PHOTO 9

In addition to completion of the MAJOR, there are other requirements for the degree, refer to the Chaffey College Graduation Requirement Sheet or see a counselor in the Counseling Center.

All courses required for a certificate must be completed with a minimum grade of C.