

PRINT MEDIA - ASSOCIATE IN SCIENCE

The Media Arts program is a unique, interdisciplinary approach to the converging fields of journalism, communication and new media technology. It responds to the need for people skilled in effective communications in all levels of society including industry, education, art and music, and the public arena.

The Associate in Arts (AA) in Media Arts provides a core foundation of media and visual literacy, a foundation of technical skills, and principles of design and information hierarchy, as well as specialization skill development in: Information gathering and reporting in journalistic formats, visual and photo journalism concepts and skills, and application of theory and skill to journalistic practice.

Certificates and Associate in Science (AS) degrees emphasizing three major areas in Media Arts are available: Print Media, Motion Arts, and Web/Interactive Design. The Certificates of Achievement and the Associate in Science degrees provide a core foundation of coursework for further study, and emphasizes the integration of visual literacy, communication media and technology, and critical thinking. The certificate can also offer a level of competency in communications media for those who are pursuing other fields of study, or for those in the workplace who need communications skills training to perform their job function or to assume additional job responsibilities. A grade of "C" or better is required for all major and certificate courses.

Program Learning Outcomes

- Create digital projects that demonstrate an understanding of the formal elements and principles of design.
- Communicate an idea through digital project by skillfully using materials and techniques to achieve the desired effect.
- Develop a balance of technical ability and design skills which together enrich the appreciation of making and viewing digital art.
- Recognize and list major historical benchmarks and trends in the development of digital art, and place digital art in a contemporary context.
- Analyze the objective and subjective qualities of digital project in order to evaluate and assess its worthiness.

A.S. Degree Requirements: Print Media

Course	Title	Credits
ART 012	Two-Dimensional Design	3
ART 014	Color Theory	3
ART 071	Introduction to Media Arts	3
ART 072	Computer Graphics	3
ART 076	Professional Practices and Portfolio Development 1	3
JOURN 021	Mass Media and Society	3
PHOTO 022	Beginning Photography	3
PHOTO 076	Photoshop 1	3
PHOTO 077	Photoshop 2	3
Plus one course from the following:		
PHOTO 062	Intermediate Photography	3
PHOTO 079	Beginning Digital Photography	3

Major Requirements	33
General Electives	2
General Education Requirements	24
Physical Activity	1
Total Required Units	60