2022-2023 TTC Catalog

Commercial Graphics - Digital Media

Associate in Applied Science in Commercial Graphics

Digital Media Career Path

60 Credit Hours

The Digital Media career path is designed for individuals interested in working in the digital and social media sectors. It is a good choice for students who want to become social media professionals or entrepreneurs in this area. Digital Media students learn the cutting-edge skills necessary for creating and managing social media sites, websites, digital photography, image manipulation, animation, digital video editing, and online communities. They also develop fluency and expertise in the theory, practices and strategies that are essential for success in today's rapidly changing, powerfully influential digital media landscape.

Students can earn only one Commercial Graphics degree in a single career path.

General Education Core Requirements

ART 101 Art History and Appreciation 3
ART 105 Film as Art 3
or
ART 107 History of Early Western Art 3
or
ART 108 History of Western Art 3
or
ART 210 History of Graphic Design 3
ENG 101 English Composition I 3

REQ MAT	Select from Mathematics/ Natural Sciences	3
REQ SSC	Select from Behavioral/Social Sciences	3

Total: 15

Major Requirements

ARV 110 Computer Graphics I 3
ARV 121 Design 3
ARV 123 Composition and Color 3
ARV 136 Motion Graphics I 3
ARV 211 Digital Media Design 3
ARV 212 Digital Photography 3
ARV 217 Computer Imagery 3

ARV 219 Multimedia Techniques 3
ARV 227 Website Design I 3
ARV 228 Website Design II 3
ARV 229 Advanced Multimedia 3
ARV 230 Visual Arts Business Procedures 3
or
ENG 263 Writing for Social Media 3
ARV 242 Design Thinking 3
ARV 280 Visual Arts Exit Portfolio 3
CGC 106 Typography I 3

Total: 45

Admission Requirements

Admission into this program requires proof of high school graduation (or GED) and qualifying scores on SAT, ACT or the TTC placement test.