DIGITAL MEDIA TECHNOLOGY - ASSOCIATE OF APPLIED SCIENCE

60 credits

The Associate of Applied Science in Creative Media prepares students for entry-level work in the media industry. Students will develop a foundational workflow using industry standard software to create a multitude of digital media assets, along with gaining experience with project management and elevated computer literacy. The skillset and workflows obtained through this program can also be utilized in fields such as education, television/film, and game design.

Students must complete all University degree requirements, which include: General Education requirements and elective credits to total at least 60 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Prefix	Title	Credits
General Education		
This degree requires courses from New Mexico General Education Areas I, IV, V, and VI for a total 13 credits. Courses listed are recommended and others can be found on the NM General Education list below.		
Area I: Communications		*4*
ENGL 1110G	Composition I	
Area IV: Social/Behavioral Sciences		*3*
Select one course from Area IV: Social /Behavior Sciences (3 credits) [2]		
Area V: Humanities		*3*
Select one course from Area V: Humanities (3 credits) [2]		
Area VI: Creative and Fine Arts		*3*
Select one course from Area VI: Creative & Fine Arts (3 credits) [2]		
General Education Elective [2]		*3*
ENGL 2210G	Professional and Technical Communication	
Core Requirements		
FDMA 1120	Desktop Publishing	3
FDMA 1220	Introduction to Digital Video Editing	3
FDMA 1360	Web Design I	3
FDMA 1415	Principles of Sound	3
FDMA 1515	Introduction to Digital Image Editing - Photoshop	3
FDMA 1535	Introduction to Illustrator	3
FDMA 1630	Principles of Design	3
FDMA 1710	2D Animation	3
FDMA 2530	Introduction to 3D Modeling	3
FDMA 2994	Portfolio Design & Development	3
Electives, to bring the total credits to 60 [3]		**14**
Select courses from the following prefixes: FDMA/CIST/ARTS/ CSCI/FYEX		
Total Credits		**60**

[1] Each course selected must be from a different area and students cannot take multiple courses in the same area.

[2] See the General Education (https://catalogs.nmsu.edu/grants/general-education/) section of the catalog for a full list of courses.

[3] Elective credit may vary based on prerequisites, dual credit, AP credit, and/or certificate coursework. The amount indicated in the requirements list is the amount needed to bring the total to 60 credits and may appear in variable form based on the degree. However students may end up needing to complete more or less on a case-by-case basis and students should discuss elective requirements with their advisor.

A Suggested Plan of Study

Additional classes may be needed based on placement test results and course prerequisites. Visit with an advisor for help with creating a customized plan.

First Year		
Fall		**Credits**
FDMA 1220	Introduction to Digital Video Editing	3
FDMA 1535	Introduction to Illustrator	3
FDMA 1515	Introduction to Digital Image Editing - Photoshop	3
FDMA/ARTS/CIST/CSCI/FYEX Elective		6
	Credits	**15**
Spring		
FDMA 1120	Desktop Publishing	3
FDMA 1415	Principles of Sound	3
FDMA 1710	2D Animation	3
General Education Course - One course from Area IV [1]		3
FDMA/ARTS/C S/ OECS Elective		3
	Credits	**15**
Second Year		
Fall		
FDMA 1360	Web Design I	3
FDMA 1630	Principles of Design	3
FDMA 2530	Introduction to 3D Modeling	3
ENGL 1110G	Composition I	4
General Education Course - One course from Area V [1]		3
	Credits	**16**
Spring		
FDMA 2994	Portfolio Design & Development	3
ENGL 2210G	Professional and Technical Communication	3
General Education Elective: One Course from Area VI [1]		3
FDMA/ARTS/C S/ OECS Elective		5
	Credits	**14**
	Total Credits	**60**

[1] See the General Education (https://catalogs.nmsu.edu/grants/general-education/) section of the catalog for a full list of courses.

Program Learning Outcomes

1. Graduates will use industry-standard digital design tools to create and deliver professional media assets.
2. Graduates will apply design principles (e.g., typography, composition, color, branding, UX) across multiple media formats.
3. Graduates can produce graphic design deliverables for print and digital applications (e.g., logos, layouts, marketing, UI assets).

4. Graduates can design and build responsive, standards-based websites using modern web development practices.
5. Graduates will be able to edit, produce, and integrate video and audio content for multimedia projects and distribution platforms.
6. Graduates will plan and manage digital projects using basic project management practices and demonstrate professional client communication.
7. Graduates can create and optimize 3D assets using PBR workflows for interactive and/or rendered media.
8. Graduates will develop and present a professional portfolio that demonstrates technical proficiency, creative problem-solving, and readiness for employment or transfer.

Program Manager: Michael Webb
Phone: (505) 287-6631
Email: mwebb@nmsu.edu
Office: McClure Hall, Room 304