DIGITAL MEDIA TECHNOLOGY - ASSOCIATE OF APPLIED SCIENCE

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.