

# DESIGN MEDIA ART – GRAPHIC DESIGN – ASSOCIATE IN SCIENCE DEGREE, CERTIFICATE OF ACHIEVEMENT

Top Code: 1030.00

The field of graphic design involves bringing ideas to the printed page or screens. Concepts covered include design history, page layout, typography, research, branding, and interaction design/user experience (UX). Students will develop a portfolio and participate in a shared incubator course with all Design/Media Arts students.

All courses in this certificate require literacy and proficiency in writing and math. Projects require written, oral, and visual presentations as well as the application of basic math principles and skills.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

## Program Outcomes

1. Understand and apply the vocabulary of the graphic design field, design research, and the process of design thinking.
2. Create advanced original design projects that analyze, define, and solve problems in visual communications.
3. Utilize the critique process and research to analyze the effectiveness of visual communications on graphic design projects.
4. Apply knowledge of page layout software to produce graphic design projects.
5. Create and present a portfolio of original student work that reflects an advanced understanding of visual communication and design principles.

## Requirements for the Certificate of Achievement

Code	Title	Units
<b>Semester I</b>		
DMA 002	HISTORY OF DESIGN AND MEDIA ARTS	3
DMA 010	DIGITAL ART: DESIGN FOUNDATION	3
ART 031A	COLOR AND COMPOSITION-TWO DIMENSIONAL DESIGN	3
<b>Semester II</b>		
DMA 020A	GRAPHIC DESIGN I	3
DMA 022A	TYPOGRAPHY I	3
DMA 032 or DMA 034	INTERACTION DESIGN USER EXPERIENCE DESIGN (UX)	3
<b>Semester III</b>		
DMA 020B	GRAPHIC DESIGN II	3
DMA 098	DESIGN/MEDIA ARTS INCUBATOR	3
<b>Total Units</b>		<b>24</b>

## Recommended Electives

Code	Title	Units
ART 011A	FOUNDATION DRAWING	3
BUS 002	PERSONAL FINANCE	3
BUS 009	INTRODUCTION TO BUSINESS	3
BUS 010	INTRODUCTION TO MANAGEMENT	3
BUS 011A	BUSINESS COMMUNICATIONS	3
BUS 116	ENTREPRENEURSHIP	3
CINE 026A	BEGINNING ELECTRONIC FILMMAKING	3
COLL 001	FIRST YEAR SEMINAR	3
DMA 012	DIGITAL ART: PAINTING & DRAWING	3
DMA 022B	TYPOGRAPHY II	3
DMA 050	WEB DESIGN & DEVELOPMENT	3
DMA 060	CREATIVE CODING	3
DMA 062	CREATIVE CODING FOR THE INTERNET	3
DMA 064	CREATIVE CODING FOR MOBILE DEVICES	3
DMA 070	MOTION GRAPHICS	3
MRKT 020	PRINCIPLES OF MARKETING	3
MRKT 123	PROMOTIONS AND MARKETING COMMUNICATIONS	3
MRKT 150	SOCIAL MEDIA MARKETING FOR BUSINESS	3
SPCH 001	FUNDAMENTALS OF SPEECH	3
	or SPCH 001H HONORS FUNDAMENTALS OF SPEECH	
SPCH 010	INTERPERSONAL COMMUNICATION	3

Visit Program Mapper (<https://pasadena-city.programmapper.ws/academics/interest-clusters/569653cf-54a0-404a-870a-73a04dc48267/programs/fd36583f-bebd-c4f6-16e0-527eb0d3de11/>) for a suggested sequence of courses.

## General Education Requirements for the Associate in Science Degree

- General Information (<https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/>)
- PCC Local Gen Ed (<https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/#pcclocaltext>)
- CSU Breadth (<https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/#csubreadthtext>)
- IGETC (<https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/#igetctext>)