

# DESIGN MEDIA ART – WEB DESIGN & DEVELOPMENT – ASSOCIATE IN SCIENCE DEGREE, CERTIFICATE OF ACHIEVEMENT

Top Code:

0614.30

This curriculum prepares students for entry-level positions in web design and development, creative coding, front-end web and mobile application design, interaction design or UX (User Experience) design. The program stresses the design thinking process as well as the professional and production methods used currently in industry. Projects will encompass content management, user interface, interactive behaviors, information design, web and mobile application tools, programming, and selection of appropriate form factors for user experiences in the Internet. 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

- Design implement, publish, and maintain websites, using authoring or scripting languages, content creation tools, management tools and a variety of digital media assets.
- Research, problem-solve, and organize a consistent and functional website, mobile application, or user experience for a targeted user group or persona using agile and iterative methodologies.
- Evaluate and create code that is valid, properly structured, meets industry standards, and is accessible and compatible with browsers, mobile devices and/or operating systems.
- Demonstrate the ability to work in teams effectively.
- Demonstrate project management skills and practices that emphasize content development in all aspects of web design, user interface, interaction design, information design, database design, and front end development.

## Requirements for the Certificate of Achievement

Code	Title	Units
<b>Semester I</b>		
DMA 010	DIGITAL ART: DESIGN FOUNDATION	3
DMA 012	DIGITAL ART: PAINTING & DRAWING	3
DMA 050	WEB DESIGN & DEVELOPMENT	3

### Semester II

DMA 032	INTERACTION DESIGN	3
DMA 034	USER EXPERIENCE DESIGN (UX)	3
DMA 060	CREATIVE CODING	3
or DMA 062	CREATIVE CODING FOR THE INTERNET	
or DMA 064	CREATIVE CODING FOR MOBILE DEVICES	

### Semester III

DMA 098	DESIGN/MEDIA ARTS INCUBATOR	3
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**Total Units** 21

## Recommended Electives

Code	Title	Units
ART 011A	FOUNDATION DRAWING	3
ART 015	SKETCHING FOR DESIGN	3
ART 031A	COLOR AND COMPOSITION – TWO DIMENSIONAL DESIGN	3
BUS 116	ENTREPRENEURSHIP	3
CINE 026A	BEGINNING ELECTRONIC FILMMAKING	3
COLL 001	FIRST YEAR SEMINAR	3
DMA 002	HISTORY OF DESIGN AND MEDIA ARTS	3
DMA 004	HISTORY OF DIGITAL GAMES	3
DMA 020A	GRAPHIC DESIGN I	3
DMA 020B	GRAPHIC DESIGN II	3
DMA 022A	TYPOGRAPHY I	3
DMA 022B	TYPOGRAPHY II	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/7a6d46bf-c8f6-7cfa-cde7-ae33ec84e24f/>) 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>)