McLennan COLLEGE

Degree Description

Enhances the technical skills of student from non-technical backgrounds to work in the eCommerece marketplace.

Marketable Skills

1. Understand and apply computing terminology and concepts used in the workplace- Critical Thinking/Communication.

2. Apply fundamentals of computer programming in structured design concepts- Critical Thinking/Communication.

3. Configure, use, and troubleshoot computer operating systems and/or application software Critical Thinking.

4. Use the Internet to locate, transfer, research and publish information at a level appropriate for the academic and work environment. Critical Thinking/Communication.

ARTC 1302 Digital Imaging I	3 hours
IMED 1316 Web Design I	3 hours
ARTC 1313 Digital Publishing I	3 hours
IMED 2313 Project Analysis & Design *or* ARTV 2301 2D Animation I *or* IMED 2315 Web Design II	3 hours
	12 hours

	Total hours:	**12 hours**

Course Descriptions

ARTC 1302 Digital Imaging I

Digital imaging using raster image editing and/or image creation software: scanning, resolution, file formats, output devices, color systems, and image-acquisitions. Semester Hours 3 (2 lec/2 lab)

IMED 1316 Web Design I

Introduces Internet Web page design and related graphic design issues, including mark-up languages, websites, Internet access software, and interactive topics. Students should be proficient with Windows functions, mousing and keyboarding skills. Semester Hours 3 (2 lec/2 lab)

ARTC 1313 Digital Publishing I

Introduces the fundamentals of using digital layout as a primary publishing tool and the basic concepts and terminology associated with typography and page layout. Students learn to apply fundamentals of page layout, define typographic terminology and specifications, import text and graphics into page layout programs, and the course discusses file formats and file management. Prerequisite: ITSW 1301 with a grade of C or better. Semester Hours 3 (2 lec/2 lab)

IMED 2313 Project Analysis & Design

Applies the planning and production processes for digital media projects. Emphasis on copyright and other legal issues, content design and production management. Prerequisites: ARTC 1302, IMED 1316 and ARTV 2301. Semester Hours 3 (2 lec/2 lab)

ARTV 2301 2D Animation I

Teaches skill development in the use of software to develop storyboards and two dimensional animation including creating, importing, and sequencing media elements to create multimedia presentations. Emphasis on conceptualization, creativity, and visual aesthetics. Semester Hours 3 (2 lec/2 lab)

IMED 2315 Web Design II

Studies current mark-up languages and layout techniques for creating engaging, well-designed Web pages; identify the target audience and produce websites according to accessibility standards, cultural appearance, and legal issues. Emphasis placed on use of Cascading Style Sheets (CSS) and XML. Students will work on a website with at least one assigned client from the community. Prerequisites: Successful completion of IMED 1316 or equivalent introductory Web design course with instructor consent; knowledge of CSS and division tags important. Semester Hours 3 (2 lec/2 lab)