

Digital Media

THE FACULTY

Jean McIntosh
Jeff Rasco

DIVISION Cilker School of Art and Design
DEAN Shannon Price
DEPARTMENT CHAIR Diane Hurd
PHONE 408-741-2110
EMAIL diane.hurd@westvalley.edu
COUNSELING 408-741-4068

Degree:

A.A., UX and App Design

Certificates:

Graphic Design
Marketing/Digital Communications
UX and App Design

The Digital Media department offers programs in design, coding, and marketing of digital media. Digital Media programs focus on conceptualization, design, and development of content and publishing standards for print, web and mobile delivery. Courses are designed to develop skills for successful migration into user experience and graphic design fields. Many of the courses include project based learning that considers the needs of the user and developing appropriate messages for an intended audience. The Department of Digital Media offers an Associate Degree and a certificate in Web and App Design, and certificates in Graphic Design, and Marketing/Digital Communications.

UX AND APP DESIGN

A.A. Degree

The A.A. degree in UX and App Design prepares students for entry-level positions in the field and/or transfer to a bachelor's degree program in a like discipline. Students learn foundation skills in strategic thinking, planning, iterative prototyping, and acquiring proficiency with the range of technology platforms used in interactive design. Students plan, develop, test, and market web and app design solutions with an emphasis on visual flow, functionality, and code using optimum parameters, accessibility standards, and user experience guidelines. In completing the program students will have an entry-level portfolio that can help them transition to doing an internship, freelance, or contract positions. The portfolio can also be tailored for applying to bachelor's degree programs. In either a work or school scenario the portfolio is the aspiring designer's professional tool for advancement.

Students completing the degree have demonstrated skills in the design and development of digital products including: websites, smartphone and tablet apps, and digital interfaces.

After completing the degree in UX and App Design, a student will be able to:

1. Plan, develop, test and market web and app products
2. Apply UX and UI standards to digital products
3. Apply programming languages to layout and user interactions for digital products
4. Follow standard user interface guidelines for accessible interfaces
5. Sketch wireframe drawings for interface elements and layout
6. Create portfolios in alignment with professional and educational goals and identity.

Upon completion of the program, students are prepared for employment in web and app design and may be prepared for employment in:

- Front end web developer or designer
- Multimedia Artist
- App Developer
- User Interface Designer
- User Experience Designer
- Graphic Designer
- Interactive Media Designer

- Digital and Social Marketer
- Visual Designer

Course ID	Title	Units
Required Courses (28 Units)		
ARCH 051	Architectural Graphics: Drawing & Sketching	3
DIGM 002	Introduction to Electronic Communication	3
DIGM 003	Introduction to Graphic Design	3
DIGM 004	Principles of Design	4
DIGM 020A	Interface Design	4
DIGM 021A	Web Development 1	4
DIGM 021M	Introduction to App Design	4
DIGM 086	Portfolio Development	3
Choose 7 units of the Following Electives		
DIGM 001	The Creative Suite for Graphic Designers	3
DIGM 011	Blogs and Site Development: WordPress	1
DIGM 014C	Digital Illustration: Illustrator	4
DIGM 021B	Web Development 2	4
DIGM 021X	Application Design and Development 2	4
DIGM 022A	Digital Video 1	4
DIGM 025	Introduction to Internet Marketing	1
DIGM 025A	Advanced Internet Marketing	1
DIGM 025B	Social Media Marketing	1

Total Major Units: 35

Total Program Units: 60

To be awarded an A.A. Degree, a student must complete:

1. All major requirements.
2. Additional units to meet the college graduation requirements.

Recommended Course Sequence: *Only includes the program major requirements.*

Fall, Year 1: 10 units

ARCH 051, DIGM 003, DIGM 021A

Spring, Year 1: 7 units

DIGM 002, DIGM 004

Fall, Year 2: 12 units

DIGM 020A, DIGM 021A, 4 units from Electives

Spring, Year 2: 6 units

DIGM 086, 3 units from Electives

UX AND APP DESIGN

Certificate of Achievement

The Certificate in UX and App Design prepares students for entry-level positions in the field and/or transfer to a bachelor's degree program in a like discipline. Students learn foundation skills in strategic thinking, planning, iterative prototyping, and acquiring proficiency with the range of technology platforms used in interactive design. Students plan, develop, test and market web and app design solutions with an emphasis on visual flow, functionality and code using optimum parameters, accessibility standards and user experience guidelines. In completing the program students will have an entry-level portfolio that can help them transition to doing internship, freelance or contract positions. The portfolio can also be tailored for applying to bachelor's degree programs. In either a work or school scenario the portfolio is the aspiring designer's professional tool for advancement.

Students completing the degree have demonstrated skills in the design and development of digital products including: websites, smartphone and tablet apps, and digital interfaces.

• **PREREQUISITES AND COREQUISITES are MANDATORY.**

• Courses used to meet prerequisite requirements must have been completed with a grade of C or Pass or better.

After completing the Certificate in UX and App Design, a student will be able to:

- Demonstrate the skills and knowledge needed to apply UX and UI standards to digital products
- Apply programming languages to layout and user interactions for digital products
- Follow standard user interface guidelines for accessible interfaces
- Sketch wireframes designs for user interface prototypes
- Apply programming languages to deliver web sites and Apps online and in App store
- Write design proposals for marketing, app design, or marketing of digital products

Upon completion of the program, students are prepared for employment in web and app design and may be prepared for employment in:

- Front end web developer or designer
- Multimedia Artist
- App Developer
- User Interface Designer
- User Experience Designer
- Graphic Designer
- Interactive Media Designer
- Digital and Social Marketer
- Visual Designer

Course ID	Title	Units
Major Requirements: 17 units		
DIGM 001	The Creative Suite for Graphic Designers	3
DIGM 003	Introduction to Graphic Design	3
DIGM 014C	Digital Illustration: Illustrator	4
DIGM 020A	Interface Design	4
DIGM 086	Portfolio Development	3
Electives for concentration in Web; DIGM 021A & DIGM 021B. Electives for concentration in App; DIGM 021M & DIGM 021X. 8 Units		
DIGM 021A	Web Development 1	4
AND		
DIGM 021B	Web Development 2	4
OR		
DIGM 021M	Introduction to App Design	4
AND		
DIGM 021X	Application Design and Development 2	4

Total Certificate Units: 25

Recommended Sequence:

Fall, Year 1: 14 units

DIGM 001, DIGM 003, DIGM 020A, DIGM 021A or DIGM 021M

Spring, Year 1: 11 units

DIGM 014C, DIGM 086, DIGM 021B or DIGM 021X

GRAPHIC DESIGN

Certificate of Achievement

The Graphic Design Certificate provides the opportunity for students to develop their creative potential, explore design areas, learn foundational design principles and processes and discover career opportunities in graphic design and related design fields. The courses offered in the program balance the basic and vital aspects of graphic design and how they are applied in the field with a grounding dose of historical context so students can appreciate the role graphic design has played over the course of time.

The Graphic Design program focuses on conceptual and creative thinking, visual storytelling, and emphasizes the acquisition of technical skills so students can plan and execute the design of visual communications. Some attention is given to how various media and platforms require specific

approaches. The program emphasizes design exploration in print, web, and video. It encourages creative problem solving by focusing on critical thinking and process-oriented design explorations. Upon successful completion of the program, entry-level career opportunities exist in graphic and/or front-end visual design, graphic production, content production for social media and blog development, and emerging positions that deal with managing digital assets. Students also have foundation skills to transfer to four-year graphic design programs or related fields. Upon completing the program students have realized a portfolio of design work tailored to each individuals' needs.

Upon completion of the certificate students will be able to:

- Plan, develop, design, and pitch graphic design solutions to a client.
- Iterate and prepare designs and digital assets for client and publishing needs
- Communicate effectively to a specific audience using appropriate color strategies, layout, and typographic solutions.
- Utilize the design process in order to realize a design project.
- Be proficient in a range of graphic applications and software, and the various platforms necessary for producing 'on message' graphic design solutions.
- Edit and manage a range of digital assets specific to the parameters of a given project.

Upon completion of the program, students are prepared for entry level work in graphic design and may be prepared for employment as a:

- Graphic Production assistant
- Front end visual designer
- Graphic Artist
- Content producer for social media and blogging platforms
- Digital asset manager

Course ID	Title	Units
Required Core Courses: 31 units		
ARCH 051	Architectural Graphics: Drawing & Sketching	3
DIGM 001	The Creative Suite for Graphic Designers	3
DIGM 002	Introduction to Electronic Communication	3
DIGM 003	Introduction to Graphic Design	3
DIGM 004	Principles of Design	4
DIGM 011	Blogs and Site Development: WordPress	1
DIGM 014C	Digital Illustration: Illustrator	4
DIGM 022A	Digital Video 1	4
DIGM 086	Portfolio Development	3
DIGM 099	Introduction to Typography	3

Total Certificate Units: 31

Recommended Sequence:

Fall, Year 1: 9 units

ARCH 051, DIGM 001, DIGM 003

Spring, Year 1: 8 units

DIGM 004, DIGM 014C

Fall, Year 2: 7 units

DIGM 002, DIGM 011, DIGM 099

Spring, Year 2: 7 units

DIGM 022A, DIGM 086

• **ADVISORY** is a recommended preparation, **NOT** a **REQUIREMENT**.

• This catalog is subject to change and may be incomplete. Please consult the addenda at westvalley.edu/catalog/

MARKETING/DIGITAL COMMUNICATIONS

Certificate of Achievement

The Marketing/Digital Communications Certificate of Achievement requires the successful completion of 8 required courses (17 units) and 3 units of electives.

This program provides Career Technical Education opportunities in the areas of business communication, marketing, web communications, digital media production, graphic design and web/mobile design. This certificate provides a specialized focus in developing a foundation for implementing marketing ideas and strategies via web and digital platforms. Students have the opportunity to develop ideas and concepts, delineate marketing strategies, construct and present marketing approaches for web and mobile-based campaigns. Emphasis is on researching and writing strategic business and marketing plans, concept and content development, and integrating marketing solutions into digital, mobile and social media environments.

Upon completion of this program a student should be able to:

- Implement a marketing and business plan using a variety of digital and new media technologies.

Career opportunities for students with this certificate exist in marketing communications, social media marketing, web and mobile design and production, and other areas in the field of online marketing communications.

Course ID	Title	Units
Required 17 units		
BUSN 056	Marketing Principles	3
BUSN 078	Business Communication	3
DIGM 001	Digital Applications Basic	3
DIGM 011	Blogs and Site Development: WordPress	1
DIGM 021A	Web Development 1	4
DIGM 025	Introduction to Internet Marketing	1
DIGM 025A	Advanced Internet Marketing	1
DIGM 025B	Social Media Marketing	1
3 units of Electives		
DIGM 002	Introduction to Electronic Communication	3
DIGM 003	Introduction to Graphic Design	3
DIGM 099	Introduction to Typography	3

Total Certificate Units

20

Recommended Course Sequence:

Fall, Year 1 (12 Units):

BUSN 056, DIGM 001, DIGM 011, DIGM 021A, DIGM 025

Spring, Year 1 (8 Units):

BUSN 078, DIGM 025A, DIGM 025B, Any Course from Electives

DIGM 001 THE CREATIVE SUITE FOR GRAPHIC DESIGNERS

3 units

Lecture 2 unit; lab 1 unit

Acceptable for credit: California State University

This course provides an overview of the Adobe Creative Suite used in graphic design and the graphic arts. The course also focuses on examining and developing the technical and intuitive skills designers use to visually and psychologically convey messages to an audience.

DIGM 002 INTRODUCTION TO ELECTRONIC COMMUNICATION

3 units

Lecture 3 unit; lab 0 units

Acceptable for credit: University of California, California State University

This course analyzes traditional forms of mass media, and, the impact and development of new electronic communication technologies from both an historical and a cultural perspective. Special attention is given to media theories and effects, media operations and careers, and social, ethical and economic issues in the media. The course also examines the impact of media on the individual and on society as a whole.

DIGM 003 INTRODUCTION TO GRAPHIC DESIGN

3 units

Lecture 2 units; lab 1 unit

Acceptable for credit: California State University

This course focuses on the fundamental elements of design and introduces the software applications used in graphic design production. Topics covered include design concepts, creative process, visual construction, and the technical limitations and parameters for creating digital imagery and graphic solutions.

DIGM 004 PRINCIPLES OF DESIGN

4 units

Lecture 3 units; lab 1 unit

Advisory: DIGM 003 & DIGM 014C

Acceptable for credit: California State University

This course provides a studio experience that engages a series of problems and themes in basic two design dimension. Students have the opportunity to develop fundamental design and compositional skill sets in a range of media. This course also covers the critical examination and development of design principals, attributes, and elements of design, including the relationship between some production methods and materials. Pass/No Pass Option

DIGM 011 BLOGS AND SITE DEVELOPMENT: WORDPRESS

1 unit

Lecture 1 unit; lab 0 units

Advisory: DIGM 003

Acceptable for credit: California State University

Students have the opportunity to learn how to design, customize, and maintain blogs on the Internet. Students use the WordPress content management system (CMS) to develop custom blogs and also have the opportunity to learn how to modify templates for blog and website publishing. Plugins and third party applications are also examined and implemented into blogging solutions. Pass/No Pass Only

DIGM 014C DIGITAL ILLUSTRATION: ILLUSTRATOR

4 units

Lecture 3 units; lab 1 unit

Acceptable for credit: California State University

This course introduces design and vector-based illustration techniques, and focuses on conceptual approaches to digital illustration for specific design applications and media. It also explores concept development and composition techniques that pay particular attention to creative approaches to design solutions and developing individual illustration styles. Pass/No Pass Option

DIGM 014D PHOTOSHOP FOR DESIGNERS

3 units

Lecture 2 units; lab 1 unit

Acceptable for credit: California State University

This course is designed for students who want to learn advanced techniques using Photoshop. The course focuses on developing design solutions for a variety of media and platforms and provides advanced instruction on image editing, compositing techniques, and the creation of design specific art work. This course is intended for students who have completed DIGM 001 or students who have previous experience using Photoshop. Pass/No Pass Option

• **PREREQUISITES AND COREQUISITES are MANDATORY.**

• Courses used to meet prerequisite requirements must have been completed with a grade of C or Pass or better.

DIGM 020A INTERFACE DESIGN

4 units

Lecture 3 units; lab 1 unit

Acceptable for credit: California State University

This course focuses on creating a quality user experience and designing responsive web solutions that work well on web and mobile platforms. The course also explores what makes a site user friendly and how some common responsive design patterns work across different devices. Process and strategies for developing responsive layouts, and experimenting with major and minor breakpoints, are also covered in this course. Pass/No Pass Option

DIGM 021A WEB DEVELOPMENT 1

4 units

Lecture 3 units; lab 1 unit

Acceptable for credit: California State University

This course focuses on using the most recent version of HTML and CSS to create web sites and mobile applications. The course also covers web standards following ADA requirements and validation. Students have the opportunity to plan, code and launch web sites for web and mobile platforms and work in teams using UX and interface design techniques. Pass/No Pass Option

DIGM 021B WEB DEVELOPMENT 2

4 units

Lecture 3 units; lab 1 unit

*Advisory: DIGM 021A**Acceptable for credit: California State University*

This course focuses on advanced programming and markup of code for web sites and applications. The latest web programming languages are explored including: HTML, PHP, JavaScript, CSS, and JSON. Students have the opportunity to develop responsive web sites and web applications for desktop as well as mobile platforms. Additional focus is on user experience design guidelines and team development projects. Pass/No Pass Option

DIGM 021M INTRODUCTION TO APP DESIGN

4 units

Lecture 3 units; lab 1 unit

Acceptable for credit: California State University

This course focuses on the planning and the delivery of applications for mobile and tablet devices. Students have the opportunity to learn object-oriented programming and use applications to build products. Students have the opportunity to learn UX design processes and build prototype mobile products. Pass/No Pass Option



- **ADVISORY** is a recommended preparation, **NOT** a **REQUIREMENT**.
- This catalog is subject to change and may be incomplete. Please consult the addenda at westvalley.edu/catalog/

DIGM 021X APPLICATION DESIGN AND DEVELOPMENT 2

4 units

Lecture 3 units; lab 1 unit

This course focuses on planning and programming applications for phones, tablets, and augmented environments. Interface design and human computer interaction are considered in relation to developing applications. Students have the opportunity to learn the latest application design processes. Working in design teams students also have the opportunity to develop native applications for different platforms and environments. Pass/No Pass Option

DIGM 022A DIGITAL VIDEO 1

4 units

Lecture 3 units; lab 1 unit

Acceptable for credit: California State University

This course introduces the stages of video making, including narrative structure, and acquisition of video production skills in camera, lighting, sound and editing. Also covered are principles of motion graphics, and post-production delivery for webcast and new media. Pass/No Pass Option

DIGM 025 INTRODUCTION TO INTERNET MARKETING

1 unit

Lecture 1 unit; lab 0 units

Acceptable for credit: California State University

This course introduces topics pertinent to foundation skills in web marketing. The course focuses on determining customer need, building a marketing framework, developing a brand's story, and strategies for traffic acquisition and developing long term relationships with customers. Other topics covered include: search engine optimization, web analytics and using a diverse range of media (video, ads, blogs) in order to develop a compelling marketing campaign. Pass/No Pass Only

DIGM 025A ADVANCED INTERNET MARKETING

1 unit

Lecture 1 unit; lab 0 units

Advisory: DIGM 025

Acceptable for credit: California State University

This course focuses on writing an online marketing plan. This course also covers marketing software tools and services used in developing and managing a marketing strategy. Pass/No Pass Only

DIGM 025B SOCIAL MEDIA MARKETING

1 unit

Lecture 1 unit; lab 0 units

Acceptable for credit: California State University

This course provides a critical framework for developing a comprehensive social media campaign. Additional focus is on the digital tools and software used to manage social media content. Pass/No Pass Only

DIGM 086 PORTFOLIO DEVELOPMENT

3 units

Lecture 2 units; lab 1 unit

Acceptable for credit: California State University

This course is designed for students committed to developing a portfolio for work, transfer, and other purposes. The course covers identifying professional goals, analyzing different types of portfolios, legal and ethical issues pertinent to the field, and developing a professional skills based resume. All portfolios are presented at the end of the semester.

DIGM 099 INTRODUCTION TO TYPOGRAPHY

3 units

Lecture 2 units; lab 1 unit

Advisory: ARTS 031A and ARTS 033A or DIGM 004

Acceptable for credit: University of California, California State University

This course focuses on creating typographic solutions for designs in visual media and art. This course provides the study and demonstration of letterforms and fundamental typographic principles. Emphasis is on the vocabulary of typographic form and its relationship to message/purpose.

Disability and Educational Support Program

THE FACULTY

Jean Finch
Jessica Jaurequi
Erika Llantero
Cheryl Miller

DIVISION	Student Services
DEPARTMENT CHAIR	Cheryl Miller
PHONE	408-741-2620
TTY	408-741-2658
EMAIL	cheryl.miller@westvalley.edu

The Disability & Educational Support Program assists students with disabilities to achieve their educational goals. DESP offers classes, primarily at the basic skills level, to prepare students for more advanced college level courses. Adapted physical education courses are listed in this catalog under Kinesiology and Noncredit. In addition to classes, the program provides services that include but are not limited to counseling, registration assistance, test accommodations, note takers, and class materials in alternate format. DESP is located in the Learning Services building.

Learning Outcomes

The semester following the completion of the DESP new student intake:

- Students will demonstrate the ability to request approved accommodations.

Adapted Physical Education

(See Kinesiology or School of Continuing Education)

Disability and Educational Support Program — Learning Skills Courses

LRSV 001 LEARNING STRATEGIES FOR COLLEGE AND CAREERS

3 units

Lecture 3 units; lab 0 units

Acceptable for credit: University of California, California State University

In this course, students have the opportunity to learn and apply learning strategies to increase their effectiveness both in the classroom and in the workplace. The underlying principles as well as specific strategies--including setting goals, managing time and stress, listening and note taking, improving reading, test taking, memory and concentration, and learning styles--are presented.

LRSV 931B LEARNING STRATEGIES FOR MATH

1 unit

Lecture 0 units; lab 1 unit

This lab support course is intended to be taken concurrently with a Math course. This course is designed to meet the educational needs of students with disabilities. It focuses on the application of specific learning strategies for math. Pass/No Pass Only

LRSV 941B EFFECTIVE SENTENCE AND PARAGRAPH WRITING

3 units

Lecture 3 units; lab 0 units

This is a basic writing course designed to meet the educational needs of students with learning disabilities. Instruction focuses on improving writing skills, including basic grammar, sentence structure, punctuation/capitalization, vocabulary, and paragraph and short essay development and organization. The course employs the writing process in development of college-level paragraphs and essays. Pass/No Pass Option

• **PREREQUISITES AND COREQUISITES are MANDATORY.**

• Courses used to meet prerequisite requirements must have been completed with a grade of C or Pass or better.