Department of Digital Media

Associate of Arts (AA) Degree - Web and Mobile Design

The Associate of Arts in Web and Mobile Design requires the successful completion of 6 required courses (25 units) and 5 units of electives for a toal of 30 units, plus West Valley College general education requirements.

Web designers are strategic thinkers, producers and technologists whose work intersects design thinking, visual communication, technology and user experience. Upon successful completion of this program career opportunities exist within emergent fields of; web design, user experience/user interface (UX/UI) design, mobile design and development, digital broadcast production, and visual design.

REQUIRED COURSES:

DM/IS 002 Introduction to Electronic Communication (3)
DM/IS 003 Visual Design for New Media (3)
DM/IS 004 Principles of Design (4)
DM/IS 020A Interface Design (4)

DM/IS 021A Web Development 1 (4) **OR**
DM/IS 023 Web Design: Dreamweaver (4)

DM/IS 021M Mobile Sites/Apps Design and Development (4)
DM/IS 086 Portfolio Planning and Review (3)

CHOOSE 5 UNITS FROM THE FOLLOWING ELECTIVES:

DM/IS 010C Introduction to Digital Imaging (4)
DM/IS 011 Blogs and Site Development: WordPress (1)
DM/IS 014C Digital Illustration: Illustrator (4)
DM/IS 021B Web Development 2 (4)
DM/IS 022A Digital Video 1 (4)
DM/IS 023B Web Development: Dreamweaver (4)
DM/IS 024B Internet Legal Issues (1)
DM/IS 025 Internet Marketing (1)
DM/IS 025A Web and Mobile Marketing and Advertising (1)
DM/IS 025B New Media Marketing (1)
DM/IS 025C Web SEO (Search Engine Optimization) (1)
DM/IS 025D Web Analytics (1)

Total Units 30

http://digital-media.westvalley.edu