PROGRAM OF STUDY

Web and Mobile Design AA Associate of Arts

Curriculum committee Approval Date: _____
Governing Board Approval Date: _____

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

This program provides Career Technical Education opportunities in the areas of: mass communications (broadcasting), digital media production, graphic design and web/mobile design. Students plan, develop, test and market web and mobile design solutions with an emphasis on functionality and code using optimal search engine parameters, accessibility standards and scalability.

Upon successful completion of this program, entry-level career opportunities exist in Web Design, Graphic Design, Mobile Application Design, Web Marketing, Content Development and other entry level positions.

Required Courses (25 Units)		Units
DM/IS002	Introduction to Electronic Communication	3
DM/IS003	Visual Design for New Media	3
DM/IS004	Principles of Design	4
DM/IS020A	Interface Design	4
DM/IS021A	*Web Development 1*	4
	or	
DM/IS023	Web Design: Dreamweaver	4
DM/IS021M	Mobile Sites/Apps Design and Development	4
DM/IS086	Portfolio Planning and Review	3

Choose 5 units of the Following Electives		Units
DM/IS010C	Introduction to Digital Imaging	4
DM/IS011	Blogs and Site Development: WordPress	1
DM/IS014C	Digital Illustration: Illustrator	4
DM/IS021B	Web Development 2	4
DM/IS022A	Digital Video 1	4
DM/IS023B	Web Development: Dreamweaver	4
DM/IS024B	Internet Legal Issues	1
DM/IS025	Internet Marketing	1
DM/IS025A	Web and Mobile Marketing and Advertising	1
DM/IS025B	New Media Marketing	1
DM/IS025C	Web SEO (Search Engine Optimization)	1
DM/IS025D	Web Analytics	1

Total Units   30