



WEST VALLEY COLLEGE



Department of Digital Media

curricular profile & department information

CONTENTS:

AA Degree - Web & Mobile Design
Certificate of Achievement - Web and Mobile Design
Certificate of Achievement - Graphic Design
Certificate of Achievement - Marketing/Digital Communications
Course Rotation
Jobs in the Field
Flyers & Informational Postcards

Department Information:

Co-Chair: Jean McIntosh
jean.mcintosh@wvm.edu
tel. 408.741.2435

Co-Chair: Jeff Rascov
jeff.rascov@wvm.edu
tel. 408.741.2432

<http://digital-media.westvalley.edu>



<http://digital-media.westvalley.edu>



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 total 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>



Department of Digital Media



Web and Mobile Design Certificate of Achievement

The Web and Mobile Design Certificate of Achievement requires the successful completion of 7 required courses (25 units).

Web and mobile designers are strategic thinkers, producers and technologists whose work intersects design thinking, visual communication, technology and user experience. Certificate and course emphasis is on designing sites and apps that perform on multiple devices based on customer needs, user interface guidelines and current technologies. Career opportunities include web and mobile design and development, user experience/user interface (UX/UI) design, digital broadcast production and visual design fields.

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)

Total Units: 25



<http://digital-media.westvalley.edu>



Department of Digital Media



Graphic Design Certificate of Achievement

The Graphic Design Certificate of Achievement requires the successful completion of 5 required courses (17 units) and 2 elective courses (8 units).

Graphic designers utilize color, visual design principles, and typography to develop messages that meet client and business objectives. Certificate and course emphasis is on creative and conceptual problem solving, critical thinking and visual literacy. Career opportunities include graphic design, print design and production, business communications and visual design fields.

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 099 Introduction to Typography (3)
DM/IS 011 Blogs and Site Development: WordPress (1)
DM/IS 086 Portfolio Planning and Review (3)

CHOOSE 8 UNITS FROM THE FOLLOWING ELECTIVES:

DM/IS 010C Introduction to Digital Imaging (4)
DM/IS 014C Digital Illustration: Illustrator (4)
DM/IS 022A Digital Video 1 (4)
DM/IS 023 Web Design: Dreamweaver (4)

Total Units: 25



<http://digital-media.westvalley.edu>



Department of Digital Media



Marketing/Digital Communications Certificate of Achievement

The Marketing/Digital Communications Certificate of Achievement requires the successful completion of 5 required courses (18 units) and 2 units of electives.

Marketing and communications entrepreneurs and employees design, implement, manage and measure marketing approaches for web and mobile based campaigns across multiple digital platforms and venues. Certificate and course emphasis is on researching and writing strategic business and marketing plans, creating content, integrating marketing solutions and measuring results for digital, mobile and social media campaigns. Career opportunities include marketing, digital communications, social media marketing, and web and mobile marketing.

REQUIRED COURSES:

DM/IS 010C Introduction to Digital Imaging (4)

DM/IS 014C Digital Illustration: Illustrator (4)

BUS 056 Marketing Principles (3)

BUS 078 Business Communication (3)

DM/IS 023 Web Design: Dreamweaver (4)

CHOOSE 2 ELECTIVE UNITS:

DM/IS 025 Internet Marketing (1)

DM/IS 025B New Media Marketing (1)

DM/IS 025C Web SEO (Search Engine Optimization) (1)

DM/IS 025E Mobile Advertising (1)

Total Units: 20



<http://digital-media.westvalley.edu>

DIGITAL MEDIA EMPLOYMENT TRENDS

UI/UX DESIGNERS

UX/UX designers find work in usability research and development; interactive design including visual design, information architecture, prototype development and testing.

DEMONSTRATED SKILL SET INCLUDES:

Perform a variety of forms of user research including contextual inquiry, participatory design and usability testing, etc.

Clearly communicate conceptual ideas and design rationale to other members of the design, development and client teams.

Sketch concepts and designs on paper or white-board.

Create user interface specifications with design tools including: Illustrator, InDesign, OmniGraffle etc.

Deliver projects that are built using user-centered design processes and interaction design best practices and methodologies.

Work with product and engineering teams to scope and implement feature development.

Participate in regular design reviews and other team-wide design efforts.

Design wireframes, prototypes, mocks, flows and use cases.

Ensure visual design mockups are shipped with a strong consideration towards usability, consistency and tailored success metrics.

Communicate with product team members to understand and interpret project requirements.

Knowledge of front end markup.
HTML/CSS/JavaScript/JQuery/others.

VISUAL DESIGNERS

Visual designers work in concept and design development for new and existing web and mobile projects that range from marketing campaigns to overall site and application design.

DEMONSTRATED SKILL SET INCLUDES:

Translate UI flows, wireframes and prototypes into intelligent and beautiful visual designs.

Collaborate with teams to plan, analyze, organize and execute assigned projects.

Produce deliverables such as storyboards, templates, layouts, color palettes, typography, user interface elements and prototypes.

Develop visual design prototypes ranging from comps to interactive mock-ups.

Design iterative high-fidelity visual mock-ups and final design assets in Photoshop and Illustrator.

Establish consistency across all products and enforce standard UI patterns and guidelines.

Contribute to multiple design projects.

Guide the visual appearance of all features and enhancements across platforms and products.

Develop design concepts and solutions based on creative briefs and client's business strategy.

Execute and produce design communications for diverse media.

Present work internally and assist with client presentations.

Offer design alternatives and articulate their shortcomings as well as their benefits.

Produce graphics that create rich experiences for visitors and compel them to take action.

WEB DEVELOPERS

Web developers develop web and mobile sites and applications that can include client or server side programming with mark up or scripting languages and additional technologies. Application development uses logic to manipulate data or customize the visitor's experience.

DEMONSTRATED SKILL SET INCLUDES:

Participate in requirements gathering and documenting requirements.

Quickly prototype lo-fidelity HTML-based web and mobile experiences.

Determine scalability strategies and hardware/software requirements for site designs.

Recommend when to build from scratch and when to leverage third-party frameworks.

Build exciting web front-end experiences that seamlessly integrate with back-end services.

Identify, fix, and validate performance.

Uphold coding and design best practices to produce accessible, cross-device, mobile-friendly and responsive experiences.

Use advanced knowledge of web technologies, including JavaScript, JQuery, HTML5, CSS, database modeling tools and/or database interactions to integrate and build new web and mobile capabilities or applications.

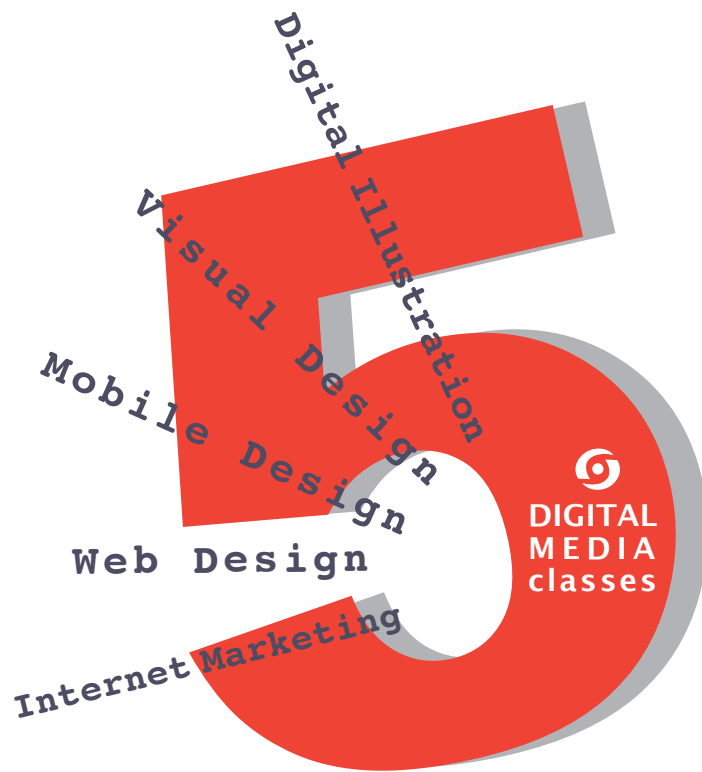
Test and debug web applications.

Troubleshoot issues in production.

Optimize web applications to ensure they are rendered consistently in cross-platform and multiple device environments.

Stay current on latest web technologies and developments.

Manage workload and clearly communicate time-frames with installation and web security policies and standards.



ways to **GROW YOUR SKILLS**

DIGITAL MEDIA Program Orientation

Jan. 27/2016 @ 6PM
WV CAMPUS CENTER
For more information go to:

408
741
2435

DIGITAL MEDIA

classes are designed to build skills that will enhance your professional opportunities. Contact us today so we can help you get started.

<http://digital-media.westvalley.edu>

CLASSES begin

FEBRUARY 1, 2016

Register Early!

FOR MORE
INFORMATION

CALL:

408-741-2435

jean.mcintosh@wvm.edu



DIGITAL MEDIA

Program Orientation

JAN. 27 @ 6 pm in

the Campus Center

1 **DM/IS 23**
Introduction
to Web Design:
Dreamweaver
Build or redesign a web
site and enhance search
engine optimization.

2 **DM/IS 25**
Internet
Marketing
Create and
implement an
effective and manageable
internet marketing strategy.

3 **DMIS 21M**
Mobile Sites/Apps
Design and
Development

Enhance a website
design to look and function
great on tablets and phones.

4 **DMIS 14C**
Introduction to
Digital Illustration
Create web graphics and
and marketing materials.

5 **DMIS 004**
Principles of Design
Design and coordinate print
and digital materials for product
and company branding.

<http://digital-media.westvalley.edu>

Department of Digital Media FAQs – For New Students Interested in Transferring

1. Do I need a West Valley Associate Degree to transfer?

No, you can transfer to a four-year program at a university without an Associate Degree, but there are some benefits to obtaining an Associate Degree. The Digital Media Associate Degree is professional in nature so you can begin working in the field while you work on obtaining your Bachelors Degree. Also, your general education units in your Associate degree can be applied towards your Bachelors program.

2. What advantage is there in obtaining a Digital Media Degree or Certificate before transfer?

Because Digital Media programs are professional in nature you can begin working upon completion of a certificate or degree. This means that you can be building professional skills as you work on your Bachelors Degree. Upon completing a program our students typically find work in fields such as; web design, web production, user interface design, coding, writing content for social media campaigns or graphic design. These experiences combined with a Bachelors Degree provide students an edge when it comes to looking for work after graduation. Since the last recession hit the twenty something demographic very hard in terms of employment, we advise our students to work on both developing professional skills along side their academic credentials so to ensure smooth transition to the work force after they graduate with their four-year degree.

3. How can I ensure my West Valley lower division units will transfer?

We recommend that you meet with an admission representative, and the department chair of the program that you wish to transfer to. Typically department chairs will assess your transcripts and determine which courses will count towards your lower division courses in the given Bachelors Degree program that you are interested in.

4. Do I need a portfolio to transfer?

Some schools require a portfolio review in order to be accepted into the program (as a senior), but it may vary for each particular program. You can discuss this with the Digital Media faculty who are well versed in requirements for the various Bachelor Degree programs in the Bay Area. Because portfolios are necessary in order to get hired, all of the Digital Media programs have a portfolio class that requires students make a professional quality portfolio.



Department of Digital Media

**Are you passionate
about design,
web code or
social media?**

We can help you get started on the right path...



Digital Media Department

NEW!
day time
classes

DIGITAL MEDIA

offers courses in design, code, web marketing & communications. Take a class as a fun elective or ask us about the certificate and degree programs. Students also transfer to like programs at four year universities.

Register for classes at:
<http://westvalley.edu/admissions>



Need more information?

CALL 408-741-2435

<http://digital-media.westvalley.edu>

