Digital Media
WEST VALLEY COLLEGE

Department of Digital Media

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

The Associate of Arts in Web and App Design requires the successful completion of 7 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. This program provides foundation design skills and technical planning for web and app design fields, and addresses planning for user's needs, wire framing, and designing prototypes that use optimal parameters, accessibility standards and user experience guidelines. Career opportunities exist within web and app design and development fields, front end web development and design, and multimedia production.

REQUIRED COURSES:

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 Planning and Review (3)

CHOOSE 5 UNITS FROM THE FOLLOWING ELECTIVES:

DIGM 001 Digital Application Basic (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 Internet Marketing (1)

DIGM 025A Advanced Internet Marketing (1)

DIGM 025B New Media Marketing (1)

Total Units 30