DIGITAL DESIGN /// PROPOSED REVAMP '22

MINI CERTS. + TWO-YEAR AAS DEGREE + ADDITIONAL ONE-YEAR CERTS.

PROPOSED REVAMP OF PROGRAM OFFERINGS

Support Classes (20 Credits // Required for all certifications and AAS)

AENG 100	Intro to Technical Writing (5)	ACOM 102	Communication in the Workplace (5)
AMATH105	Intro Quantitative Problem Solving (5)	CS 110	Intro to Computers & Applications (5)

Graphic Design Essentials (15 Credits)

BUS 263	Photoshop (5)
CS 224	Illustrator (5)
CS 220	Two Dimensional Design (5)

Graphic Design II (15 Credits)

BUS 250	Creativity & Design Thinking (5)
BUS 210	Principles of Marketing (5)
BUS 255	Advertising Design (5)

Web Design Fundamentals (20 Credits)

BUS 261	User Interface Design (5)
CS 251	HTML & CSS (5)
CS 140	Javascript I (5)
CS 262	Responsive Web Design(5)

Web Development II (15 Credits)

CS 240	Javascript II (5)
CS 235	Intro to Database Design & Theory (5)
CS 247	UI Front-end Development (5)

Capstone Classes (5 Credits or 10 Credits for AAS)

BUS 288	Marketing Project (5)	CS 231	Capstone App Development (5)

The Digital Design program on the North Campus has a great opportunity to expand the certifications offered to students by modularizing existing classes and adding only six classes from the existing WWCC catalog.

TWO-YEAR AAS DEGREE

Utilizing these six classes will allow us to offer a two-year *AAS degree in Graphic Design and Web Development.*

STACKABLE MINI-CERTIFICATIONS

Splitting our existing Digital Design program into two smaller stackable certifications will allow students that are impacted by unpredictable timelines and unforeseen chaotic circumstances a much higher likelihood of completing a certificate.

MORE ONE-YEAR CERTIFICATES

Adding classes while modularizing existing classes will allow us to offer two additional, more highly focused one-year certificate options: a *Graphic Design Certificate* and a *Web Development Certificate.*

ADDITIONAL CLASSES

Support Classes (20 Credits // Required for all certifications and AAS)

AENG 100 Intro to Technical Writing (5)	ACOM 102 Communication in the Workplace (5)
AMATH105 Intro Quantitative Problem Solving (5)	CS 110 Intro to Computers & Applications (5)

Graphic Design Essentials (15 Credits)

BUS 263	Photoshop (5)
CS 224	Illustrator (5)
CS 220	Two Dimensional Design (5)

Graphic Design II (15 Credits)

BUS 250	Creativity & Design Thinking (5)
BUS 210	Principles of Marketing (5)
BUS 255	Advertising Design (5)

NEW CLASSES

Web Design Fundamentals (20 Credits)

BUS 261	User Interface Design (5)
CS 251	HTML & CSS (5)
CS 140	Javascript I (5)
CS 262	Responsive Web Design(5)

Web Development II (15 Credits)

CS 240	Javascript II (5)
CS 235	Intro to Database Design & Theory (5)
CS 247	UI Front-end Development (5)

Capstone Classes

BUS 288 Marketing Project (5)	CS 231 Capstone App Development (5)

CREATIVITY & DESIGN THINKING (BUS250)

Providing students the general tools and framework to improve creativity and make better design decisions.

PRINCIPLES OF MARKETING (BUS210)

An understanding of the principles of marketing is key to producing commercially successful creative work.

ADVERTISING DESIGN (BUS255)

Builds on skills attained in Photoshop, Illustrator and 2D Design to focus on applied projects in promotional design.

JAVASCRIPT II (CS240)

Extends the skills attained in Javascript by introducing Node.js with a focus on building rubust web applications.

DATABASE DESIGN & THEORY (CS235)

Students learn the concepts of SQL and NoSQL databases and how to interact with each type of database using CLIs

UI FRONT END DEVELOPMENT (CS247)

Builds on general UI concepts by using React in conjunction with Node.js to create robust state-based web applications

STACKABLE MINI CERTIFICATES (35-40 CREDITS / SIX-MONTHS)

Support Classes (20 Credits // Required for all certifications and AAS)

AENG 100 Intro to Technical Writing (5)	ACOM 102 Communication in the Workplace (5)
AMATH105 Intro Quantitative Problem Solving (5)	CS 110 Intro to Computers & Applications (5)

Graphic Design Essentials (15 Credits)

BUS 263	Photoshop (5)
CS 224	Illustrator (5)
CS 220	Two Dimensional Design (5)

Graphic Design II (15 Credits)

BUS 250	Creativity & Design Thinking (5)
BUS 210	Principles of Marketing (5)
BUS 255	Advertising Design (5)

OR

Web Design Fundamentals (20 Credits)

BUS 261	User Interface Design (5)
CS 251	HTML & CSS (5)
CS 140	Javascript I (5)
CS 262	Responsive Web Design(5)

Web Development II (15 Credits)

CS 240	Javascript II (5)
CS 235	Intro to Database Design & Theory (5)
CS 247	UI Front-end Development (5)

Capstone Classes

BUS 288 Marketing Project (5)	CS 231 Capstone App Development (5)

Incarcerated students may suddenly be unable to attend class, temporarily or permanently, frequently close to the completion of a certificate. Motivation can be difficult to sustain when a student's chance of completing is impinged for reasons beyond their control. For this reason expediency is important.

FOCUSED, STACKABLE MINI-CERTS.

A modular approach to bundling classes into mini-stackable certificates will allow students facing uncertain timelines the ability to complete a smaller certificate. Completion produces a sense of achievement and provides a state certification for prospective employers.

Both proposed certificates combine general workplace and computer skills, with the focus-area of each certificate.

GRAPHIC DESIGN ESSENTIALS

Provides skills with Photoshop and Illustrator and a grounding in the principles and elements of design.

WEB DESIGN FUNDAMENTALS

Provides an introduction to UI/UX with coding skills in HTML, CSS, Javascript, and Responsive Web Design.

GRAPHIC DESIGN & WEB DEVELOPMENT AAS (95 CREDITS / TWO YEARS)

Support Classes (20 Credits // Required for all certifications and AAS)

AENG 100 Intro to Technical Writing (5)	ACOM 102 Communication in the Workplace (5)
AMATH105 Intro Quantitative Problem Solving (5)	CS 110 Intro to Computers & Applications (5)

Graphic Design Essentials (15 Credits)

BUS 263	Photoshop (5)
CS 224	Illustrator (5)
CS 220	Two Dimensional Design (5)

Graphic Design II (15 Credits)

BUS 250	Creativity & Design Thinking (5)
BUS 210	Principles of Marketing (5)
BUS 255	Advertising Design (5)

Web Design Fundamentals (20 Credits)

BUS 261	User Interface Design (5)
CS 251	HTML & CSS (5)
CS 140	Javascript I (5)
CS 262	Responsive Web Design (5)

Web Development II (15 Credits)

CS 240	Javascript II (5)
CS 235	Intro to Database Design & Theory (5)
CS 247	UI Front-end Development (5)

Capstone Classes

BUS 288	Marketing Project (5) or...	CS 231 Capstone App Development (5)

TWO-YEAR AAS DEGREE

This technical degree combines training in the fields of graphic design and full-stack web development to prepare students for a variety of career paths in the technology industry as graphic designers, front-end web developers or full-stack web developers.

TOPICS IN GRAPHIC DESIGN

Students will complete hands-on training in the predominant applications used by graphic designers, then learn the principles and elements of design. They will extend these skills with a firm grounding in marketing and creative thinking that will in-turn inform and empower subsequent coursework in advertising design.

TOPICS IN WEB DEVELOPMENT

Students will learn the fundamentals of UX/UI alongside the process of site-building before learning how to code pages with HTML, CSS and Javascript to produce responsive websites. They will extend these skills by learning how to leverage server-side scripting, database management and front-end frameworks to produce robust full-stack web applications.

DIGITAL DESIGN CERTIFICATE (60 CREDITS / ONE YEAR)

Support Classes (20 Credits // Required for all certifications and AAS)

AENG 100	Intro to Technical Writing (5)	ACOM 102	Communication in the Workplace (5)
AMATH105	Intro Quantitative Problem Solving (5)	CS 110	Intro to Computers & Applications (5)

Graphic Design Essentials (15 Credits)

BUS 263	Photoshop (5)
CS 224	Illustrator (5)
CS 220	Two Dimensional Design (5)

Graphic Design II (15 Credits)

BUS 250	Creativity & Design Thinking (5)
BUS 210	Principles of Marketing (5)
BUS 255	Advertising Design (5)

Web Design Fundamentals (20 Credits)

BUS 261	User Interface Design (5)
CS 251	HTML & CSS (5)
CS 140	Javascript I (5)
CS 262	Responsive Web Design(5)

Web Development II (15 Credits)

CS 240	Javascript II (5)
CS 235	Intro to Database Design & Theory (5)
CS 247	UI Front-end Development (5)

Capstone Classes

BUS 288	Marketing Project (5) or...	CS 231	Capstone App Development (5)

The current one-year Digital Design certificate program would remain unchanged.

ONE-YEAR CERTIFICATE

This technical certification in graphic design focusing on creating static websites, prepares graduates for employment in the technology and related fields as entry level graphic designers or web designers. Upon completion, students have the option to pursue the two-year AAS degree in Graphic Design and Web Development.

TOPICS IN GRAPHIC DESIGN

Students will complete hands-on training in Photoshop and Illustrator, the predominant applications used by graphic designers. These skills will then be reinforced by attaining an understanding of the fundamental principles and elements of design.

TOPICS IN WEB DEVELOPMENT

Students will learn the fundamentals of UX/UI alongside the process of site-building before learning how to code pages with HTML, CSS and Javascript to produce responsive websites.

GRAPHIC DESIGN CERTIFICATE (55 CREDITS / ONE YEAR)

Support Classes (20 Credits // Required for all certifications and AAS)

AENG 100 Intro to Technical Writing (5)
AMATH105 Intro Quantitative Problem Solving (5)

ACOM 102 Communication in the Workplace (5)
CS 110   Intro to Computers & Applications (5)

Graphic Design Essentials (15 Credits)

BUS 263   Photoshop (5)
CS 224   Illustrator (5)
CS 220   Two Dimensional Design (5)

Graphic Design II (15 Credits)

BUS 250   Creativity & Design Thinking (5)
BUS 210   Principles of Marketing (5)
BUS 255   Advertising Design (5)

Web Design Fundamentals (20 Credits)

BUS 261   User Interface Design (5)
CS 251   HTML & CSS (5)
CS 140   Javascript I (5)
CS 262   Responsive Web Design(5)

Web Development II (15 Credits)

CS 240   Javascript II (5)
CS 235   Intro to Database Design & Theory (5)
CS 247   UI Front-end Development (5)

Capstone Classes

BUS 288   Marketing Project (5) or...

CS 231   Capstone App Development (5)

The one-year Graphic Design certificate is intended for students wishing to focus primarily on the visual aspects of graphic design.

ONE-YEAR CERTIFICATE

This technical certification in graphic design, marketing and advertising prepares graduates for employment or freelancing as a graphic designer. This certificate also allows students to pursue the two-year AAS degree in Graphic Design and Web Development.

TOPICS IN GRAPHIC DESIGN

Students will complete hands-on training in Photoshop and Illustrator, the predominant applications used by graphic designers. These skills will then be reinforced by attaining an understanding of the fundamental principles and elements of design.

Students will extend these skills with a firm grounding in marketing and creative thinking that will in-turn inform and empower subsequent coursework in advertising design.

WEB DEVELOPMENT CERTIFICATE (60 CREDITS / ONE YEAR)

Support Classes (20 Credits // Required for all certifications and AAS)

AENG 100	Intro to Technical Writing (5)	ACOM 102	Communication in the Workplace (5)
AMATH105	Intro Quantitative Problem Solving (5)	CS 110	Intro to Computers & Applications (5)

Graphic Design Essentials (15 Credits)

BUS 263	Photoshop (5)
CS 224	Illustrator (5)
CS 220	Two Dimensional Design (5)

Graphic Design II (15 Credits)

BUS 250	Creativity & Design Thinking (5)
BUS 210	Principles of Marketing (5)
BUS 255	Advertising Design (5)

Web Design Fundamentals (20 Credits)

BUS 261	User Interface Design (5)
CS 251	HTML & CSS (5)
CS 140	Javascript I (5)
CS 262	Responsive Web Design(5)

Web Development II (15 Credits)

CS 240	Javascript II (5)
CS 235	Intro to Database Design & Theory (5)
CS 247	UI Front-end Development (5)

Capstone Classes

CS 231	Capstone App Development (5)

The one-year Web Development certificate is intended for students wishing to focus primarily on full-stack Web Development.

ONE-YEAR CERTIFICATE

This technical certification in full-stack web development prepares graduates for employment in the technology industry as front-end or full-stack web developers. This certificate also allows students to pursue the two-year AAS degree in Graphic Design and Web Development.

TOPICS IN WEB DEVELOPMENT

Students will learn the fundamentals of UX/UI alongside the process of site-building before learning how to code pages with HTML, CSS and Javascript to produce responsive websites. Students will extend these skills by learning how to leverage server-side scripting, database management and front-end frameworks to produce robust full-stack web applications.