

Digital Arts & Interactive Media – Associate in Applied Science (DAIM.AAS)

Students build strong foundations in traditional graphic design while expanding into interactive, screen-based design practices such as front-end user interface (UI) design strategies, digital layout systems, branding, AI, and emerging media. Through both online and hands-on studio courses, students learn how to design experiences that are not only visually compelling, but also functional and industry relevant. Practical skills are formed using tools and workflows while creating a professional portfolio suitable for entry-level employment or transfer to a four-year institution. There are four focus areas which can ladder into this degree; digital photography, graphic design, 3D design & animation and digital marketing. Career pathways include graphic design, digital content creation, branding, marketing design, UI/UX and interactive media roles. This program is ideal for creative students who want flexibility, relevance, and real-world preparation in a rapidly evolving design field.

Minimum credits: 64

Minimum cumulative GPA: 2.0

Minimum grade in all courses: 2.0

Minimum Jackson College credits: 15

GENERAL EDUCATION REQUIREMENTS (20-22 CREDITS)

GEO 1: Write clearly, concisely and intelligibly (3 credits)

Take the following:

ENG 131 Writing Experience I

GEO 2: Recognize the importance of effective communication in a dynamic and changing society (3 credits)

Choose one of the following:

COM 231 Communication Fundamentals

COM 240 Interpersonal Communication

COM 250 Intercultural Communication

PLS 262 International Relations

PSY 152 Social Psychology (or SOC 152 Social Psychology)

SOC 246 Marriage & Family

GEO 3: Demonstrate computational skills and mathematical reasoning (4 credits)

Take the following:

MAT	130	Quantitative Reasoning
MAT	133	Introduction to Probability and Statistics
MAT	139	Intermediate Algebra
MAT	141	Precalculus

GEO 4: Demonstrate scientific reasoning (4 credits)

Choose two of the following from two different disciplines; at least one must be a laboratory science course:

GEL	109	Earth Science
NSC	131	Contemporary Science
NSC	141	Scientific Inquiry

GEO 5: Understand human behavior and social systems, and the principles which govern them (3 credits)

Take the following:

PLS	141	American National Government
PSY	130	General Psychology
SOC	231	Principles of Sociology

GEO 6: Identify artistic, linguistic, and theoretical perspectives across the human experience (3 credits)

Choose one of the following:

ART	112	Art History: Renaissance to Present
HUM	131	Cultural Connections
MUS	131	Understanding Music
MUS	132	History of American Popular Music

DAIM RELATED REQUIREMENTS (15 CREDITS)

Take one of the Following:

ART	101	Two-Dimensional Design
ART	103	Drawing Foundations
ART	152	Painting & Composition

Choose 4 of the following:

ART	137	Digital Photography
BUA	104	Introduction to Business
BUA	130	Customer Service
BUA	230	Principles of Marketing
BUA	231	Advertising, Promotion & Public Relations
ENT	101	Entrepreneurship: Creating your own job
CIS	101	Introduction to Computer Systems
CIS	170	Programming C++
CIS	245	Internship

DAIM CORE REQUIREMENTS (16 CREDITS)

Take the following:

- CIS 126 Digital Design Fundamentals
- CIS 127 Introduction to Creative Software and AI
- CIS 128 Typography and Layout
- CIS 134 Graphic Imaging (Photoshop)
- CIS 139 Digital Design Studio

DIGITAL ARTS & INTERACTIVE MEDIA ELECTIVES (9-13 CREDITS)

Choose one track

OPTION A: UNIVERSITY TRANSFER MTA AND ELECTIVES

Choose from general education courses that meet MTA requirements for transfer. Be sure to work with a navigator to determine what courses are needed based on intended transfer university.

OPTION B: SPECIALIZED DIGITAL ARTS & INTERACTIVE MEDIA FOCUS

Complete one of the following focus areas.

Digital Photography Focus (9 credits)

Take the following:

- ART/CIS 137 Digital Photography I
- ART/CIS 237 Digital Photography II
- CIS 255 Portfolio/Capstone

**Include CORE DAIM, then consult with program lead or navigator for the remaining electives required. Many align, and are offerings listed above.*

Graphic Design Focus (13 credits)

Take the following:

- CIS 183 Introduction to Animation
- ECM 112 UX, Web & Content Creation Strategies
- CIS 188 Intro to Print Production
- CIS 255 Portfolio/Capstone

3D Design & Animation Focus (12 credits)

Take the following:

- CIS 183 Introduction to Animation
- CIS 274 3D Modeling Techniques
- CIS 279 Lighting & Texturing
- CIS 255 Portfolio/Capstone

Digital Marketing Focus (13 credits)

Take the following:

- ECM 112 UX, Web & Content Creation Strategies
- ECM 201 Advanced Technology
- ECM 218 AI in Marketing
- ECM 220 eBusiness: SEO/Management/Measurement