

BUSINESS MEDIA DESIGN C.A.S.

Cheryl Galipeau, Director

This program prepares students with a foundation in digital and information technologies, the nature of business enterprise, media history, typography, art, and artistic aesthetics and expression. Courses are project-based; students use artistic business media applications to create and develop a story, select and edit photographs, and create and edit audio/visual work in both still and time-based mediums. Successful projects demonstrate artistic digital expression, effective visual communication, and attractive composition. Students will learn and use Adobe applications, such as Photoshop, After Effects, Final Cut, Dreamweaver, Flash, InDesign, Bridge, Acrobat, and more. Successful graduates are prepared for entry level jobs in media design for business, education or non-profit organizations. In addition, graduates meet the prerequisite requirements for entry into the undergraduate programs, B.A in Media Arts or B.F.A in Media Arts.

Student Outcomes:

- Gain foundational knowledge in digital and information technologies, the nature of business enterprise, media history, typography, visual symbols, art, and artistic aesthetics and expression
- Create, edit, and design audio/visual work in both the still image and time based mediums that focus on artistic expression and its relationship to digital technology
- Create business documents and publications using common business applications while following ethical, research, and industry standard guiding principles and best practices
- Assemble web assets needed to construct a complete website using current W3C web html document type standards, Search Engine Optimization strategies, and best web practices for file and domain management, container layout, navigation, and attractive web arrangement using principles and elements of design in an accessible web format
- Plan, create, and organize artistically pleasing and effective print layouts based on the intended audience, organizational goals, and sound design through typography and imagery
- Use photo editing software to create, edit and customize digital images in appropriate image size, resolution, and file type for the intended publication medium

Certificate of Applied Science - Business Media Design

Missoula College

Degree Specific Credits: 33

Required Cumulative GPA: 2.0

Catalog Year: 2017-2018

Note: See Program Director for scope and sequence advising.

Summary

CAS Business Media Design Course Requirements	30
Computer Science Requirements	3
Total Hours	33

CAS Business Media Design Course Requirements

Rule: All courses required

BGEN 105S	Introduction to Business	3
COMX 140L	Intro to Visual Rhetoric	3
M 115	Probability and Linear Mathematics	3
MART 101L	Intro to Media Arts	3
MART 102	Digital Technology in the Arts	3
MART 111A	Intro to Photoshop	3
MART 112A	Introduction to Film Editing	3
MART 214	Digital Publishing & Design	3
MART 232	Interactive Web II	3
WRIT 101	College Writing I	3
Total Hours		30

Minimum Required Grade: C-

Computer Science Requirements

Rule: Pick 1 of the 2 courses below

Note: See Program Director for prerequisites, placement and advising.

CAPP 120	Introduction to Computers	3
or CSCI 105	Computer Fluency	
Total Hours		3

Minimum Required Grade: C-