BUSINESS MEDIA DESIGN C.A.S.

Cheryl Galipeau, Director

People respond to emotion, engagement, and strong design. Combine your unique talents in digital media, expressive arts, visual communications, and business toward a career in media design for businesses, education or nonprofit organizations. You will learn:

- Media history and business foundations
- Work extensively in Adobe Creative Suite
- Practice effective visual composition and messaging
- Create interesting imagery and tell compelling stories

Projects require story development, original and edited still photographs, and original and edited audio and visual work in both still and time-based mediums. Graduates are prepared for immediate skill application. Successful completion of the C.A.S. meets prerequisites required for entry into the undergraduate programs for UM's 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: 2018-2019

Note: See Program Director for advising regarding scope and sequence, course prerequisites, and math and writing placement assessments.

Summary

Code	Title	Hours
Business Media Design Required Courses		30
Computer Science Requirement		3
Total Hours		33

Business Media Design Required Courses

Code	Title	Hours
Complete all of the following courses:		
BGEN 105S	Introduction to Business	3
COMX 140L	Introduction 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 Requirement

Code	Title	Hours
Complete one of the following courses:		
CAPP 120	Introduction to Computers	3
or CSCI 105	Computer Fluency	
Total Hours		3

Minimum Required Grade: C-