

Digital Media

Digital Media

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PROGRAM DESCRIPTION

Digital Media (DGM) prepares students for a variety of full-time or freelance employment through a blend of classroom and hands-on experience. The program equips students with foundational theories and processes to develop sound multi-communication structures. The curriculum integrates graphics, text, animation, video and audio digital materials to entertain, educate, and communicate ideas through meaningful human interaction. DGM also houses the Administrative Information Management programs and the Business Education Certification program.

Instruction is organized to offer a balance between:

- conceptualizing projects based on sound analysis, design and evaluation; and
- fostering skills of creativity and teamwork to develop and deliver products.

Administrative Information management provides training for students to be employed in such areas as administrative information managers, office managers, executive assistants, project managers, and other administrative support positions in business, industry, and government.

Students in Digital Media may earn either an Associate degree or a Bachelor degree. Areas of focus include:

- Administrative Information Management
- Digital Animation Technology
- Digital Audio Processing
- Digital Cinema/TV Production
- Information Media Management
- Internet and Web Development

CAREER OPPORTUNITIES

Because of extensive use of digital media in nearly every area of our lives, graduates will find themselves in demand by diverse organizations which use digital technology to communicate ideas. For example, graduates may work with medical teams to develop training materials to describe new surgical techniques to physicians, or work with a team to create a new children's educational game. They may work as video or audio specialists on a documentary of historic sites, create an interactive web site to support a company's retail efforts or as administrative information management professionals.

Note: Some DGM courses require students to use their own laptop computer in the classroom.

PROGRAMS

Students may receive an Associate in Applied Science in Administrative Information Support or Digital Media, an Associate in Science in Administrative Information Management, a Bachelor of Science in Digital Media, or a Bachelor of Science in Business/Marketing Education.

For a program listing for Administrative Information Management see the Administrative Information Management section of the catalog.

For a program listing for Business/Marketing Education see the Business/Marketing Education section of the catalog.

AAS in Digital Communication Technology

64 CREDITS

General Education Requirements: 17 Credits

ENGLISH		
• ENGL 1010	Introduction to Writing	3.0
MATHEMATICS		
• MAT 1010	Intermediate Algebra	4.0
HUMANITIES/FINE ARTS/FOREIGN LANGUAGE		
• PHIL 2050	Ethics and Values (highly recommended) (3.0)	3.0
or Any approved Humanities, Fine Arts, or Foreign Language Distribution Course		
SOCIAL AND BEHAVIORAL SCIENCE		
• Any approved Behavioral Science, Social or Political Science Distribution Course		
BIOLOGY OR PHYSICAL SCIENCE		
• Any approved Biology or Physical Science Distribution Course		
PHYSICAL EDUCATION/HEALTH/SAFETY OR ENVIRONMENT		
• HLTH 1100	Personal Health and Wellness (2.0)	2.0
or Any approved PE, Safety or Health Distribution Course		

Discipline Core Requirements: 30 Credits

Complete the following:		
• DGM 1110	Digital Media Essentials I	4.0
• DGM 1210	Digital Media Essentials II	4.0
• DGM 2130	Digital Audio Essentials	3.0
• DGM 2110	Digital Cinema Essentials	3.0
• DGM 2120	Web Essentials	3.0
• DGM 2210	3D Modeling and Animation Essentials	4.0
• DGM 2220	Marketing for Digital Media	3.0
• DGM 2240	Interaction Design	3.0
• ART 1120	2D Design	3.0
or DGM 2250	Principles of Digital Design (3.0)	3.0

Elective Requirements: 17 Credits

- Complete 17 credits from approved DGM electives 17.0 (see advisor)

Graduation Requirements:

- 1 Completion of a minimum of 64 semester credits.
- 2 Overall grade point average of 2.0 (C) or above. (Departments may require a higher GPA.)
- 3 Residency hours -- minimum of 20 credit hours through course attendance at UVSC.
- 4 Completion of GE and specified departmental requirements.

BS in Digital Media 121 CREDITS

General Education Requirements: 35 Credits

• ENGL 1010	Introduction to Writing	3.0
• ENGL 2010	Intermediate Writing--Humanities/Social Sciences	3.0
or ENGL 2020 Intermediate Writing--Science and Technology (3.0)		
Complete one of the following:		
• MATH 1030	Quantitative Reasoning (recommended for Humanities or Arts majors) (3.0)	3.0
• MATH 1040	Introduction to Statistics (recommended for Social Science majors) (3.0)	3.0
• MATH 1050	College Algebra (recommended for Business, Education, Science, and Health Professions majors) (4.0)	4.0
Complete one of the following:		
• HIST 2700	US History to 1877 (3.0)	3.0
and HIST 2710	US History since 1877 (3.0)	3.0
• HIST 1700	American Civilization (3.0)	3.0
• HIST 1740	US Economic History (3.0)	3.0
• POLS 1000	American Heritage (3.0)	3.0
• POLS 1100	American National Government (3.0)	3.0

Complete the following:

• PHIL 2050	Ethics and Values	3.0
• HLTH 1100	Personal Health and Wellness	2.0
or PES 1097	Fitness for Life (2.0)	2.0

Distribution Courses

• Biology	3.0
• Physical Science	3.0
• Additional Biology or Physical Science	3.0
• Humanities Distribution	3.0
• Fine Arts Distribution	3.0
• Social/Behavioral Science	3.0

Discipline Core Requirements: 50 Credits

• ART 1120	2D Design	3.0
or DGM 2250	Principles of Digital Design (3.0)	3.0
• DGM 1110	Digital Media Essentials I	4.0
• DGM 1210	Digital Media Essentials II	4.0
• DGM 2120	Web Essentials	3.0
• DGM 2220	Marketing for Digital Media	3.0

- DGM 2240 Interaction Design 3.0
- DGM 3220 Digital Media Project Management 3.0
- DGM 3120 Developing Multimedia for Accessibility 3.0
- DGM 3130 Digital Storyboarding 3.0
- or DGM 3870 Web Graphics Applications (3.0)
- DGM 4000 Writing for Digital Media 3.0
- or ENGL 4310 Advanced Technical Communication (3.0)
- DGM 4310 Senior Projects I 3.0
- DGM 4330 Corporate Issues in Multimedia 3.0
- DGM 4410 Senior Projects II 3.0

Take one of the following sets: 9.0

Digital Media:

- DGM 2110 Digital Cinema Essentials (3.0)
- DGM 2130 Digital Audio Essentials (3.0)
- DGM 2210 3D Modeling and Animation Essentials (4.0)

Information Media Management:

- DGM 2300 Records and Information Management (3.0)
- DGM 2230 Exploring Digital Communication Tools (3.0)
- DGM 3850 Desktop Publishing Skills (3.0)

Elective Requirements: 36 Credits

Complete 36 credits (with a minimum of 19 upper division credits) from department approved electives.

Graduation Requirements:

- 1 Completion of a minimum of 121 semester credits.
- 2 Overall grade point average of 2.0 (C) or above, with no grade lower than a "C" in DGM 1110, DGM 1210, DGM 2110, DGM 2120, DGM 2130 and DGM 2210.
- 3 Residency hours -- minimum of 30 credit hours through course attendance at UVSC, with at least 10 hours earned in the last 45 hours.
- 4 Completion of GE and specified departmental requirements.

BA/BS in

Integrated Studies 123 CREDITS

The following Integrated Studies Emphasis is available (see the Integrated Studies section of this catalog for complete degree requirement listings.)

Emphasis in Digital Media 18 Credits

Emphasis Requirements: 18 Credits

Prerequisite courses:

- DGM 1110 Digital Media Essentials I (4.0)
- DGM 1210 Digital Media Essentials II (4.0)
- DGM 2130 Digital Audio Essentials (3.0)
- DGM 2110 Digital Cinema Essentials (3.0)
- DGM 2210 3D Modeling and Animation Essentials (4.0)
- DGM 2120 Web Essentials (3.0)
- DGM 2240 Interaction Design (3.0)

Complete the following:

- DGM 3220 Digital Media Project Management 3.0
- DGM 4000 Writing for Digital Media 3.0
- or ENGL 4310 Advanced Technical Communication (3.0)

- DGM 4310 Senior Projects I 3.0
- DGM 4330 Corporate Issues in Multimedia 3.0

Complete 6 credits from the following: 6.0

- DGM 3120 Developing Multimedia for Accessibility (3.0)
- DGM 3130 Digital Storyboarding (3.0)
- DGM 2220 Marketing for Digital Media (3.0)
- DGM 4410 Senior Projects II (3.0)

BS in Technology

Management 124 CREDITS

The following Technical Area is available (see the Technology Management section of this catalog for complete degree requirement listings.)

Specialization in

Digital Media 45 Credits

Emphasis Requirements: 30 Credits

Complete the following:

- DGM 1110 Digital Media Essentials I 4.0
- DGM 1210 Digital Media Essentials II 4.0
- DGM 2110 Digital Cinema Essentials 3.0
- DGM 2120 Web Essentials 3.0
- DGM 2130 Digital Audio Essentials 3.0
- DGM 2210 3D Modeling and Animation Essentials 4.0

- DGM 2220 Marketing for Digital Media 3.0
- DGM 2240 Interaction Design 3.0
- ART 1120 2D Design 3.0

- or DGM 2250 Principles of Digital Design (3.0)

Elective Requirements: 15 Credits

Complete 15 credits from approved DGM electives (see advisor) 15.0

See Course Descriptions section of the catalog for detailed course information. This department manages the following course prefixes:

- BMED, Business/Marketing Education
- DGM, Digital Media