# Multimedia Design and Marketing - AAS

West Burlington Campus

## Program Information

The Multimedia Design & Marketing program equips students with essential skills for today's digital marketing and multimedia landscape. Whether pursuing the one-year diploma or the two-year associate degree, students will gain a solid foundation in areas like content creation, social media strategy, digital advertising, video production and design. This program blends creative and technical expertise, preparing graduates for roles in multimedia design, marketing and digital communication.

Students complete their coursework on Mac computers in our state-of-the-art multimedia design lab at the West Burlington campus, using industry-standard tools such as Adobe Illustrator, Photoshop, Premiere, and other digital media platforms. Core courses include social media engagement, web multimedia, graphic design principles, and digital/video marketing, ensuring a comprehensive education that meets the demands of the evolving digital landscape. Students also have the opportunity to sit for the FAA Part 107 Remote Pilot certification.

## Program Options

- One-year Diploma: A streamlined option designed for those looking to quickly enter the workforce with core multimedia marketing and design skills.
- Two-year Associate Degree: Offers a more in-depth exploration of multimedia design and marketing, with advanced coursework in areas like animation, digital imaging and video production.

## Program Details

- Location: West Burlington campus
- Program Length: Two-year Associate Degree
- Program Start: The program course sequence begins in the fall. However, students can begin elective coursework in the spring or summer prior to starting the core courses.
- Program Availability: Full-time and part-time options
- Admissions Requirements: High school diploma or equivalent

- Program-Specific Costs: Additional fees may apply for certain courses, such as those requiring specialized software or equipment.

**Instructor and Staff**

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**West Burlington Campus**

**Program Requirements**

| Fall Semester I | | Credit |
|---|---|---|
| ENG-105 | Composition I | 3 |
| GRA-137 | Digital Design | 3 |
| GRA-175 | Graphic Design Principles | 3 |
| SMM-108 | Social Media Engagement | 3 |
| ANI-120 | Introduction to Animation | 3 |
| Semester Total.................................................. | | 15 |

| Spring Semester I | | Credit |
|---|---|---|
| GRA-275 | Advanced Graphic Design | 3 |
| MMS-111 | Video Production I | 3 |
| MUS-185 | Class Piano I | 1 |
| MUS-306 | Digital Music Production I | 3 |

**Take 1 of 2 courses:**

| | | |
|---|---|---|
| MKT-121 | Digital Marketing | 3 |
| GRA-257 | Video Marketing | 3 |
| Semester Total.................................................. | | 13 |

| Summer Semester I | | Credit |
|---|---|---|
| SPC-112 | Public Speaking | 3 |

**Take 1 of 2 courses:**

| | | |
|---|---|---|
| ART-186 | Digital Photography | 3 |
| ART-184 | Photography | 3 |
| Semester Total.................................................. | | 6 |

| Fall Semester II | | Credit |
|---|---|---|
| GRA-140 | Digital Imaging | 3 |
| GRA-173 | Typography | 3 |
| MKT-150 | Principles of Advertising | 3 |
| AVI-255 | FAA Part 107 Remote Pilot | 3 |
| BUS-119 | Entrepreneurial Thinking | 1 |
| MAT-110 | Math for Liberal Arts | 3 |
| Semester Total.................................................. | | 16 |

| Spring Semester II | | Credit |
|---|---|---|
| GRA-127 | Illustrator I | 3 |
| GRA-158 | Web Multimedia | 3 |
| GRA-190 | Electronic Media Projects | 3 |
| GRA-933 | Internship | 4 |

**Take 1 of 3 courses:**

| | | |
|---|---|---|
| SOC-114 | Conflict Resolution in the Workplace | 3 |
| PSY-111 | Introduction to Psychology | 3 |
| SOC-120 | Marriage and Family | 3 |
| Semester Total.................................................. | | 16 |

| Program Total.................................................. | | 66 |
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