

Digital Design & Multimedia • Career Tracks

Choose electives based on your career interests

What's YOUR career path?

Will you have the right **portfolio** to get that first job?

If you are a BFA or DGTDSGN/BA student in Art, you can plan your program so the electives you take in Art lead to your career goal.

This handout gives you suggestions that will help you assemble a group of courses that give you a focus in design for Print, Imaging, Web Design, 2D & 3D Animation or Digital Video/Motion Graphics.

The capstone course is **Digital Design Portfolio**, which is where you put it all together in a portfolio that shows your skills and talents. And for the BFA, Thesis is where you will work on a 1-semester creative project.

*see the grad check forms for complete info on all requirements

Imaging & Illustration

Imaging and Illustration creates original images through digital means, sometimes in combination with traditional techniques. Imaging and illustration is an important component in publishing, web, video, multimedia works and fine art. Digital photography expands beyond traditional photographic practices and into new media. Print output, archival and for reproduction is also an important aspect of imaging production.

*see the Art Dept.'s regular advising materials for foundation and Art History reqs.

SUGGESTED TRACK:

ART 29510: Graphic Design Concepts
ART 29520: Illustration
ART 29526: Computer Imaging
ART 39560: Digital Video
ART 49590: Digital Design Portfolio

ELECTIVES FOR IMAGING & ILLUSTRATION

ART 29530: Digital Photo 1
ART 39520: Illustration 2
ART 39522: Vector Illustration
ART 39528: Animation Principles
RELATED Art Dept. classes: photography, printmaking, painting

3D Modeling and 2D/3D Animation

Animators work in 2D or 3D to create short animated scenes for advertising, TV and film as well as other types of entertainment media. Much of this field is specialized, so artists work on storyboarding, characters, effects or other aspects of production. 3D modeling/animation artists supply media elements for video and multimedia works and for augmented reality projects for the web.

*see the Art Dept.'s regular advising materials for foundation and Art History reqs.

SUGGESTED TRACK:

ART 29526: Computer Imaging
ART 39528: Animation Principles
ART 49528: Topics in Animation
ART 39570: 3D Imaging 1
ART 49590: Digital Design Portfolio

ELECTIVES FOR IMAGING & ILLUSTRATION

ART 39522: Vector Illustration
ART 39580: Game Design
ART 49528: Topics in Animation
ART 49570: 3D Imaging 2
RELATED Art Dept. classes: photography, printmaking, painting

Print & Publishing

Print and editorial designers in the publishing industry work in graphic design firms, advertising agencies and publishing houses, and in-house design departments in companies that are large enough to sustain staff design positions. They design corporate, consumer, and business-to-business communications; packaging, signage systems, cross-media advertising, environmental graphics and experience graphics, and all manner of publications: magazines, books and other periodicals.

*see the Art Dept.'s regular advising materials for foundation and Art History reqs.

SUGGESTED TRACK:

ART 29500: Typography 1
ART 29510: Graphic Design Concepts
ART 39510: Electronic Design I
ART 39512: Print Production
ART 49590: Digital Design Portfolio [new title]

ELECTIVES for PRINT & PUBLISHING

ART 39544: UX/UI Design
ART 49510: Electronic Design II
ART 49518: Publishing Projects

Web Design & Web Programming

Web designers and producers work in new media design, or in traditional media with a web presence, such as at a magazine with a web site. Some designers specialize in the technical end of web production using PHP or other server-side scripting, while others work on 'look and feel'. HTML5, CSS and jQuery are used to produce dynamic & animated web sites, and to create web-based games. 3D modeling can be incorporated in animation and augmented reality. Mobile applications and UI or User Interface design for apps have become increasingly important.

*see the Art Dept.'s regular advising materials for foundation and Art History reqs.

SUGGESTED TRACK:

ART 29500: Typography 1
ART 29526: Computer Imaging
ART 39540: Web Design I
ART 39552: Programming for Artists
ART 49590: Electronic Design Portfolio

ELECTIVES FOR WEB DESIGN & WEB PROGRAMMING

ART 39528: 2D Animation Principles
ART 39544: UX/UI Design
ART 49540: Web Design 2
ART 49552: Topics in Web Programming

Digital Video & Motion Graphics

Motion graphics designers work for television, film, small to large post-production houses and independent producers, creating everything from station design to title sequences, commercials and graphics for music videos. This may also include narrative and non-narrative animation projects for advertising agencies and other independent film projects.

*see the Art Dept.'s regular advising materials for foundation and Art History reqs.

SUGGESTED TRACK:

ART 29520: Illustration
ART 29526: Computer Imaging
ART 39552: Programming for Artists
ART 39560: Digital Video 1
ART 49590: Digital Design Portfolio

ELECTIVES FOR DIGITAL VIDEO & MOTION GRAPHICS

ART 39528: 2D Animation Principles
ART 39560: Digital Video 2
ART 39570: 3D Imaging 1
ART 49528: Topics in Animation