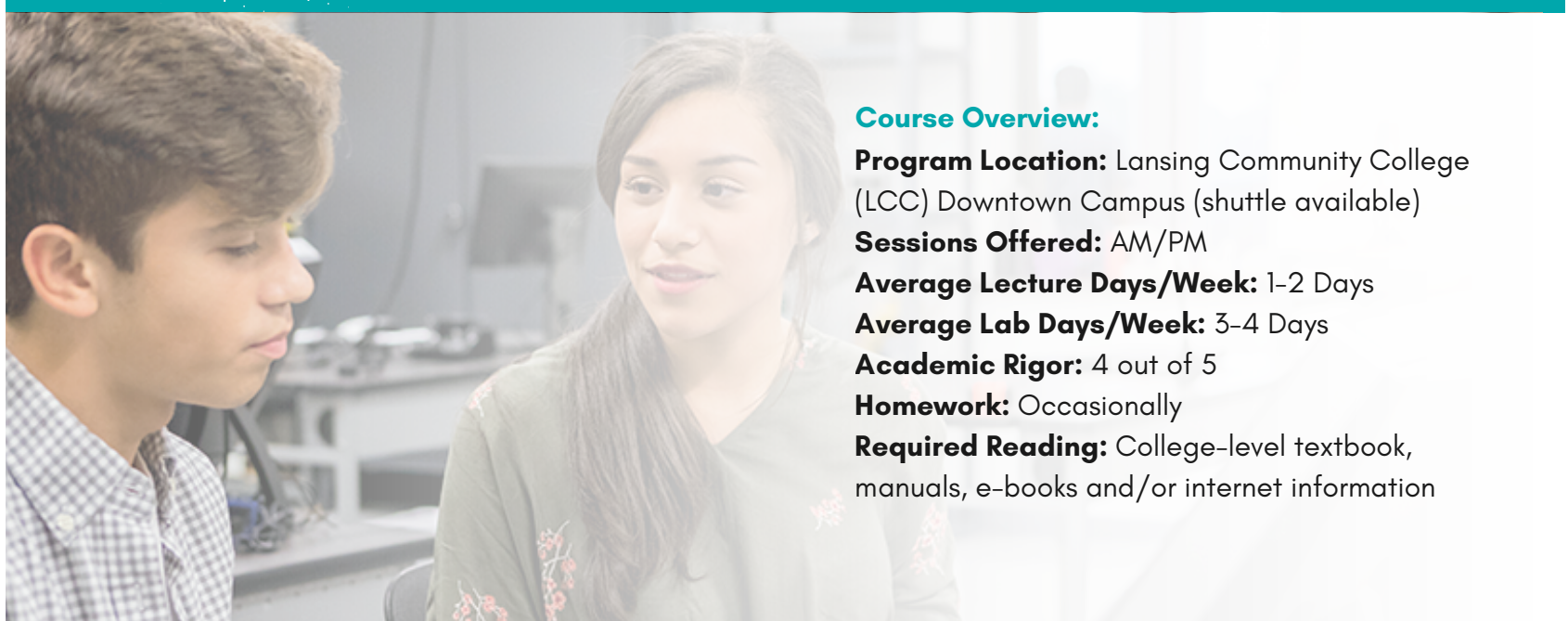# DIGITAL MEDIA & DESIGN
BUSINESS, MANAGEMENT, MARKETING AND TECHNOLOGY

Course Overview:

Program Location: Lansing Community College (LCC) Downtown Campus (shuttle available)
Sessions Offered: AM/PM
Average Lecture Days/Week: 1-2 Days
Average Lab Days/Week: 3-4 Days
Academic Rigor: 4 out of 5
Homework: Occasionally
Required Reading: College-level textbook, manuals, e-books and/or internet information

Course Description

Digital Media & Design is an exploration of visual design with a focus on art concepts, image manipulation, web design, and animation. The course focuses on the creative process of visual problem-solving from initial sketches and research through graphic creation, refinement and final presentation. Project-based assignments provide a hands-on approach to developing individual solutions using modern technology. The emphasis of the class is on developing a personal creative voice and professional preparation for a career in the visual arts.

Student Leadership Opportunities

Students have the opportunity for leadership, competition, and community service through membership in SkillsUSA.

Success Indicators

- Creative and motivated
- Adaptable in exploring the creative process
- Open to assignments with uncertain parameters and no defined solutions
- Willing to experiment and explore multiple potential answers
- Capable of presenting, discussing, and reflecting upon creative work
- Accepting of working with precise technical solutions including computer code

Learning outcomes include, but are not limited to:

- Describe and interpret how visual images are used to communicate social, cultural, and industrial themes and messages.
- Develop effective solutions to two-dimensional design problems using the elements of design.
- Explore retouching tools and techniques.
- Determine design priorities and alternatives based on an understanding of client requirements.
- Build websites using web standards, separating content from style using XHTML and CSS.
- Create and modify pixel-based images.
- Create a webpage based on elements and principles of design.
- Repurpose text and graphics from various sources.
- Prepare images for the web.
- Add multimedia elements and effects to websites.
- Create simple animations for the web.

College Credits (9)

- ARTS 102 - Design & Communication (3)
- ARTS 171 - Computer Graphics/Digital Imaging (3)
- ARTS 173 - Computer Graphics/Web Design (3)

Updated 12.2025

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CAREER PREPARATION CENTER

DIGITAL MEDIA & DESIGN

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PROFESSIONAL CAREERS

- Concept Artist
- Design Director
- Marketing/PR Manager
- Storyboard Artist
- UI/UX (User Interface/User Experience) Designer
- VFX (Visual Effects) Producer
- Video Game Developer
- Web Designer/Developer

TECHNICAL CAREERS

- 3D Modeler/Animator
- Digital Artist
- Game Design/Programmer
- Graphic Artist
- Mobile Apps Programmer
- Motion Designer
- Multimedia Designer
- Web Content Developer

ENTRY-LEVEL CAREERS

- Assets Specialist
- Entry-Level Designer
- Front-End Web Designer
- Marketing/Social Media Specialist
- Photo Editor
- Production Designer/Artist
- Web Developer
- Preflight Coordinator

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EXPERIENCES — — **PASSION**

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Scan the QR code below to learn more and watch the program video.

SCAN ME!

Capital Region Technical Early College (CRTEC)

Students enrolled in this program may choose to participate in the Capital Region Technical Early College (CRTEC) program. This is a high school-to-college program where students start in grade 11 and end their 13th year with a degree or certification. This program gives students relevant career related experience.

LANSING COMMUNITY COLLEGE

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