Program Overview
The mission of Central Ohio Technical College is to meet the technical education and training needs of students and employers in the area.

Education that pays ctc.edu Newark•Coshocton•Knox•Pataskala

Digital Media Design Technology
Graphic Design Option

Program Summary
Interactive. Non-linear. Broadband. From online to digital prepress, from Wi-Fi to streaming video, digital media design is a continually expanding field.
The Digital Media Design curriculum at COTC is a broad-based and intensive exploration of the process and the business of digital design.
Students can expect to study the principles of design, color theory, social media and typography, in addition to courses in specific digital software tools. Skills taught include critical thinking, design approaches, the underlying theories of digital media, and production techniques.
The curriculum is focused on developing the student's technical skills and creative vision, with an emphasis on building a portfolio that will prepare the student to enter the workforce in a variety of digital media fields.

Additional elective courses help the student develop good business skills for either entering the job market or developing their own business. Students will learn to develop resumes and other marketing tools specifically targeted toward digital media.

The Graphic Design Option
Courses in this option offer students the opportunity to explore many different areas of digital design, from print to Web to photography. All of the courses are centered on a core set of design principles that provide a strong base for the student's development, and most are project-based. Concepts learned in one course are expanded upon and applied in others.

Learning Outcomes
The purpose of the Digital Media program is to provide our students with the creative and technical skills needed to succeed in their career or in their continuing education. Students will learn to develop visual concepts, layout and production design, branding, logos, brochures, newsletters, web sites and other digital media design. Students will learn to develop marketing tools specifically targeted toward digital media.
- Use essential skills in drawing vector graphic techniques
- Develop web sites using HTML5 and CSS3
- Function effectively as an intern in the workplace
- Use essential skills in page layout techniques

career opportunities
The area of digital media is expected to increase dynamically over the next few years, despite the economic times. The U.S. Department of Labor’s Bureau of Labor Statistics projects that employment in specialized design fields will increase through 2018. Students may find jobs in:
- e-Publishing
- Graphic Designer
- Web Design
- Magazine & Newspaper Publishing
- Illustration & Marketing Graphics
- Photography/ Photo Editing
- Digital Illustration
- Social Media Management
- 2-D animation
Digital designers combine practical and technical knowledge with their artistic ability to transform abstract concepts into concrete designs in many different types of media. Digital designers may create single images – like photographs or magazine ads – or they may create sequences of images, such as 2-D animations.

Student Characteristics
- A desire to create.
- Developing both a creative eye and practical business skills is essential.
- An understanding of color, balance, and proportion.
- Strong communication and problem-solving skills.

Transferability
COTC graduates of Digital Media Design Technology who wish to continue on to a Bachelor’s degree are eligible to transfer to several nearby four-year institutions such as DeVry University, Ohio Dominican University, Ohio Christian University, Franklin University, and The Ohio State University.

How do I Start?
If you are a new student, you should apply online at ctc.edu. If you are a current or returning COTC student, contact one of the Gateway Offices listed below, send an e-mail to cotcadmissions@cotc.edu or connect with the Gateway website at http://www.cotc.edu/current-students/Gateway/Pages/Gateway.aspx.

Newark Campus  740.366.9494
800.963.9275 Ext. 222
Coshocton Campus  740.622.1408
Knox Campus  740.392.2526
Pataskala Campus  740.755.7090

See reverse side for more information.
For specific questions regarding Digital Media Design Technology contact:

- Gateway - Office of Academic Advising at cotc advising @ cotc.edu, or
  - Leslie Najjar,* Instructor, Digital Media, Graphic Design Option at l najjar @ cotc.edu, or
  - Thomas Broadwater,* Instructor, Digital Media, Web Design Option at t broadwa @ cotc.edu

*Faculty Advisors can be reached during the academic year from August to May.

Accreditation/Membership

Central Ohio Technical College is accredited by The Higher Learning Commission. www.hlcommission.org

COTC is also a member of the American Association for Higher Education, the American Association of Community Colleges, the American Council on Education, the American Technical Education Association, Inc., the Ohio Association of Two-Year Colleges and the Ohio College Association.

Non-Discrimination Statement

Central Ohio Technical College does not discriminate on the basis of age, ancestry, color, disability, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, race, religion, sex, sexual orientation, protected veteran status or any other basis under the law, in its activities, programs, admission and employment. General information, questions, concerns or complaints related to these matters are to be directed to the Title IX Coordinator, Holly Mason, or designee, Warner Center Suite 226, Ohio State Newark/COTC, 1179 University Drive, Newark, Ohio 43055-1797 (740-364-9578) or ADA/504 Coordinator, Connie Zang, at the same location.