Digital Media Design Technology
Graphic Design Major

The Digital Media Design curriculum 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 Major
Courses in this major 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 designed collateral. 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

Important Student Characteristics
Students who are successful in the Digital Media Design program (and as professionals in the field) have the following characteristics:

- Ability to work independently
- Strong communication and problem-solving skills
- A team player
- A creative eye and a desire to create
- Strong business sense

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 2022. Students may find jobs in:

- Graphic Design
- Social Media Management
- Illustration & Marketing Graphics
- Digital Illustration
- Photography/Photo Editing
- Web Design
- Magazine & Newspaper Publishing
- 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.

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 Franklin University, DeVry University, Ohio Dominican University, Ohio Christian University and The Ohio State University.

How do I Start?
New students can complete the free online application for admission at cotc.edu/apply. Current or returning students can contact The Gateway at any of our four campus locations for your next steps.

The Gateway:
Newark Campus
740.366.9222
800.963.9275

Coshocton Campus
740.622.1408

Knox Campus
740.392.2526

Pataskala Campus
740.755.7090
cotc.edu/gateway

COTC Admissions:
cotcadmissions@mail.cotc.edu

COTC Academic Advising:
cotcadvising@mail.cotc.edu

See reverse side for more information.
Accreditation/ Membership
Central Ohio Technical College is accredited by The Higher Learning Commission and is a member of the North Central Association.
Phone: 312.263.0456
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 is committed to building and maintaining a diverse community to reflect human diversity, and to improve opportunities for all. The college is committed to equal opportunity and eliminating discrimination. This commitment is both a moral imperative consistent with an intellectual community that celebrates individual differences and diversity, as well as matter of law. Central Ohio Technical College does not discriminate on the basis of age, ancestry, color, disability, gender, gender identity or expression, genetic information, HIV/AIDS status, military status (past, present or future), national origin (ancestry), race, religion, sex, sexual orientation, protected veteran status, status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent 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, Warner Center, Suite 236, Ohio State Newark/COTC, 1179 University Drive, Newark, Ohio 43055-1797 (740.364.9578) or ADA/504 Coordinator Connie Zang at the same location.