Digital Media Design Technology
Web Design Major

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

cotc.edu

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The Web Design major of the Digital Media Design curriculum is a broad and intensive exploration of the process and the business of web design.

Students can expect to study the principles of design, typography, and programming, as well as courses in specific digital software tools. Skills taught include critical thinking, design approaches, underlying theories of digital media and a variety of digital multimedia 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 or continue their education.

Additional courses help the student develop good business skills for either entering the job market or developing their own business. Students will learn to develop marketing tools specifically targeted toward their area of interest.

The Web Design Major

Courses in this major offer students the opportunity to explore many different areas of web design, from navigation to e-commerce.

All of the courses revolve around a core set of design principles that provide a strong base for the student's development. Throughout the program, students will encounter project-based learning, often in real-world contexts.

Digital Media Design courses follow a directed sequence, from basic principles to advanced capstone and portfolio development classes. Concepts learned in one course are expanded upon and applied in others.

There are also several courses offered each semester – including design prerequisites and the general business and education courses – which allow students to start the program in other semesters.

Because many students prefer to work while pursuing their degree, the program offers a flexible schedule, allowing students to enroll full or part time. Many courses are also offered online and in the evening.

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. Upon completion of their plan of study the students will be able to:

• Employ industry-standard design software and technologies in the development of projects.
• Apply design concepts and vocabulary to communicate effectively with clients, peers, and design professionals.
• Manage and deliver quality projects from concept to final product, on time and on budget.
• Work collaboratively in multidisciplinary teams, formulating and responding to constructive team and individual feedback.
• Recognize and apply contributions of other design fields.
• Assemble a portfolio of work that demonstrates creativity, technical competence and the student’s ability to compete in the industry.

Important Student Characteristics

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

• A desire to create
• An affinity for technology
• Excellent verbal, written and visual communication skills
• Strong conceptual and problem solving skills
• Ability to work independently
• Team player
• Good business sense

Career Opportunities

Web designers combine graphic design talent with technical knowledge and skill, working within a fluid medium that requires continually developing new skills and competencies. Web designers may work individually or in teams researching, creating, enhancing, and modifying web sites.

Web designers can be found in IT or marketing departments, private companies, non-profit organizations, advertising firms and government agencies. Many web designers make a respectable living as freelancers.

According to the U.S. Bureau of Labor Statistics, “Employment of web developers is projected to grow 15 percent from 2016 to 2026, much faster than the average for all occupations. Demand will be driven by the growing popularity of mobile devices and e-commerce.”

See reverse side for more information.
Students may find jobs as a:

- Web designer (creates a site’s look and feel and its navigation)
- Web developer (works with XHTML, CSS, Javascript, PHP, and other tools to develop static and dynamic pages)
- Web programmer (works with server-side systems and databases)
- Web producer (organizes web development projects)
- Content developer (produces text, graphic and media content for a site)

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, Kent State, Shawnee State and Ohio State. These colleges accept most, if not all, COTC coursework.

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

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 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.