Today’s economy is global, and the World Wide Web is only part of the interactive connection between people and businesses.

The Web Design option of the Digital Media Design curriculum at COTC is a broad-based and intensive exploration of the process and the business of web site design. Students can expect to study the principles of design, typography, and programming in addition to courses in specific digital software tools. Skills taught include critical thinking, design approaches, the underlying theories of digital media, and web 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 Option
Courses in this option offer students the opportunity to explore many different areas of web design, from navigation to e-commerce. All of the courses are centered around 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.

Digital Media Design courses follow a directed sequence, from basic principles to advanced capstone and portfolio development classes. Courses should be taken in order as much as possible, with the full curriculum beginning in the Autumn Semester. 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 at the Newark, Coshocton and Knox campuses.

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:

- Demonstrate academic and design skills requiring teamwork, discipline, organization, accountability, and attention to detail.
- Employ design software and a variety of styles in the development of specific design projects.
- Apply basic 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 is both technically competent and illustrates the qualities needed to compete in the student’s chosen design field.

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 departments, private companies, non-profit organizations, advertising firms, and government agencies. Many web designers make a respectable living as freelancers. The U.S. Bureau of Labor Statistics expects this field to be one of the fastest growing occupations through 2016.

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)

See reverse side for more information.
Student Characteristics
- A desire to create
- An affinity for technology
- Excellent communication
- Strong conceptual and problem solving skills
- Ability to work independently
- Team player
- Good business sense

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?
If you are a new student, you should apply online at cotc.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 740.366.9222
800.963.9275 Ext. 222
Coshocton Campus 740.622.1408
Knox Campus 740.392.2526
Pataskala Campus 740.755.7090

For specific questions regarding Digital Media Design Technology contact:
- Gateway - Office of Academic Advising at cotcadvising@cotc.edu, or
- Leslie Najjar,* Instructor, Digital Media, Graphic Design Option at lnajjar@cotc.edu, or
- Thomas Broadwater,* Instructor, Digital Media, Web Design Option at tbroadwa-@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 and is a member of the North Central Association.
Phone: 312.263.0456
ncahighereducationcommission.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 sex, race, age, national origin, sexual orientation, religion, color, veteran status, and/or disability. General information, questions, concerns, or complaints related to these matters are to be directed to the Title IX Coordinator, John Berry, Ph.D., 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.

January, 2017