

CREATIVE DIGITAL MEDIA, B.A. (ONLINE)

Program Learning Outcomes

Students who complete the Creative Digital Media program will be able to:

1. Generate design that exhibits highly developed compositions based on design principles.
2. Apply a strong personal commitment to the process of developing creative digital content.
3. Communicate competently in a variety of complex environmental and social contexts.
4. Demonstrate a high level of craftsmanship using current industry standard tools and technologies.
5. Perform technological skills and techniques in digital and interactive media using ethical and social perspectives.

Computer Requirements

All Creative Digital Media majors are required to own a personal laptop capable of supporting and operating Adobe Creative Suite upon entry into CDM 1000.

Code	Title	Units
Lower-Division Requirements		
CDM 1000	Intro to Design Thinking (GE)	3
CDM 2003	Visual Symbolism	3
CDM 2100	Behavioral Design	3
CMT 2000	Media and Society	3
CMT 2050	Communication and Culture	3
CST 1000	Introduction to the Christian Tradition (GE)	3
Upper-Division Requirements		
CDM 3000	Social Media Content Creation and Engagement	3
CDM 3015	Intro to Interactive Web Design	3
CDM 3026	Digital Imaging	3
CDM 3043	Digital Video for the Web	3
CDM 4000	Digital Storytelling	3
CMT 3030	Persuasion	3
CMT 3090	Public Relations	3
CMT 4000	Digital Communication	3
Capstone Course		
CDM 4050	Capstone: Creative Digital Media Professional Application	3
Total Units		45