

# ASSOCIATE IN ARTS

## MEDIA ARTS

(61 hrs. min.)

CIP: 50.0401

School of Business and Applied Technologies, (505) 428-1332

This program is for students who wish to transfer to a four-year institution and obtain a bachelor's degree in any of the broad range of media arts concentrations. It includes transferable general education requirements as well as media arts core courses. These core classes are designed to give students basic design, computer and production skills as well as transfer as introductory-level classes at a four-year institution. Students must work closely with their transfer institutions and their SFCC advisers to ensure the best transition to four-year schools.

### PROGRAM OUTCOMES

Upon completion of this program, students will be able to:

- Demonstrate proficiency in written, oral and visual communication within a variety of electronic media.
- Demonstrate proficiency in communication design and electronic color theory principles.
- Create professional presentations of their own work.

### GENERAL EDUCATION REQUIREMENTS: (33 HRS. MIN.)

#### Communications (9 hrs.)

ENGL 111      Composition and Rhetoric (3)

ENGL 216      Technical Writing (3)

[or]

MART 170      Writing for Mass Media (3)

SPCH 111      Public Speaking (3)

[or]

SPCH 225      Small-Group Communication (3)

#### Math (3 hrs.)

MATH 119      Applications of Mathematics for Nonscience Majors or higher (3)

#### Science (4 hrs.)

#### Social/Behavioral Sciences (6 hrs.)

BSAD 235      Human Relations in the Workplace (3)

Social/Behavioral Sciences courses (3)

#### Humanities and Fine Arts (6 hrs.)

HUMS 191      Media and Culture (3)

Humanities course (3)

#### Computers/Technology (3 hrs.)

MART 130      Web Design I (3)

#### Health, Physical Education and Recreation (HPER) or Dance (2 hrs. min.)

### CORE REQUIREMENTS: (25 HRS.)

DRPT 118L      Drawing I (3)

MART 118      Communication Design (3)

MART 119      Digital Skills (3)

MART 121      Adobe Illustrator (3)

[or]

MART 123      Adobe InDesign (3)  
MART 148      3D Graphics and Animation (3)  
[or]  
FILM 130      Video Production I (3)  
MART 180      Photoshop I (3)  
MART 187      Electronic Color Theory and Practice (1)  
MART 231      Web Design II – Dreamweaver (3)  
[or]  
FILM 131      Digital Video Editing I (3)  
MART 280      Photoshop II (3)

**APPROVED ELECTIVES: (3 HRS.)**

NOTE: See “College Success Course Requirement” on Page 10.

**TOTAL 61 CREDITS MIN.**