

Digital Media Arts AAS
Graphic Design / Digital Photography & Video / Animation & Motion Graphics AAS

Program Learning Outcomes (PLOs)		Measurable Student Learning Outcomes (MSLO) - Core DMA MSLO-PLO Alignment																			
		DMA101	DMA115	DMA118	DMA120	DMA121	DMA122	DMA125	DMA130	DMA132	DMA135	DMA202	DMA205	DMA209	DMA210	DMA215	DMA217	DMA223	DMA230	DMA232	DMA245
1. (Evaluation Level) Compare and contrast the fundamentals of design history and theory and identify the influence, cultural and technical, on contemporary practices. (CSLO 1 & 2)												✓		✓				✓	✓		
2. (Evaluation Level) Compare and contrast the fundamentals of the history of photography and theory and identify the influence, cultural and technical, on contemporary practices. (CSLO 1 & 2)	✓							✓		✓		✓									✓
3. (Application Level) Apply the fundamental rules of design and typography to solve visual communication problems using industry standard software effectively. (CSLO 3 & 4)		✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓			
4. (Evaluation Level) Compare and contrast the historic and contemporary perceived language of photographs in a cultural context and articulate the aesthetics used to communicate their visual message. (CSLO 1 & 2)	✓							✓		✓		✓						✓			✓
5. (Synthesis Level) Create and integrate photographic imagery into design projects based upon an awareness of the relationship of photography to the visual disciplines and its influence on culture. (CSLO 1, 2, & 4)		✓			✓			✓		✓		✓									
6. (Evaluation Level) Apply the principles of color and 2D and 3D design, including; repetition, contrast, variety, rhythm, balance, emphasis, and economy to original designs and assess psychological factors that influence human response to the concept being communicated. (CSLO 2 & 4)			✓	✓		✓	✓					✓		✓			✓				
7. (Synthesis Level) Identify and define the technology and design components required to develop and implement a website using industry standard software and applications, and structure the website using current global usability and accessibility standards and recommendations according to the World Wide Web Consortium (W3C). (CSLO 1, 2 & 4)							✓					✓									
8. (Evaluation Level) Demonstrate the ability to form and defend value judgements about design choices and communicate ideas and concepts clearly using specialized terminology and knowledge relevant to graphic design, photography, and visual communication as a whole. (CSLO 4)		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9. (Evaluation Level) Demonstrate the ability to critique and evaluate design solutions, taking into consideration cultural relevance, effectiveness, impact, ethics, and ecological sustainability. (CSLO 1 & 4)	✓											✓		✓			✓				
10. (Synthesis Level) Plan, develop, and produce a professional design, animation and/or photographic portfolio, electronic and printed, demonstrating an understanding of visual communication, including; organization/composition, typography, photography, design aesthetics, and the ability to construct meaningful design solutions for contemporary design projects. (CSLO 3)												✓									✓
11. (Synthesis Level) Create, edit, and compress video for use in various delivery modes of digital media using standard digital video editing software.									✓			✓	✓	✓					✓	✓	✓
12. (Evaluation Level) Demonstrate the ability to critique and evaluate design solutions, taking into consideration cultural relevance, effectiveness, impact, ethics, and ecological sustainability. (CSLO 1 & 4)				✓								✓		✓	✓	✓	✓	✓			
13. (Applying, Creating) Develop a complete visual story, from concept to final storyboard, applying research insights and feedback to enhance narrative clarity and visual impact. CSLO 2,3)			✓		✓				✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
14. (Synthesis Level) Create, edit, and compress video for use in various delivery modes of digital media using standard digital video editing software.					✓				✓		✓	✓	✓	✓					✓	✓	✓
15. (Synthesis Level) Produce fully rendered motion graphics and animation projects that incorporate color grading, compositing, and sound design, demonstrating mastery of advanced software techniques. (CSLO 2,3,4)			✓		✓						✓	✓	✓	✓	✓	✓	✓				✓