

CREATIVE MEDIA TECHNOLOGY

Associate of Applied Science Degrees

- Digital Film
- Digital Graphics Technology
- Game Development

Certificates of Completion

- Creative Media
- Commercial Photography
- Digital Audio
- Digital Graphics
- Digital Video
- Film Crew Training
- Game Design
- Graphics and Animation
- Web Design

Because we live in the age of information, there is an ever-growing need for trained specialists with a visual sophistication to design printed materials and web sites, produce videos and films, create animated scenes and characters, and participate in game design. Effective visual communication and interaction is essential in today's world.

The specializations in Film and Digital Media Arts (FDMA) have been developed in response to all of these needs. They provide a strong but versatile foundation by merging design and digital media into an exciting course of study. The offerings bring together various dynamic technologies, including game design, print media, web design, multimedia, digital photography, animation, and digital film. Because the field is extremely varied, the FDMA program offers a number of pathways:

- The Digital Film degree provides a foundation for students who are looking for professional opportunities in the areas of filmmaking, computer animation, digital video production, game design, and multimedia.
- The Digital Graphics degree emphasizes graphic design, print media, and web design, but also includes fundamentals in animation, multimedia, and digital film.
- The Game Development degree provides a foundation in game design, art, and animation technologies, including 3D modeling and sculpting, game engine technology and scripting, and asset development and management.
- The program also offers certificates in specialized areas such as commercial photography, digital audio, digital graphics, digital video, web design, graphics and animation, game design, and film-crew training.

The future is bright for graduates of the Film and Digital Media Arts program, whether they choose to enter the job market immediately or pursue a bachelor's degree. Several transfer tracks open the way for graduates of the Digital Film, Digital Graphics, and Game Development associate degree programs to continue their education at New Mexico State University or any institution of higher learning.

Employment will continue to increase for digital media specialists in advertising agencies, animation, game and film studios, web design

companies, and other organizations throughout the business sector. Upon completion of one of the associate degrees, students will have designed and created a self-promotional package and professional electronic portfolio or demo reel.

High school students who are interested in a career in creative media are encouraged to take courses in Art, Photography, English, and Mathematics. Careers in Creative Media will require the ability to work with computers, communicate verbally and in writing, and participate in an online environment.

Program Learning Outcomes (PLOs) applicable to students pursuing degrees in Digital Graphics, Film, or Game Design at Doña Ana Community College (DACC):

1. **Creative & Technical Proficiency:** Demonstrate proficiency in industry-standard tools, software, and techniques for digital graphics, film production, and game design to create visually compelling and technically sound projects.
2. **Visual Storytelling & Narrative Development:** Apply principles of storytelling, cinematography, composition, and character development to produce engaging visual narratives across digital media platforms.
3. **Critical Analysis & Problem-Solving:** Evaluate and critique digital media projects, identifying strengths and areas for improvement in design, composition, pacing, interactivity, and user experience.
4. **Industry Collaboration & Professionalism:** Work effectively in collaborative production environments, demonstrating teamwork, communication, and project management skills relevant to the digital graphics, film, and game design industries.
5. **Adaptability & Emerging Technologies:** Demonstrate the ability to research, learn, and integrate emerging technologies and trends in digital media, including motion capture, virtual reality, AI-driven tools, and interactive design.
6. **Ethical & Cultural Awareness in Digital Media:** Illustrate and apply ethical considerations, cultural sensitivity, and intellectual property laws in digital graphics, filmmaking, and game development, ensuring responsible and inclusive creative practices.

These outcomes ensure students gain technical expertise, storytelling abilities, analytical thinking, collaboration skills, adaptability, and ethical awareness, preparing them for successful careers in their respective fields.