

# Multimedia Design and Marketing - AAS

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West Burlington Campus

## Program Information

The Multimedia Design & Marketing program equips students with essential skills for today's digital marketing and multimedia landscape. Whether pursuing the one-year diploma or the two-year associate degree, students will gain a solid foundation in areas like content creation, social media strategy, digital advertising, video production and design. This program blends creative and technical expertise, preparing graduates for roles in multimedia design, marketing and digital communication.

Students complete their coursework on Mac computers in our state-of-the-art multimedia design lab at the West Burlington campus, using industry-standard tools such as Adobe Illustrator, Photoshop, Premiere, and other digital media platforms. Core courses include social media engagement, web multimedia, graphic design principles, and digital/video marketing, ensuring a comprehensive education that meets the demands of the evolving digital landscape. Students also have the opportunity to sit for the FAA Part 107 Remote Pilot certification.

## Program Options

- One-year Diploma: A streamlined option designed for those looking to quickly enter the workforce with core multimedia marketing and design skills.
- Two-year Associate Degree: Offers a more in-depth exploration of multimedia design and marketing, with advanced coursework in areas like animation, digital imaging and video production.

## Program Details

- Location: West Burlington campus
- Program Length: Two-year Associate Degree
- Program Start: The program course sequence begins in the fall. However, students can begin elective coursework in the spring or summer prior to starting the core courses.
- Program Availability: Full-time and part-time options
- Admissions Requirements: High school diploma or equivalent

- Program-Specific Costs: Additional fees may apply for certain courses, such as those requiring specialized software or equipment.

## Instructor and Staff

Carlene Woodside  
Professor - Interactive and Social Media Marketing  
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## West Burlington Campus

### Program Requirements

Fall Semester I	Credit
ENG-105 Composition I	3
GRA-137 Digital Design	3
GRA-175 Graphic Design Principles	3
SMM-108 Social Media Engagement	3
ANI-120 Introduction to Animation	3
Semester Total.....	15

Spring Semester I	Credit
GRA-275 Advanced Graphic Design	3
MMS-111 Video Production I	3
MUS-185 Class Piano I	1
MUS-306 Digital Music Production I	3

**Take 1 of 2 courses:**

MKT-121 Digital Marketing	3
GRA-257 Video Marketing	3
Semester Total.....	13

Summer Semester I	Credit
SPC-112 Public Speaking	3

**Take 1 of 2 courses:**

ART-186 Digital Photography	3
ART-184 Photography	3
Semester Total.....	6

Fall Semester II	Credit
GRA-140 Digital Imaging	3
GRA-173 Typography	3
MKT-150 Principles of Advertising	3
AVI-255 FAA Part 107 Remote Pilot	3
BUS-119 Entrepreneurial Thinking	1
MAT-110 Math for Liberal Arts	3
Semester Total.....	16

Spring Semester II	Credit
GRA-127 Illustrator I	3
GRA-158 Web Multimedia	3
GRA-190 Electronic Media Projects	3
GRA-933 Internship	4

**Take 1 of 3 courses:**

SOC-114 Conflict Resolution in the Workplace	3
PSY-111 Introduction to Psychology	3
SOC-120 Marriage and Family	3
Semester Total.....	16

Program Total.....	66
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