

# DIGITAL DESIGN AND PUBLICATION

## Curriculum Guide for Academic Year 2021-2022

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Students planning to **transfer** to a four-year college or university should refer to the ASSIST web site at [www.assist.org](http://www.assist.org) and **consult a counselor** before beginning a program of study. Please call 562-938-4561 for the LAC, or (562) 938-3920 for PCC to schedule a meeting with a counselor. Students may also wish to visit the Transfer Center on either campus.

Program of study leading to: <b>Associate in Arts (A.A.) Degree</b>			
<u>REQUIRED COURSES</u>		UNITS	In Progress      Completed Grade
JOURN 1A	Digital Design and Publication	3	
JOURN 25	Free-Lance Writing	3	
	<b>Subtotal Units</b>	<b>6</b>	
<b>IN ADDITION, complete 12 - 14 UNITS from the following courses:</b>		<b>UNITS</b>	
JOURN 1B	Digital Design and Publication	3	
JOURN 5	Introduction to Public Relations	4	
JOURN 6	Magazine Writing	3	
† JOURN 20	Beginning Newswriting and Reporting	4	
JOURN 40	Social Media in Journalism	3	
JOURN 80	Multimedia Newsroom: News	4	
JOURN 81	Multimedia Newsroom: Features	4	
JOURN 82	Multimedia Newsroom: Profiles	4	
JOURN 83	Multimedia Newsroom: Politics	4	
JOURN 86	Multimedia Editors: Design	4	
JOURN 87	Multimedia Editors: Visuals	4	
JOURN 88	Multimedia Editor Training: Management	4	
	<b>Subtotal Units</b>	<b>12-14</b>	
	<b>TOTAL UNITS</b>	<b>18-20</b>	

For graduation with an **Associate in Arts (A.A.) Degree with a major in Digital Design & Publication**:

- Minimum Unit Requirements:** Any course that appears on a curriculum guide and the General Education Pattern (Plan A) may fulfill both major and general education requirements (Approved by College Curriculum Committee Spring 2012). For this degree, complete a minimum of 60 units in courses numbered 1-599. Please note that additional elective units may be required to meet this minimum based upon courses selected to fulfill General Education for the Associate Degree.
 

<b>Digital Design &amp; Pub. Major:</b>	18-20 units
<b>General Education/A.A. §</b>	25 units
- Scholarship:** Maintain an **overall grade point average (GPA) of 2.0** ("C" average) based on all accredited college work applied to the degree, no matter where completed. For this **field of concentration, complete each course above with a grade of "C" or better**, or "P" if course is graded on a P/NP basis.
- Residence for the Degree:** Complete at least 12 semester units of the required 60 semester units in residence at Long Beach City College in order for the college to grant an Associate of Arts and/or an Associate of Science Degree.

**Associate Degree requirements continue on the following page:**



## Career Opportunities

Students learn to write, design and produce publications (websites, fliers, brochures, newsletters, social-media platforms, in-house magazines). The program prepares students to work on websites, newspapers, magazines, in advertising agencies or in other environments involving digital design and publication or to work on a free-lance basis. For successful employment, you should be able to type 30+ words a minute, write with a proficiency equal to placement in ENGL 1 and have a basic understanding of the principles of color and design theory.

This Certificate of Achievement prepares students for an entry-level position in a variety of web journalism and graphic arts settings and serves as a foundation for specialization.

This Associate degree prepares students for career advancement once a certificate has been earned. Appropriate course selection also facilitates transfer in a related major.

## Program Mission and Outcomes

The desktop/media publishing program trains students to write, design, and produce a variety of publications on different computer platforms. The program prepares students to work in office environments involving desktop publishing or to work on a free-lance basis.

Outcomes:

- Demonstrate the ability to attain the Institutional Student Learning Outcomes (ISLOs).
- Write, design, and produce a publication.
- Prepare students for entry-level position in digital design.

## Legend

† This course has a prerequisite. Prerequisite courses must be complete with at least a “C” or “P” grade. Refer to the General Catalog (<http://www.lbcc.edu/cat/index.html>), the Schedule of Classes (<http://schedule.lbcc.edu/>), or the online Credit Course Outline (<http://wdb-asir.lbcc.edu/coursecurriculum/courseetails/>) for specific prerequisite information.