

DIGITAL DESIGN AND PUBLICATION - ASSOCIATE IN ARTS

Plan Code: 1023

Students learn to write, design, and produce publications (websites, fliers, brochures, newsletters, 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 Reading and Composition, and have a basic understanding of the principles of color and design theory. This Associate degree prepares students for career advancement once a certificate has been earned. Appropriate course selection may also facilitate transfer in a related major.

Program Student Learning Outcomes

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

Program Requirements

This degree requires the completion of General Education coursework plus the following:

Code Number	Course Title	Units
REQUIRED COURSES		
JOURN 1A	Digital Design and Publication	3
JOURN 25	Free-Lance Writing	3
Subtotal Units		6
IN ADDITION, Complete TWELVE to FOURTEEN (12-14) units from the following:		
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)	
Subtotal Units		12-14
Required Subtotal		18-20
Complete one of the following: ¹		19-39

LBCC General Education (Plan A) (<https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/>)

CSU GE Breadth (Plan B) (<https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/>)

IGETC Pattern (Plan C) (<https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/>)

Electives (as needed to reach 60 degree-applicable units) ²

Minimum Degree Total

60

¹ Units for the major may be double-counted for LBCC GE, CSU GE, or IGETC; see counselor for limitations.

² Elective units from course(s) numbered 1-599, if needed, to reach 60 degree-applicable units.

DIGITAL DESIGN AND PUBLICATION - CERTIFICATE OF ACHIEVEMENT

Plan Code: 3023

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

Program Student Learning Outcomes

- Write, design, and produce a publication.
- Prepare students for entry-level positions in desktop publishing.

Program Requirements

Code Number	Course Title	Units
REQUIRED COURSES		
JOURN 1A	Digital Design and Publication	3
JOURN 25	Free-Lance Writing	3
Subtotal Units		6
IN ADDITION, Complete TWELVE to FOURTEEN (12-14) units from the following:		
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)	
Subtotal Units		12-14
Total Units		18-20