

# DIGITAL DESIGN AND PUBLICATION

## Curriculum Guide for Academic Year 2014-2015

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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: Associate in Arts (A.A.) Degree

| <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>     |             |                 |
| <br><u>IN ADDITION, complete 12 - 14 UNITS from the following courses:</u> |  | <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 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: Visual             | 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 30 units of the required 60 in residence at LBCC, or complete in residence at LBCC at least 20 units within the last 30 units of work applied to the degree.

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

**Associate Degree requirements continued from the previous page:**

4. **Residence for the Field of Concentration:** Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence; this means at **least 9-10 units** of the required 18-20 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.
5. **General Education and Proficiency Requirements:** Complete the required A.A./A.S. General Education and Proficiency requirements\*, otherwise known as "Plan A". For Plan A requirements, refer to the general catalog or view it online at <http://osca.lbcc.edu>.
6. Complete and submit the degree application form to the Admissions and Records office during your final semester of course work. These forms are available in the Admissions and Records office, or online at <http://admissions.lbcc.edu/>. Refer to the Schedule of Classes (<http://schedule.lbcc.edu>) and click the "Important Dates" link to view the actual deadline for each semester.

\*The requirements for general education/proficiency and the field of concentration (major) need to be from the same catalog year. This catalog year may be any year between the year of initial enrollment to the present, provided continuous enrollment is maintained throughout. See the catalog for definition of "continuous enrollment".

**Program of study leading to:  
Certificate of Achievement**

**REQUIRED COURSES**—Complete the 18-20 units of required courses as listed in the Associate Degree requirements box on the first page.

| <u>REQUIRED COURSES</u> | TOTAL UNITS | 18 -20 | In<br>Progress | Completed |
|-------------------------|-------------|--------|----------------|-----------|
|                         |             |        |                |           |

For graduation with a **Digital Design and Publication Certificate of Achievement:**

1. Complete each of the **REQUIRED COURSES** listed above with a **minimum grade of "C"**, or P if the course is graded on a P/NP basis.
2. Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence; this means at **least 9-10 units** of the required 18-20 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.
3. Complete and submit the certificate application form to the Admissions and Records office during your final semester of course work. These forms are available in the Admissions and Records office, or online at <http://admissions.lbcc.edu/>. Refer to the Schedule of Classes (<http://schedule.lbcc.edu>) and click the "Important Dates" link to view the actual deadline for each semester.

**Suggested Sequence of Classes**

This is not an educational plan, as course offerings, student schedules, and circumstances vary. Students must meet all the prerequisites in order to be eligible for the sequence of courses. A suggested, full-time sample sequence of courses for the required **60 units** to reach an Associate Degree with the **Concentration in Digital Design and Publication, Writing/Publishing** includes:

|  |  |
|--|--|
| <p><b><u>First Semester</u></b></p> <p>JOURN 1A or 25                      3</p> <p>JOURN 5                                4</p> <p>G.E. Course                         3-4</p> <p>G.E. Course                         0-3</p> <p>G.E. Course                         0-3</p> <p style="text-align: right;"><b>Semester Total      10-17</b></p> | <p><b><u>Second Semester</u></b></p> <p>JOURN 1A or 25                      3</p> <p>JOURN 81, 82, or 83                4</p> <p>G.E. Course                         3-4</p> <p>G.E. Course                         3</p> <p>Elective                                3</p> <p style="text-align: right;"><b>Semester Total      16-17</b></p>  |
| <p><b><u>Third Semester</u></b></p> <p>JOURN Elective                        3 - 4</p> <p>G.E. Course                         3-4</p> <p>G.E. Course                         3-4</p> <p>G.E. Course or Elective            0-3</p> <p style="text-align: right;"><b>Semester Total      9-15</b></p>   | <p><b><u>Fourth Semester</u></b></p> <p>JOURN Elective                        3 - 4</p> <p>G.E. Course or Elective            3</p> <p>G.E. Course or Elective            3</p> <p>G.E. Course or Elective            1-3</p> <p>G.E. Course or Elective            0-2</p> <p style="text-align: right;"><b>Semester Total      10-15</b></p> |

## 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:

- 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/coursedetails/>) for specific prerequisite information.