

## B.S. DIGITAL ARTS & DESIGN WEB DESIGN AND PRODUCTION

The Bachelor of Science degree program in digital arts and design – specialization in web design and production prepares graduates for careers as web and production designers. The program emphasizes the development of “soft skills”, such as creativity, team building, critical thinking and problem solving, and an understanding of symbolic communication. The web design and production specialization emphasizes the most current technologies for web publications and enables students to focus on the design, creation and maintenance of websites.

Students have an opportunity to develop their creative and artistic skills in a technology-intensive degree program.

### WHO TO CONTACT

Contact an on-site advisor in person, by email or by phone at 605-367-5640 or 1-866-220-7085. Or, go to [www.SDUniversityCenter.org](http://www.SDUniversityCenter.org) and click on “Request Information” or try the Live Chat.



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The information in this brochure is accurate at the time of publication, but program and curriculum changes may occur before the next publication cycle. For the most current information, please check the university's catalog or website at <http://www.dsu.edu>.





**SOUTH DAKOTA PUBLIC UNIVERSITIES  
& RESEARCH CENTER**

University Center makes getting an affordable, high-quality education easy. Choose from over 50 degrees offered right here in Sioux Falls. With convenient day, evening and weekend class times, you can pick a schedule that fits around your life. We also have on-site advisors and financial aid available to those who qualify.

**HOW TO APPLY**

- In person: Pick up an application at the front desk or from an on-site advisor at University Center.
- Online: Go to [www.SDUniversityCenter.org](http://www.SDUniversityCenter.org) and click on "Prospective Student" under "Admissions." Fill out the application online, mail or bring it to University Center. Readmit students will need to bring it in person to an advisor at University Center.

Graduates of this degree program generally work in jobs that require skills in web design and production. Graduates are qualified for these types of web design / production jobs: graphic artist, art director, desktop publisher, web designer, web developer, webmaster, 3D animator, computer game designer, and Flash designer. Many graduates work in advertising agencies developing web sites for the agency's clients or for corporations which are large enough to have a web design and development team to maintain the corporate website and/or its electronic commerce website.

**WHAT OUR STUDENTS & GRADUATES SAY**

"DSU's degree programs provide students with a broad range of technological skills that are needed in our computer-intensive society. Its degree programs look more toward the future of America rather than the same old, same old."



<b>System-wide General Education Requirements</b>		<b>30</b>
ENGL 101	Composition I	3
ENGL 201	Composition II	3
MATH 102	College Algebra	3
ECON 201	Principles of Microeconomics	3
SOC 285	The Information Society	3
ART 121	Design I	3
Oral Communication (one course from Gen Ed list)		3
Arts and Humanities (one course from Gen Ed list)		3
Natural Sciences (two courses from Gen Ed list)		6
<b>DSU Institutional Graduation Requirements</b>		<b>11</b>
CSC 105	Introduction to Computers	3
CSC 150	Computer Science I	3
Written Communication (one course for list)		3
WEL 100/100L	Wellness for Life / Lab	2
<b>Core Requirements</b>		<b>27</b>
ART 122	Design II – Color	3
ART 123	3-D Design	3
ARTD 282	2-D Design on Computers I	3
DAD 110	Introduction to Digital Arts & Design	3
DAD 215	Team Building/Creative Problem Solving	3
DAD 222	Audio Production I	3
DAD 494	Internship	1
DAD 498	Undergraduate Research/Scholarship	2
SPCM 225	Symbolic & Strategic Communication	3
ENGL 480	Contemporary Rhetoric	3
<b>Web Design and Production Specialization Requirements</b>		<b>48</b>
BADM 370	Marketing	3
CIS 275	Web Applications Programming I	3
CIS 328	Operating Environments	3
CIS 332	Structured Systems Analysis & Design	3
CIS 350	Computer Hdw, Data Comm & Networks	3
CSC 206	Adv. Computer Applications: Access	1
CSC 250	Computer Science II	3
ENGL 208	Documentation & Presentation	3
ENGL 408	Adv. Computer Documentation	3
MCOM 348	Writing for Networking Environments	3
MCOM 351	Web Publishing I	3
MCOM 352	Web Publishing II	3
MCOM 353	Web-Based Interactivity	3
MCOM 358	Principles of Usability	3
MCOM 368	Editing for Structured Environments	3
MCOM 389	Portfolio and Prof. Development	2
MCOM 409	Information Architecture	3
<b>Electives</b>		<b>12</b>
<b>B.S. Digital Arts &amp; Design total required credits</b>		<b>128</b>