**BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE**

# Information Management & Design
# Associate in Applied Science
Academic Plan Code – 5204027049

With options in Graphic Design, Web Design, Project Management, and Library Information Technology

The Information Management & Design program prepares students for careers in various industries utilizing cutting-edge technology within graphic design, web design, project management and library professions. Students will specialize their degree from a choice of four options.

Students may choose from four options within the Information Management & Design program to specialize their degree.

The *Graphic Design* option provides the concepts and skills needed to create and produce design projects such as brochures, flyers, newsletters, logos, product packaging, photo restorations and manipulations, multimedia presentations, simple illustrations, and web sites using industry-standard techniques and graphic design applications.

The *Web Design* option provides the concepts and skills needed to create and produce web sites using industry-standard techniques using graphic and web design, and video editing applications. The Web Design option graduates will have the ability to create and maintain professional sites and also be capable of working with other web professionals such as programmers, network administrators and database administrators as well as interfacing with management and clients.

The *Project Management* option focuses on the management of time-limited operations in terms of four constraints: time, cost, resources and specification. Students learn to identify priorities, organize assignments and deploy the necessary resources to accomplish projects on time and within specified budgets.

The *Library Information Technology* option prepares graduates for paraprofessional library work.

The IMD program also offers certificates within the Web Design Graphic Design, and Library Information Technology options. The Web and Graphic Design certificates provide up-to-date training in current industry-standard software and trends for practitioners in the fields as well as introductory education for beginning students. The LIT certificate prepares students for work as library paraprofessionals and the courses satisfy Kentucky public library certification and recertification paraprofessional requirements.

Graduates may choose to sit for the Microsoft Certified Application Specialists Exams for computer office applications certifications. The courses within the Graphic and Web Design options will assist with preparation for Adobe Certifications and the Certified Internet Webmaster (CIW) certification exam. The Library and Information Technology option courses may be used to meet Kentucky public library certification requirements.

(Courses are listed by category and not necessarily in the order to be taken)

**Examples of Careers in Information Management & Design:**
• Web or Graphic Designer
• Marketing Coordinator
• Executive/Administrative Assistants
• Information Coordinator
• Workplace Manager
• Web Design Technician
• Graphic Design Manager (or Coordinator)
• Production Artist
• Graphic Production Manager (or Coordinator)
• Graphic Technician
• Media Specialist, Video Editor
• Project Manager
• Library Paraprofessional

| General Education Core | | |
|---|---|---|
| **Course Numbers** | **Course Title** | **Credit Hours** |
| ENG 101 | Writing I | 3 |
| ENG 102 | Writing II | 3 |
| | Mathematics Course | 3 |
| | Heritage/Humanities/Foreign Language Course | 3 |
| | Natural Science Course | 3 |
| | Social/Behavioral Science Course | 3 |
| | **Subtotal Credit Hours** | **18** |

| Technical Core Courses | | |
|---|---|---|
| IMD 100 | Introduction To Information Systems | 3 |
| IMD 126 | Introduction to Desktop Publishing | 3 |
| IMD 133 | Beginning Web Design | 3 |
| IMD 210 | Microsoft Office Applications | 3 |
| IMD 270 | Professional Practices | 3 |
| IMD 275 | Information Management & Communication | 3 |
| COE 199 | Cooperative Education OR | 3 |
| IMD 271 | Internship | (3) |
| | **Subtotal Credit Hours** | **21** |

**Project Management Option**
Academic Plan Code - 5204027049

| Course Number | Course Title | Credit Hours |
|---|---|---|
| IMD 212 | Advanced Microsoft Office Applications | 3 |
| IMD 235 | Advanced Word Processing | 3 |
| IMD 260 | Integrated Project Management | 3 |
| IMD 265 | Project Management for Information Management & Business | 3 |
| IMD 267 | Microsoft Project Software | 3 |
| | Accounting Course | 3 |
| | Project Management Option Courses | 6 |
| | **Subtotal Credit Hours** | **24** |

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## Graphic Design Option
Academic Plan Code - 5204027049

| Course Number | Course Title | Credit Hours |
|---|---|---|
| IMD 115 | Introduction to Graphic Design | 3 |
| IMD 127 | Vector Design with Adobe Illustrator | 3 |
| IMD 128 | Raster Design with Adobe Photoshop | 3 |
| IMD 180 | Intermediate Web Design | 3 |
| IMD 226 | Advanced Desktop Publishing | 3 |
| IMD 229 | Advanced Illustrator OR | 3 |
| IMD 228 | Advanced Photoshop | (3) |
| IMD 280 | Portfolio Practicum: Graphic Design | 3 |
| IMD 277 | Typography | 3 |
| | Graphic Design Option Courses | 3 |
| | **Subtotal Credit Hours** | **27** |

## Web Design Option
Academic Plan Code - 5204027049

| Course Number | Course Title | Credit Hours |
|---|---|---|
| IMD 180 | Intermediate Web Design | 3 |
| IMD 230 | Advanced Web Design | 3 |
| IMD 232 | Web Design with Adobe Dreamweaver | 3 |
| IMD 240 | Web Development with Adobe Flash | 3 |
| IMD 250 | Digital Video Editing with Final Cut Pro | 3 |
| IMD 292 | Portfolio Practicum: Web Design | 3 |
| | Web Design Option Course | 6 |
| | **Subtotal Credit Hours** | **24** |

## Library Information Technology Option
Academic Plan Code – 5204023159

| Course Number | Course Title | Credit Hours |
|---|---|---|
| LIT 115 | Introduction to Reference Services* | 3 |
| LIT 124 | Library Administration | 3 |
| LIT 132 | Library Technical Services | 3 |
| LIT 243 | Library Services for Children OR | 3 |
| LIT 245 | Library Services for Young Adults OR | (3) |
| LIT 247 | Library Services for Adults | (3) |
| | Library Information Technology Option Courses | 12 |
| | **Subtotal Credit Hours** | **24** |

## Project Management Option Courses

| Course Number | Course Title | Credit Hours |
|---|---|---|
| ACC 202 | Managerial Accounting | 3 |
| MGT 267 | Introduction to Business Law | 3 |
| MGT 274 | Human Resource Management | 3 |
| MGT 288 | Self Management | 3 |
| ECO 202 | Principles of Macroeconomics | 3 |
| ENG 203 | Business Writing | 3 |
| IMD 114 | Information Literacy | 3 |
| IMD 115 | Introduction to Graphic Design | 3 |
| IMD 127 | Vector Design with Adobe Illustrator | 3 |
| IMD 128 | Raster Design with Adobe Photoshop | 3 |
| IMD 175 | Web Usability Design | 3 |
| IMD 180 | Intermediate Web Design | 3 |
| IMD 226 | Advanced Desktop Publishing | 3 |
| IMD 230 | Advanced Web Design | 3 |
| IMD 232 | Web Design with Adobe Dreamweaver | 3 |
| IMD 240 | Web Development with Adobe Flash | 3 |
| IMD 250 | Digital Video Editing with Final Cut Pro | 3 |
| IMD 290 | Photography | 3 |
| IMD 294 | Seminar in Information Management & Design Technologies | 3 |
| IMD 299 | Selected Topics: Information Mgt. & Design | 3 |
| Other Project Management Courses Approved by Program Coordinator | | 1-3 |
| Other Computer & Information Technologies, Business, Communication, Fine Arts or other Option Appropriate Courses Approved by Program Coordinator | | 1-3 |

## Graphic Design Option Courses

| Course Number | Course Title | Credit Hours |
|---|---|---|
| IMD 212 | Advanced Microsoft Office Applications | 3 |
| IMD 229 | Advanced Illustrator (if not taken as a core requirement) OR | 3 |
| IMD 228 | Advanced Photoshop (if not taken as core requirement) | 3 |
| IMD 230 | Advanced Web Design | 3 |
| IMD 232 | Web Design with Adobe Dreamweaver | 3 |
| IMD 240 | Web Development with Adobe Flash | 3 |
| IMD 250 | Digital Video Editing with Final Cut Pro | 3 |
| IMD 260 | Integrated Project Management | 3 |
| IMD 290 | Photography | 3 |
| IMD 294 | Seminar in Information Management & Design Technologies | 3 |
| IMD 299 | Selected Topics: Information Mgmt./Design | 3 |
| MGT 282 | Principles of Marketing | 3 |
| ENG 203 | Business Writing | 3 |
| Other Computer & Information Technologies, Architectural, Business, Communication, Fine Arts or other Option Appropriate Courses Approved by Program Coordinator | | 1-3 |
| Other Project Management Courses Approved by | | 1-3 |

(Courses are listed by category and not necessarily in the order to be taken)

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| Program Coordinator | |
|---|---|

### Library Information Technology Option Courses

| LIT 130 | Web Publishing for Public Libraries | 3 |
|---|---|---|
| LIT 243 | Library Services for Children* | 3 |
| LIT 245 | Library Services for Young Adults* | 3 |
| LIT 247 | Library Services for Adults* | 3 |
| LIT 285 | History of Libraries | 3 |
| LIT 299 | Selected Topics in Library Information Management (may be repeated for up to 6 hours) | 1-3 |
| *Course can be used as LIT option course if not utilized as LIT option core course | | |

### Web Design Option Courses

| Course Number | Course Title | Credit Hours |
|---|---|---|
| IMD 115 | Introduction to Graphic Design | 3 |
| IMD 127 | Vector Design and Adobe Illustrator | 3 |
| IMD 128 | Raster Design with Adobe Photoshop | 3 |
| IMD 160 | Introduction to E-Commerce | 3 |
| IMD 175 | Web Usability Design | 3 |
| IMD 212 | Advanced Microsoft Office Applications | 3 |
| IMD 250 | Digital Video Editing with Final Cut Pro | 3 |
| IMD 260 | Integrated Project Management | 3 |
| IMD 265 | Project Management for Information Management & Business | 3 |
| IMD 290 | Photography | 3 |
| IMD 294 | Seminar in Information Management & Design Technologies | 3 |
| CIT 150 | Internet Technologies | 3 |
| CIT 120 | Computational Thinking | 3 |
| CIT 140 | JavaScript I | 3 |
| Computer Programming Course Approved by Program Coordinator | | 3 |
| Other Computer & Informational Technologies, Other Option Appropriate Courses Approved by Program Coordinator | | 1-3 |
| Other Web or Graphic Design Courses Approved by Program Coordinator | | 1-3 |

# Library Information Technology Certificate

The certificate in Library Information Technology prepares students for paraprofessional jobs in libraries and particularly in Kentucky public libraries. Upon completion of the academic certificate, students will be able to: perform basic library reference services using print and online sources, plan and produce library services and programs for a selected group of library customers, describe the role of the public library in the community as an agency for information services, and perform readers advisory services and collection development analysis for a selected group of Kentucky authors or genres. Courses taken for the Certificate in Library Information Technology may be used also for the Associate of Applied Science degree in Information Management & Design, Library Information Technology option. All Library Information Technology courses are web-based distance courses.

| Course Number | Course Title | Credit Hours |
|---|---|---|
| LIT 115 | Introduction to Reference Services | 3 |
| **Library Procedures** (select one of the following courses) | | |
| LIT 124 | Library Administration **OR** | 3 |
| LIT 132 | Library Technical Services | (3) |
| **Library Services (select one of the following courses)** | | |
| LIT 243 | Library Services for Children **OR** | 3 |
| LIT 245 | Library Services for Young Adults **OR** | (3) |
| LIT 247 | Library Services for Adults **OR** | (3) |
| LIT 248 | Library Services for Preschool Children **OR** | (3) |
| LIT 280 | Genealogy Services in Public Libraries | (3) |
| **Library Information Technology Elective** | | |
| | Any LIT course above LIT 115 | 3 |
| **Kentucky Literature** [out-of-state students may substitute any English literature course] (select one of the following courses) | | |
| LIT 200 | Seminar in Kentucky Literature **OR** | 3 |
| LIT 240 | Appalachian Literature of Kentucky **OR** | (3) |
| LIT 241 | Literature of Central Kentucky **OR** | (3) |
| LIT 242 | Literature of Western Kentucky | (3) |

**General Education** (select one of the following courses)

| ENG 101 | Writing I **OR** | 3 |
|---|---|---|
| ENG 102 | Writing II **OR** | (3) |
| HIS 108 | History of the United States through 1865 **OR** | (3) |
| HIS 109 | History of the United States since 1865 **OR** | (3) |
| HIS 240 | History of Kentucky | (3) |
| | **Total Credit Hours** | **18** |

(Courses are listed by category and not necessarily in the order to be taken)

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### Graphic Design Certificate

| Course Number | Course Title | Credit Hours |
|---|---|---|
| IMD 115 | Introduction to Graphic Design | 3 |
| IMD 133 | Beginning Web Design | 3 |
| IMD 126 | Introduction to Desktop Publishing | 3 |
| IMD 127 | Vector Design with Adobe Illustrator | 3 |
| IMD 128 | Raster Design with Adobe Fireworks | 3 |
| IMD 226 | Advanced Desktop Publishing | 3 |
| | **Total** | **18** |

### Web Design Certificate

| Course Number | Course Title | Credit Hours |
|---|---|---|
| IMD 133 | Beginning Web Design | 3 |
| IMD 180 | Intermediate Web Design | 3 |
| IMD 232 | Web Design with Adobe Dreamweaver | 3 |
| IMD 240 | Web Development with Adobe Flash | 3 |
| IMD 250 | Digital Video Editing with Final Cut Pro | 3 |
| | **Total** | **15** |