Information Management & Design

AAS Competencies:

General Education Competencies: *Credential will address general education competencies according to general education courses taken.*
Students should prepare for twenty-first century challenges by gaining:

A. Knowledge of human cultures and the physical and natural worlds
- through study in the sciences and mathematics, social sciences, humanities, histories, languages, and the arts.

B. Intellectual and practical skills, including
- inquiry and analysis
- critical and creative thinking
- written and oral communication
- quantitative literacy
- information literacy
- teamwork and problem solving

C. Personal and social responsibility, including
- civic knowledge and engagement (local and global)
- intercultural knowledge and competence
- ethical reasoning and action
- foundations and skills for lifelong learning

D. Integrative and applied learning, including
- synthesis and advanced accomplishment across general and specialized skills.

Information Management & Design Core Competencies

Upon successful completion of this program the graduate will be able to:

1. Demonstrate computer literacy skills in current technologies: terminology, hardware, software, infrastructure, and telecommunications.
2. Demonstrate knowledge and ability to utilize industry standard software including operating systems, database management, spreadsheet, word processing, presentation, desktop information management, electronic mail, and web browsers.
3. Create and publish web pages.
4. Use page layout software to prepare publications for print.
5. Demonstrate an understanding of such ethical issues in computing as privacy, piracy, copyright and computer security.
6. Demonstrate a basic understanding of management principles, leadership strategies, verbal communications and types of businesses as they relate to the contemporary workplace.
7. Utilize strategies for entering the workforce including preparation of a professional portfolio

Graphic Design Track:

Upon successful completion of this program the graduate will be able to:

1. Demonstrate the ability to conceptualize and design digital and printed publications utilizing appropriate techniques.
2. Apply graphic design theory and techniques through appropriate use of industry-standard design applications.
3. Create computer design-intensive portfolios of students' works.
4. Conceptualize, design and complete graphic projects from concept through production and distribution.

Web Design Track:

Upon successful completion of this program the graduate will be able to:

1. Create well-formed web documents based on the latest HTML and web design standards.
2. Plan, design and develop web sites that are attractive, accessible, and user-friendly.

3. Learn and use industry-standard web development and design applications.
4. Create and optimize graphics, animation and multimedia for the web.
5. Create and edit digital video for the web.
6. Understand and use web technologies and dynamic web sites to improve the operability of a web site.
7. Understand, analyze and create web sites based on specific goals and needs.
8. Create web design-intensive portfolios of students' works.

Project Management Track:

1. Develop knowledge and strategies for managing various types of projects.
2. Learn and Utilize Microsoft Projects software to manage projects.
3. Develop leadership and team building strategies for effective project management results.

Library Information Technology Track:

Upon successful completion of this program the graduate will be able to:

1. Perform basic library reference service.
2. Plan and produce library programs.
3. Use the Internet for library reference, acquisitions, cataloging, collection development and public relations.