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.

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
	Science Course	3
	Social Interaction 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**

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

BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE

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 w/Photoshop	3
IMD 226	Advanced Desktop Publishing	3
IMD 227	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 w/Photoshop	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**

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**

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**

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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 w/Photoshop	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

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		

Graphic Design Option Courses

Course Number	Course Title	Credit Hours
IMD 212	Advanced Microsoft Office Applications	3
IMD 227	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 Program Coordinator		1-3

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

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

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 w/Photoshop	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**

Library Information Technology Certificate

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**

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.