**Plan of Study** Media Design, Marketing, & Advertising  
Pathway: STEM, Arts, Design & Information Technology

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| **What is your career goal?**  Possible careers you might be interested are listed below. Click the O\*Net Code to find more information about the education, skills, and employment outlook for that career. | [27-1024.00](http://www.onetonline.org/link/summary/27-1024.00) Graphic Designers  [43-9031.00](http://www.onetonline.org/link/summary/43-9031.00) Desktop Publishers  [27-1011.00](http://www.onetonline.org/link/summary/27-1011.00) Art Directors  [15-1134.00](http://www.onetonline.org/link/summary/15-1134.00) Web Developers  [27-4032.00](http://www.onetonline.org/link/summary/27-4032.00) Film & Video Editors  [41-3011.00](https://www.onetonline.org/link/summary/41-3011.00) Advertising Sales Agents  [15-1131.00](https://www.onetonline.org/link/summary/15-1131.00) Computer Programmers  [27-1014.00](http://www.onetonline.org/link/summary/27-1014.00) Multimedia Artists & Animators  [25-1194.00](https://www.onetonline.org/link/summary/25-1194.00) Vocational Education Teachers, (PostSec)  [25-2032.00](https://www.onetonline.org/link/summary/25-2032.00) Career/Technical Education Teachers, (Sec)  [15-1133.00](https://www.onetonline.org/link/summary/15-1133.00) Software Dev, Systems Software and Apps  [11-2011.00](https://www.onetonline.org/link/summary/11-2011.00) Advertising or Promotion Managers  [11-2031.00](https://www.onetonline.org/link/summary/11-2031.00) Public Relations and Fundraising Managers  [15-1199.10](https://www.onetonline.org/link/summary/15-1199.10) Search Marketing Strategists |

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| **Do you already have experience?**  Your life experiences may be worth college credit! MCC follows the Colorado Community College System’s policy on Credit for Prior Learning. To learn more visit <https://www.cccs.edu/current-students/prior-learning-assessment/student-info/> | If you have passed the Adobe Certified Associate’s (ACA) exam with Creative Cloud 2015 or above in the following areas you may earn credit for the equivalent course listed below:   * [Visual Communication using Adobe Photoshop](https://edex.adobe.com/aca/objectives/photoshop) > earn credit in place of MGD 111 Adobe Photoshop I * [Graphic Design & Illustration using Adobe Illustrator](https://edex.adobe.com/aca/objectives/illustrator) > earn credit in place of MGD 112 Adobe Illustrator I * [Print & Digital Media Publication using Adobe InDesign](https://edex.adobe.com/aca/objectives/indesign) > earn credit in place of MGD 114 Adobe InDesign |



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| **Possible Pathways to your Career!** | | | |
| **Certificates** | **Associates Degree(s)** | **Advanced Degree(s)** | |
| **Certificates:**  Foundations of Graphic Design  Foundations of Internet Media  Media Design, Marketing, & Advertising | **Associate of Applied Science (AAS)** inMedia Design, Marketing, and Advertising | Below is a sample of advanced degrees from several Colorado colleges:   * UNC: Art and Design B.A. – Visual Communication Design Emphasis * CSU: Bachelor of Fine Arts, emphasis Electronic Arts * CU: Bachelor of Fine Arts, emphasis 3D Graphics and Digital Animation * AI: Bachelor of Arts, Digital Filmmaking & Video Production | |
| **Program Length (Based on meeting program entrance requirements)** | | | |
| 2 years | 2 years | | 2-4 years, varies based on college/program/transfer credits |
| **Estimated Tuition (in-state student, using COF funds and includes fees and book costs)** View the [College Tuition Comparison Guide](https://secure.collegeincolorado.org/College_Planning/Explore_Schools/Compare_Schools/Compare_Schools.aspx) for more info | | | |
| 30 credits (2 years) = $4,100  *Per year = $2,050*  *Per semester = $1,025* | 60 credits, 2 years = $8,500  *Per year = $4,250*  *Per semester = $2,125* | | For a 2-year program it ranges from between $16,000 to $32,000. It depends on the college you choose and how many classes they will accept in transfer and that they require for their program |
| **Career Options at this Level** | | | |
| * Desktop Publishers * Web Designer * Film and Video Editors * Social Media Manager * Graphic Design – entry level * Freelance Media Designer | All of the previously listed, plus:   * Small Business Owner * Web Developer * Media Designer * Graphic Designer * Advertising Sales Agents * Search Marketing Strategists | | All of the previously listed, plus:   * Vocational Education Teachers, Postsecondary * Career/Technical Education Teachers, Secondary School * Multimedia Artists and Animators * Computer Programmers * Software Developers, Systems Software * Web Administrator * Art Director * Public Relations and Fundraising Managers |
| **Expected Salary Range at this Level:** | | | |
| $22,000 - $40,000 | $35,000 - $55,000 | | $45,000 - $75,000 + |
| **At this time there are no articulation opportunities to advanced degrees** | | | |

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| **Helpful MCC Resources and Extended Learning Experiences** | | |
| **Support Structures** | | **Practical Learning Experiences** |
| * Instructor Office Hours * Instructor Tutorial Video Library * Tutorial Center * Extended Library Hours * Student services for career advising, financial aid, and enrollment | | **Mgmt & Production Course:** students have the opportunity to work for a client in a group setting to produce a multimedia project. Students will help to plan, develop, create, and produce the project from start to finish to simulate a real-world working experience with support and guidance from their instructor.  **Capstone:** students have the opportunity to work on a capstone project that demonstrates their learning. This can include a portfolio that will help them in design program placement at a 4-year university or as a portfolio for obtaining a job or freelance work.  Throughout the program we will do a variety of projects that work with outside clients, community organizations, non-profit agencies, and other design businesses so students can hone their soft skills (working with clients, bosses, other designers, etc.) as well as their media creation skills. |
| **Financial Aid** | |
| * Scholarships * Loans * Grants * Workstudy * Colorado Opportunity Fund (COF, available to in-state students)   Visit the MCC Financial Aid website for more information and an application - <http://www.morgancc.edu/admissions/financial-aid> | |
| **Professional Affiliations** | | |
| **Graphic Design & Illustration** | American Institute of Graphic Arts (AIGA) - <http://www.aiga.org/>  National Association of Photoshop Professionals (NAPP) - <http://www.photoshopuser.com/>  International Council of Communication Design (ICOGRADA) - <http://www.icograda.org/>  Association of Illustrators (AOI) - <http://www.theaoi.com/join/>  Graphic Artists Guild (GAG) - <https://www.graphicartistsguild.org/> | |
| **Web Design** | World Wide Web Consortium (W3C) - <http://www.w3.org/>  WebProfessionals.org - <http://webprofessionals.org/>  World Wide Web Artists’ Consortium (WWWAC) - <http://www.wwwac.org/> | |
| **Animation & Video** | Society for Animation Studies (SAS) <https://www.animationstudies.org/v3/>  The Animation Guild (AG) - <http://animationguild.org/>  American Film Institute (AFI) - <http://www.afi.com/>  Director’s Guild of America (DAG) - <http://www.dga.org/>  Academy of Motion Picture Arts & Sciences - <http://www.oscars.org/>  Visual Effects Society (VES) - <http://www.visualeffectssociety.com/> | |
| **Advertising** | Association of National Advertisers - <https://www.ana.net/>  American Advertising Federation - <http://www.aaf.org/> | |
| **Marketing** | American Marketing Association - <https://www.ama.org/Pages/default.aspx>  Colorado American Marketing Association - <https://www.coloradoama.com/>  Society for Marketing Professional Services - <https://www.smps.org/> | |
| **Social Media** | Internet Marketing Association - <https://imanetwork.org/>  Word of Mouth Marketing Association - <http://womma.org/>  Social Media Club - <http://socialmediaclub.org/> | |