

### East Central College

1964 Prairie Dell Road  
Union, Missouri 63084  
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www.eastcentral.edu

### Admissions Office

ECC Campus  
(636) 584-6563  
admissions@eastcentral.edu

### Division

Communications, Education, Fine  
Arts, Social Science & Humanities  
(636) 584-6923

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### Program Faculty

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East Central College is accredited by the Higher  
Learning Commission and a participant in the  
Academic Quality Improvement Program (AQIP)  
30 N. LaSalle St., Suite 2400  
Chicago, Illinois 60602-2504  
1 (800) 621-7440

## THE CAREER

Multimedia or interactive media artists plan, analyze and create visual solutions to communications problems. They find the most effective way to get messages across through motion graphic and time-based media using a variety of methods such as video, animation, sound design, interactive media and Web design.

Multimedia artists develop time lines, storyboards and flow models. They also produce and edit digital video, make 3-D graphics and create animations for use on the Web, in film and on television.

## PROFESSIONAL TRAITS

Those pursuing a career in this field should:

- Be creative
- Have solid problem-solving skills
- Effectively communicate ideas visually, verbally and in writing
- Have an eye for details
- Understand the concept of time-based imagery
- Have the ability to work independently and under pressure

## EMPLOYMENT AND SALARY INFORMATION

The multimedia artist and animator industry is experiencing slower-than-average growth, per the U.S. Bureau of Labor Statistics. By 2020, the number of positions is expected to increase by eight percent.

In May 2012, median annual earnings for these professionals nationwide were \$61,370. Their salaries ranged from less than \$34,860 (lowest 10%) to more than \$113,470 (highest 10%).

The four industries employing the most multimedia artists and animators with their annual average earnings were:

Advertising, Public Relations and Related Services	\$60,220
Computer Systems Design and Related Services	\$58,950
Motion Picture and Video	\$72,680
Software Publishing	\$62,310

\* As reported by The Graphic Artist Guild, Inc.

## THE PROGRAM

East Central College offers two Associate of Applied Science degrees in design: graphic design and multimedia design. The multimedia program combines traditional art fundamentals with leading-edge technology, preparing practitioners to meet the communication and marketing needs of their clientele.

The program utilizes a state-of-the-art, computer-based lab with Macintosh platforms; ECC students learn on the same software that they can expect to use on the job. In addition, they have access to some of the top equipment used in the fields of digital video, sound design and animation. To complement the computer-based portion of the program, ECC students also study the principles that apply to all visual communication.

The college's related degree program in graphic design is ideal for those interested in print and electronic media methods.

## ADMISSIONS REQUIREMENTS

Students must have completed:

- ✓ High school diploma or the equivalent (documentation must be sent to the registration office)
- ✓ Application for admission
- ✓ A placement test as specified by the college (some coursework requires minimum placement results)

## TRANSFER OPTIONS

The AAS degree is designed for students seeking employment immediately upon graduation. However, many of the credits, particularly the general education electives received with this degree, may qualify as transfer credit at four-year schools.

These decisions are made solely by the bachelor degree-granting institution, not East Central. Students seeking to transfer are advised to contact the institution of their choice before beginning a program or reviewing other degrees and coursework offered through ECC.

The ECC Multimedia program has an articulation agreement with Webster University in St. Louis for certain coursework. For more information, visit: [http://explore.webster.edu/transfer/agreements/ecc/interactive\\_digital\\_media.pdf](http://explore.webster.edu/transfer/agreements/ecc/interactive_digital_media.pdf)

**PROGRAM OF STUDY**

AAS Program: 66 credit hours

This program of study is for a full-time student; part-time study is also available. Please contact an academic advisor for full course options. All academic schedules are subject to change. For the most current schedule visit [www.eastcentral.edu](http://www.eastcentral.edu).

**YEAR 1****FALL SEMESTER**

COURSE	HOURS
FS 1000 Campus Orientation/	1
FS 1001 Foundation Seminar	
EN 1223 English Comp I or	
EN 1233 Honors English Comp I	3
DES 1023 Digital Imaging - Photoshop	3
DES 1143 Introduction to Media & Design	3
AR 1023 Design I: Two-Dimensional Design	3
AR 2203 Photography I	3
<b>Total Hours</b>	<b>16</b>

**SPRING SEMESTER**

COURSE	HOURS
DES 1900 First Year/Mid-Program Portfolio Review	0
DES 1123 Digital Illustration I - Illustrator	3
MMD 2003 Digital Video Tech I	3
AR 1133 Design II: Color Theory	3
AR 1303 Drawing I	3
MT 1343 Mathematics for Art and Design or	
MT 1303 Intermediate Algebra or	
MT 1023 Business Mathematics	3
AR 1703/ Art History I or	
AR 1713 Art History II	3
<b>Total Hours</b>	<b>18</b>

**YEAR 2****FALL SEMESTER**

COURSE	HOURS
MMD 1713 Web Animation-Flash	3
MMD 2223 Digital Photography	3
DES 2253 Web Design I	3
AR 2423 Design III: Three-Dimensional Design	3
BI 1203/ Introduction to Life Science or	
GL 1103 Introduction to Physical Geology Lecture	3
EN 1333 English Comp II,	
EN 1343 Honors English Comp II, or	
EN 1403 Technical Writing	3
<b>Total Hours</b>	<b>18</b>

**SPRING SEMESTER**

COURSE	HOURS
DES 2023 Multimedia Productions	3
DES 2463 Web Design II	3
MMD 2433 Digital Video Tech II	3
MMD 2692 Program Capstone- Multimedia	2
HI 1000 Constitutions Study Module	0
PS 1000	
History or Political Science Requirement	3
<b>Total Hours</b>	<b>14</b>