

Arts Media & Entertainment

Career Information Session



Spotlight on:

Graphic Design

Interaction Design

Web Design

Digital Marketing

Graphic Design



Degrees and Certificates

Degrees and Certificates

Associate of Science Degree - Graphic Design

Certificate of Achievement - Graphic Design

Department Certificate - User Experience

Department Certificate - Web Design

Many colleges/universities offer bachelor's degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has agreements with UC and CSU campuses, as well as several private and out-of-state institutions.



Academic Planning

For information on the program, assistance creating your educational plan, or exploring transfer preparation visit the SMC Counseling Center for the Center for Media and Design (CMD):

- <http://smc.edu/student-support/academic-support/counseling/contact.php>

There are different counselors and programs available to serve all needs. Once on the web page, to schedule an appointment, select the Center for Media and Design button.



**Center for Media &
Design**

**Center for Students
with Disabilities**

**Center for Wellness
& Wellbeing**

DREAM Program



Potential Career Options

Job Title	Typical Education	Median Wage
Art Directors	Bachelor's Degree	\$87,008
Graphic Designers	Bachelor's Degree	\$49,076
User Experience Designer	Bachelor's Degree	\$86,000
User Interface Designer	Bachelor's Degree	\$73,000
Social Media Manager	Bachelor's Degree	\$52,000

For additional career ideas and current salary information, we encourage you reach out to an SMC Career Counselor at the Career Services Center. They can be reached at (310) 434-4337.



Starter Classes

- **GR DES 18: Intro to Graphic Design Applications**
Teaches Adobe Suite (Photoshop, Illustrator, InDesign) which are required programs to learn in the Graphic Design Industry
- **GR DES 31: Graphic Design Studio 1**
This studio course introduces the graphic design process, concept, visualization, documentation, and professional presentation. With an emphasis on visual communication strategies, students will explore the fundamental text/image interaction and develop various types of graphic identity designs including symbolic, pictorial or typographic. First in a sequence of three.



Program Highlights

- **Tanaka Type Club** <https://tanakatypeclub.com/>
Student made platform for students/ Independent designers to sell and promote their typefaces.



Program Highlights

- **GR DES 50: Graphic Design Portfolio And Professional Practices**
This studio course focuses on the development of an effective communication design portfolio and addresses the process of building a portfolio that meets the current professional industry standards for presenting work to potential employers and clients. Emphasis is placed on developing a portfolio that displays a comprehensive understanding of what industry is looking for in a designer or what is needed to transfer. This course also covers professional practices for designers including information regarding freelancing and working with clients.



Student Clubs

- **Student Clubs** <http://www.smc.edu/icc>
See the clubs available at Santa Monica College and/or learn how to start your own club!
 - **DESIGN** <https://discord.gg/xms6qmb>
How to Join CMD COMMUNITY Discord Server:
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How to Join design club on CMD COMMUNITY server:
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 - **AIGA Club** (The American Institute of Graphic Arts Club) *Coming Soon!*



Campus Resources

- **Graphic Design Program**
 - **Website:** <http://www.smc.edu//graphicdesign>
 - **Contact Information:**
Phone: 310.434.4904
- **Career Services**
 - **Website:** <http://smc.edu/careercenter>
 - **Contact Information:**
Phone: 310.434.4337

Digital Marketing



Degrees and Certificates

Degrees and Certificates

Certificate of Achievement - Social Media Assistant

Certificate of Achievement - Digital Publishing

Many colleges/universities offer bachelor's degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has agreements with UC and CSU campuses, as well as several private and out-of-state institutions.



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- the General Counseling & Transfer Services link or;
- the link to any special programs that you are a member of



Potential Career Options

Job Title	Typical Education	Median Wage
Marketing Assistant	Bachelor's Degree	\$49,000
Social Media Marketing Assistant	Bachelor's Degree	\$45,000
Desktop Publishers	Associate Degree	\$57,843

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Campus Resources

- **Computer Information Systems | Digital Marketing**

- **Website:**

- <http://smc.edu/academics/areas-of-interest/business/csis/computer-information-systems.php>

- **Contact Information:**

- Phone: 310.434.4295

- **Career Services**

- **Website:** <http://smc.edu/careercenter>

- **Contact Information:**

- Phone: 310.434.4337

Web Design



Degrees and Certificates

Degrees and Certificates

Associate of Science Degree - Website Software Specialist

Certificate of Achievement - Website Software Specialist

Certificate of Achievement - Website Creator

Department Certificate - Website Development Management

Many colleges/universities offer bachelor's degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has agreements with UC and CSU campuses, as well as several private and out-of-state institutions.



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Potential Career Options

Job Title	Typical Education	Median Wage
WordPress Developers	Bachelor's Degree	\$76,526
Back-End Web Developers	Bachelor's Degree	\$62,929
Information Technology Project Managers	Bachelor's Degree	\$82,670
Front-end Web Developers	Bachelor's Degree	\$55,333

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Starter Classes

- **CIS 50: Internet, HTML and Web Design**

This hands-on course provides all the skills necessary to navigate, create and manage content on the World Wide Web. Students will become familiar with the Internet and its underlying technology and security. The course also covers the principles of Web page design, the use of graphics and other media files, and the creation of linked documents. Students will use both HTML and a Web authoring program to create and edit Web pages and will have the opportunity to put their Web sites online by publishing to a Web server.

- **Additional Classes**

- CIS 51: HTML5, CSS3, and Accessibility
- CIS 54: Web Development and Scripting



Program Highlights

- **Cool Careers Speaker Series**

Every November the Web Design Program participates in the SMC Cool Career Program at which over 100+ industry professionals from a myriad of career fields share a wealth of knowledge, relevant skill sets and vital career information that will help SMC students learn how to succeed in any industry. For more information contact Career Services in late October:
<http://smc.edu/careercenter>



Student Clubs

- **Student Clubs** <http://www.smc.edu/icc>
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 - **COMTECH** clubcomtech@yahoo.com
SMC's Student Chapter of the ACM, Association for Computing Machinery, the largest computing organization in the world. Message them on Instagram to see how to get involved.
 - **DESIGN** <https://discord.gg/xms6qmb>
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Campus Resources

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Interaction Design



What is Interaction Design?

Interaction Designers

- Create meaningful interactions between people and the products and services they encounter, from websites to mobile phones and other physical devices to entire systems and beyond.
- Help define the way things look, how they work, and how they fit into people's lives.



Potential Career Options

Job Title	Typical Education	Median Wage
User Experience (UX) Designer	Bachelor's Degree	\$86K
User Interface (UI) Designer	Bachelor's Degree	\$73K
Mobile Designer	Bachelor's Degree	\$100,216/ yr
Front-end Web Designer	Bachelor's Degree	\$55,333 / yr
Creative Technologist	Bachelor's Degree	\$54,359 / yr
Social Media Expert	Bachelor's Degree	\$52,236 / yr

For additional career ideas and current salary information, we encourage you reach out to an SMC Career Counselor at the Career Services Center. They can be reached at (310) 434-4337.



Program Highlights

- **Design Challenges**
 - The Interaction Design Program hosts industry sponsors design challenges every semester which gives students an opportunity to create real world design solutions in partnership with local industry.
 - Students get to interact with mentors from industry that provide invaluable feedback and guidance as they learn and grow throughout these semester long projects.
 - Past partners include: Hulu, Children's Hospital of Los Angeles, Bird, American Heart Association, RedBull and more!
- **Alum Achievement**
 - Alumni have left the program and gone on to find employment at incredible companies such as Facebook, Dermalogica, Activision and more!



Student Clubs

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 - **COMTECH** clubcomtech@yahoo.com
SMC's Student Chapter of the ACM, Association for Computing Machinery, the largest computing organization in the world. Message them on Instagram to see how to get involved.
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Degrees and Certificates

Degrees and Certificates

Bachelor Degree in Interaction Design

The Interaction Design degree:

- requires 2 years of upper-division IxD classes
- requires a full-time commitment (12 or more units per semester)
- must be taken in sequence



Application Instructions

- **Requirements**
 - An application, a portfolio and an interview
 - A commitment to a 2 year, full time curriculum
- **Typical Application Schedule**
 - **Informations Sessions:** October, November and February
 - **Application Deadline:** Spring 2021 (official date TBD)
 - **Semester Begins:** End of August
 - **Application link:** <https://ixd.smc.edu>

For official dates and deadlines please visit: <https://ixd.smc.edu>



Application Tips

Recommended Educational Background

- Department Certificate in User Experience Design
- Completion of English 2 and transferable math (preferably Math 54)
- **GR DES 65:** Web 1, **GR DES 66:** Web 2, **GR DES 67:** Web 3 (**Optional:** **GR DES 75:** Mobile 1)



Campus Resources

- **Bachelor's Degree in Interaction Design**
 - **Website:** <https://ixd.smc.edu/>
 - **Contact Information:**
Phone: 310.434.4000
- **Career Services**
 - **Website:** <http://smc.edu/careercenter>
 - **Contact Information:**
Phone: 310.434.4337

Don't forget to explore the additional videos about Programs and Careers in Arts, Media, and Entertainment:

- Theatre Arts
- Dance
- Music
- Cosmetology

- Animation
- Game Design
- Post Production
- Art

- Interior Architectural Design
- Architectural Design
- Photography
- Fashion Design

- Broadcast Media
- Entertainment Promotions and Marketing Production
- Film
- Journalism