



College of Arts and Sciences

Communication Department

Associate of Arts in Digital Media

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed. At the conclusion of this program, students will be able to:

1. **Knowledge:** Demonstrate the ability to develop digital pieces that conform to proper aesthetic principles tailored towards a particular audience. These include effective communication through color schemes, layout, UX, and UI. They have also demonstrated proper client communication techniques, relationship formation, and collaboration, in the process of a digital media project.
2. **Character:** Demonstrated knowledge of media ethics and copyright issues in relation to communicating through digital means. They have also demonstrated ethical use of AI tools in producing digital projects that do not violate copyright laws, ethical standards, and intellectual property.
3. **Skills:** Proficient in digital tools, including hardware, software, and generative AI, used to produce a goal-oriented piece. They have also demonstrated proper writing skills aimed at a particular audience and conformed to a particular medium.