

**BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE**

**Information Management & Design  
Associate in Applied Science**

Academic Plan Code – 5204027049

With options in Computer Office Technologies, Graphic Design, Web Design, and Library Information Technology

The Information Management & Design program prepares students to work in an integrated workplace of people, processes, and technologies. In response to the challenging technology-based work environment, this program requires students to become proficient in using computer technology for multifaceted workplace productivity. The program combines cutting-edge computer applications courses with additional industry-standards based courses to provide learning opportunities within the student’s area of study. Graduates also complete general education courses in writing, oral communications, social interaction, heritage/humanities/foreign languages, science, and mathematics. Prior to graduation, students participate in a supervised work experience, gaining invaluable experience often necessary to secure a position within their chosen field.

Students may choose from four options within the Information Management & Design program to specialize their degree.

The *Computer Office Technologies* option prepares graduates to work in a multitasking environment utilizing skills in electronic commerce, web authoring, project management, workplace management, information management, and employing various industry-standard office applications.

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 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 *Library & Information Technology* option prepares graduates for paraprofessional library work.

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.

- Web 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
- Project Manager
- Library Paraprofessional

<b>General Education Core</b>		
<b>Course Numbers</b>	<b>Course Title</b>	<b>Credit Hours</b>
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
	Oral Communications Course	3
	<b>Subtotal Credit Hours</b>	<b>21</b>

<b>Technical Core Courses</b>		
IMD 100	Introduction To Information Systems	3
IMD 126	Introduction to Desktop Publishing	3
IMD 133	Beginning Web Design	3
IMD 150	Presentations	3
IMD 210	Microsoft Office Applications	3
IMD 235	Advanced Word Processing	3
IMD 270	Professional Practices	3
IMD 275	Workplace Management	3
COE 199	Cooperative Education OR	3
IMD 271	Internship	(3)
	<b>Subtotal Credit Hours</b>	<b>27</b>

**Computer Office Technologies Option**  
Academic Plan Code - 5204027049

<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>
IMD 118	Document Processing	3
IMD 212	Advanced Microsoft Office Applications	3
IMD 215	Administrative Office Procedures	3
IMD 220	Administrative Office Simulations	3
	Accounting course	3
	Computer Office Technologies Option Courses	6
	<b>Subtotal Credit Hours</b>	<b>21</b>

**Examples of Careers in Information Management & Design:**

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**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 185	Web Graphics Design	3
IMD 226	Advanced Desktop Publishing	3
IMD 280	Applied Graphic Design	3
	Graphic Design Option Courses	6
	<b>Subtotal Credit Hours</b>	<b>24</b>

**Web Design Option**  
Academic Plan Code - 5204027049

Course Number	Course Title	Credit Hours
IMD 180	Intermediate Web Design	3
IMD 185	Web Graphics Design	3
IMD 230	Advanced Web Design	3
IMD 232	Professional Web Editors	3
IMD 240	Animation for the Web	3
IMD 292	Portfolio Practicum: Web Design	3
	Web Design Option Course	6
	<b>Subtotal Credit Hours</b>	<b>24</b>

**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)
	LIT Option Courses	12
	<b>Subtotal Credit Hours</b>	<b>24</b>

\*Required course  
\*\*Select one of these three as a Required Program Course

**Computer Office Technologies Option Courses**

Course Number	Course Title	Credit Hours
ACC 202	Managerial Uses of Accounting Information	3
MGT 120	Personal Finance	3
MGT 267	Introduction to Business Law	3
MGT 274	Human Resource Management	3
MKT 282	Principles of Marketing	3
MGT 283	Principles of Management	3

MGT 288	Self Management	3
CLA 131	Medical Terminology from Greek & Latin	3
ECO 202	Principles of Economics II	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	3
IMD 185	Web Graphics Design	3
IMD 226	Advanced Desktop Publishing	3
IMD 230	Advanced Web Design	3
IMD 232	Professional Web Editors	3
IMD 240	Animation for the Web	3
IMD 245	Multimedia for the Web	3
IMD 250	Digital Video Editing	3
IMD 276	Legal Office Procedures	3
IMD 278	Medical Office Procedures	3
IMD 290	Photography	3
IMD 294	Seminar in Information Management & Design Technologies	3
IMD 299	Selected Topics: Information Mgt. & Design	3
QT 101	Quality Management Principles	3
	Other Computer Office Tech Courses Approved by Program Coordinator	1-3
	Other Information Technology, Architectural, Business, Communication, Fine Arts or other Option Appropriate Courses Approved by Program Coordinator	1-3

**Graphic Design Option Courses**

Course Number	Course Title	Credit Hours
IMD 118	Document Processing	3
IMD 180	Intermediate Web Design	3
IMD 212	Advanced Microsoft Office Applications	3
IMD 230	Advanced Web Graphics	3
IMD 232	Professional Web Editors	3
IMD 240	Animation for the Web	3
IMD 245	Multimedia for the Web	3
IMD 250	Digital Video Editing	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 Information Technology, Architectural Business, Communication, Fine Arts or other Option Appropriate Courses Approved by Program Coordinator	1-3
	Other Graphic Design Courses Approved by Program Coordinator	1-3

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**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 and 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		

**Web Design Option Courses**

Course Number	Course Title	Credit Hours
IMD 160	Introduction to E-Commerce	3
IMD 175	Web Usability Design	3
IMD 212	Advanced Microsoft Office Applications	3
IMD 245	Multimedia for the Web	3
IMD 250	Digital Web Editing	3
IMD 290	Photography	3
IMD 294	Seminar in Information Management & Design Technologies	3
CIT 150	Internet Technologies	3
CIT 120	Program Design	3
CIT 140	JavaScript I: JavaScript and the Web	3
Other Computer Programming Course Approved by Program Coordinator		3
Computer Programming Course Approved by Program Coordinator		3
Other Information Technology, Architectural, Business, Communication, Fine Arts or other Option Appropriate Courses Approved by Program Coordinator		1-3
Other Web or Graphic Design Courses Approved by Program Coordinator		1-3

**Library Information Technology Certificate**

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.

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 <b>OR</b>	3
LIT 132	Library Technical Services <b>OR</b>	(3)
LIT 230	Web Publishing for Public Libraries	(3)

**Library Services** (select one of the following courses)

LIT 243	Library Services for Children <b>OR</b>	3
LIT 245	Library Services for Young Adults <b>OR</b>	(3)
LIT 247	Library Services for Adults <b>OR</b>	(3)
LIT 248	Library Services for Preschool Children <b>OR</b>	(3)
LIT 280	Genealogy Services in Public Libraries	(3)

**Library Information Technology Elective**

	Any LIT course above LIT 115	3
<b>Kentucky Literature</b> [out-of-state students may substitute any English literature course] (select one of the following courses)		
LIT 200	Seminar in Kentucky Literature <b>OR</b>	
LIT 240	Appalachian Literature of Kentucky <b>OR</b>	
LIT 241	Literature of Central Kentucky <b>OR</b>	
LIT 242	Literature of Western Kentucky	

**General Education** (select one of the following courses)

ENG 101	Writing I <b>OR</b>	3
ENG 102	Writing II <b>OR</b>	(3)
HIS 108	History of the United States through 1865 <b>OR</b>	(3)
HIS 109	History of the United States since 1865 <b>OR</b>	(3)
HIS 240	History of Kentucky	(3)
<b>Total Credit Hours</b>		<b>18</b>