

Introduction to Interactive Media Arts

The possibilities for professional development are far-reaching in this program. Students may elect to seek participation in a degree program. They may also seek shorter term education in a certificate program. In this program, students develop knowledge in a 2D environment. The program ranges from graphics and corporate identity to 2D animation and video plus audio for the Internet.

This program, however, is not without serious demands on time and energy that translates into meeting deadlines. With the importance of the Internet as the most efficient information interchange, students are expected to acquire support know-how. They learn Internet connectivity, technical applications and may even work toward additional network study.

These are the programs that have the potential to set the graduate apart with experiences fostered by a "Higher Digital Education". They include, but are not limited to elements that consist of:

- Digital design
- Illustration and layout techniques
- Corporate and/or product identity
- Audio & video applications for the Internet in website development
- 2D animation
- Pre-press and 4/color production
- Portfolio development

*A student must successfully complete a Certificate in Digital Media Arts before taking a Certificate in Internet Site Development. An exception to this policy may be approved by an interview with the Program Coordinator or Director of Education.

Bachelor of Arts in Interactive Media Arts

This program is designed for the individual who is creative and wishes to express his or her creativity as a professional visual designer, art director, communications or advertising specialist. There are many more options in this digital arena as possibilities for creative expression are in demand for commercial applications. The program is delivered in a studio environment with a hands-on approach aimed at providing exciting solutions to real-world like case projects. Program direction examines visual (and audio) creative strategies for involving audiences in business, personal and entertainment environments. The cornerstone to the program is developing a strong foundation for graphic design at an art director like level. This translates to acquiring creative, technical and business skills to perform in a competitive world. The scope of learning here is broad involving print, Internet, broadcast and other interactive media. Portfolio work is accomplished in a studio format that requires a serious desire for success. A total of 45 courses resulting in 180 credits is delivered in 12, ten week quarters of instruction. Other than general education courses, all courses are limited to 28 students. Course descriptions follow in this catalog.

Program Goal: The graduate of this program is prepared to create digital media components, plus Internet design and production. This encompasses advertising design, publication design, broadcast design, Internet design and select interactive design projects.

Prerequisite for this program is an indication of potential in art and design. The student should demonstrate an interest in art and/or design through evidence of expression. Candidates are required to submit a portfolio or work samples for review by faculty. See Admissions section for additional information.

Code	Course	Credits	Hours	Code	Course	Credits	Hours
AD101	Visual Construction	4	60	DP101	Applied Camera Arts	4	60
AD102	Color Construction	4	60	DP104	Lighting & Design for Imaging	4	60
AD103	Creative Thinking/Visual, Audio Acuity	4	60	DP212	Photographic Design & Art Direction*	4	60
AD104	Personal Branding Strategies	4	40	IC140	Web Audio & Video	4	60
AD195	Media Delivery	4	60	IC401	Website Campaign & Control	4	60
AD407	Web Design Portfolio/Self Promotion	4	60				
AP101	Audio Engineering I	4	60	ART100	Art Appreciation I	4	40
				ART200	Art Appreciation II	4	40
BU211	Promotion & Industry Relations	4	40	CSM100	Computer Applications	4	40
BU212	Branding	4	60	HUM100	Music Appreciation*	4	40
BU218	Studio Business Practices	4	40	ECN400	Introduction to Economics	4	40
BU317	Practical Marketing	4	40	ENG200	English Composition	4	40
BU415	Portfolio Studio I	4	60	ENG400	Oral Communication	4	40
BU418	Portfolio Studio II	4	60	MTH100	Contemporary Mathematics	4	40
BU420	Conceptual Design	4	60	MTH300	Geometry	4	40
DF120	Broadcast Design I	4	60	SCI300	Environmental Science	4	40
				SCI301	Life Science	4	40
DM103	Graphic Design	4	60	SOC200	Geography	4	40
DM122	Internet Technology	4	60	SOC201	Sociology	4	40
DM207	Advertising Design	4	60	PSY200	Psychology	4	40
DM208	Corporate Identity Design	4	60				
DM209	Package Design	4	60	<i>TOTAL</i>		<i>180</i>	<i>2,320</i>
DM210	Website Design & Production	4	60				
DM312	Website Animation I	4	60				
DM339	Digital Publishing	4	60				
DM413	Web Animation II	4	60				
DM414	Broadcast Design II	4	60				
DM415	Business of Advertising Communications	4	40				

*With approval, an elective may be substituted for these courses.

Associate in Applied Science in Digital Advertising & Design

This program provides a diversity of training in digital advertising design, 4/color production and Internet website construction. The program is delivered in a studio environment with a hands-on approach to project development. Program direction goes beyond production to examine creative strategies for effective visual communications. Emphasis is placed on applying creative design to both Internet and commercial print applications. Graphics oriented software is employed for print, illustration, commercial logo graphics and web page graphics. Web page layout and 2D animation software is an essential component of the program as students develop web sites that incorporate animation, video and audio elements. A print and graphics oriented portfolio is created during the program along with a web site. Students in Digital Advertising & Design work throughout the program to build a portfolio of their accomplishments. Their results are assembled in a digital portfolio production course. Here is where 2D graphics, images and design elements and Internet pages are gathered for presentation. A hard copy set of 4/color print images is collected along with examples of web site layout and production. The student is then asked to present his or her work in a gallery showing at graduation. Today, advertising professionals and web site designers alike are being asked to solve communications problems. Communications problem solving is tied to creativity and creating effective visual solutions. This is especially true in advertising, publishing and Internet e-commerce. Courses in conceptual design, publication design and digital design address real world issues in creativity and communications problem solving. As a result, the student prepares to create meaningful and results oriented designs.

Program Goal: The graduate of this program is prepared for competencies in creating and producing digital media components, plus Internet design and production. This encompasses 2D graphic design elements including logo development, page design and page layout incorporating the use of type and visual elements. The graduate will work toward preparing for an entry level position in the production of graphics for print communications and electronic presentations. Other entry level job opportunities include website designer and web media associate.

The program containing 25 courses resulting in 96 credits. A total of 96 credits are required for graduation. Most courses consist of lecture plus demonstration integrated with required exercises and supervised projects. The program may be completed in the day session in eight quarters as a full-time student. Class size is usually limited to 28 students, except general education courses. Required courses are listed below along with a typical order for delivery. Course descriptions follow in this catalog.

Prerequisite for this program is an indication of potential in art and design. The student should demonstrate an interest in art and/or design through evidence of expression. Candidates are required to submit a portfolio or work samples for review by faculty. See Admissions section for additional information.

Code	Course	Credits	Hours	Code	Course	Credits	Hours
AD101	Visual Construction	4	60	DM124	Advertising Design	4	60
AD102	Color Construction	4	60	DM125	Digital Photography	4	60
AD195	Media Delivery	2	30	DM200	Visual Portfolio Production	4	60
AD201	Web Design Port/Self Promo	4	60	DM141	Web Animation I	4	60
				DM142	Web Animation II*	4	60
DF120	Broadcast Design*	4	60	IC140	Web Audio & Video	4	60
DM104	Conceptual Design	4	60	NC302	Business of Marketing	2	30
DM107	Digital Design & Production	4	60	GE101	English Composition	4	60
DM108	Digital Publishing	4	60	GE102	Survey of Western Arts	4	60
DM112	Graphic Design	4	60	GE103	Oral Communications	4	60
DM119	2D Animation for the Web	4	60	GE104	Quantitative Literacy	4	60
DM120	Website Design & Development*	4	60	GE105	Environmental Science	4	60
DM122	Internet Technology*	4	60	GE106	Psychology	4	60

*With approval, an elective may be substituted for these courses.

Total 96 1,440

Certificate in Digital Media Arts

This program gives the student a diverse foundation in creative design for digital visualization in print, illustration, identity, commercial graphics and advertising. Students complete a series of projects and assignments to develop their digital portfolio. The results are assembled in a digital and hard copy portfolio. 4/color print images and additional materials are a part of the student's hard copy portfolio.

Program Goal: The graduate of this program is prepared for competencies in creating and producing digital media components. This includes 2D graphic design elements encompassing logo development, page design and page layout incorporating the use of type and visual elements. The graduate will work toward preparing for an entry level position in the production of graphics for print communications and electronic presentations.

There are 9 courses and 32 credits awarded toward graduation on successful completion of the courses that make up this program. Most courses are a combination of lecture/demonstration combined with exercises and projects.

Prerequisite for this program is an indication of potential in art and design. The student should demonstrate an interest in art and/or design through evidence of expression. They are required to submit their portfolio or work samples for review by faculty. See Admissions section for additional information. Class size for studio courses is usually limited to 28 students.

Code	Course	Credits	Hours
AD101	Visual Construction	4	60
AD102	Color Construction	4	60
DM104	Conceptual Design	4	60
DM107	Digital Design & Production	4	60
DM108	Digital Publishing	4	60
DM112	Graphic Design/C	2	30
DM124	Advertising Design	4	60
DM125	Digital Photography/C	2	30
DM200	Visual Portfolio Production	4	60
<i>Total</i>		<i>32</i>	<i>480</i>

Certificate in Internet Site Development

This program serves the needs of the graphic designer who wish to gain a strong base of web site production and web development knowledge. It is a shorter certificate program created to offer a wide scope of training which goes beyond usual web site design to help the student gain added skills. These skills include applications in e-commerce to enhance web sites with awareness of the audience, concept development and added knowledge. Students gain interactivity skills coupled with vector based animation, audio and special effects.

Program Goal: The graduate of this program is prepared for additional competencies in creating and producing web pages. The graduate will work toward an entry level position in web site design, web site development for video, audio and animation.

This program is an intense approach to web site design and development. It includes both technical and creative components. An introduction to web audio and video is included as well as 2D animation. Prerequisite for this program is proven experience and/or training subject to faculty review. Plan on creating a portfolio of finished graphics work.

There are 10 courses and 32 credits awarded toward graduation on successful completion of the courses that make up this program. Most courses are a combination of lecture/demonstration combined with exercises and projects. See Admissions section for additional information. Class size for studio courses is usually limited to 28 students.

Code	Course	Credits	Hours
AD195	Media Delivery	2	30
AD201	Web Design Port/Self Promo	2	30
DF120	Broadcast Design/C	2	30
DM119	2D Animation for the Web	4	60
DM120	Website Design & Development	4	60
DM122	Internet Technology	4	60
DM141	Web Animation I	4	60
DM142	Web Animation II	4	60
IC140	Web Audio & Video	4	60
NC302	Business of Marketing	2	30
<i>Total</i>		<i>32</i>	<i>480</i>