
TERM 1 - GRAPHIC DESIGN

TYP101 Typography

(4.5 semester credit hours/100 clock hours)

Typography (TYP101) Introduces the students to the basic functions of Adobe InDesign. The emphasis is on typography in the study of graphic design and digital media design. The various assignments and exercises focus on the primary concerns and disciplines of typography such as choosing typefaces, modifying type through kerning, tracking, and leading. The choice of appropriate typefaces will also be addressed in the development of page layout and in the design of combination marks and logo design.

DES101 Design Basics

(4.5 semester credit hours/100 clock hours)

Design Basics (DES101) explores the principles and processes of designing, brainstorming and theme development. Students will learn comping skills including marker/pencils/ink, 1, 2 & 3-point perspective and line art techniques. Theories will include color psychology, color theory and Gestalt psychology. The course also explores the concept of "design as a lifestyle" requiring formal research, writing, and presentations. Design styles, perspectives, figures, and trends will also be introduced in historical concepts. Photography as a medium will be used to practice elements of design along with understanding the historical, technical and commercial aspects of photography.

DD101 Digital Production

(4.5 semester credit hours/100 clock hours)

Digital Production (DD101) will focus on the hardware and software needed for Digital Print Production. The skills introduced are: printing processes, use of color, layout techniques, basic Bezier curve construction, image editing, and in-depth use of the layout program used in the industry, Adobe InDesign. Also included are the basic business practices, freelance fundamentals and working ethics. The course also offers basic software orientation in Adobe Illustrator and Photoshop along with introducing differences in Mac and PC platforms.

TERM 2 - GRAPHIC DESIGN

P102 Raster Graphics

(4.5 semester credit hours/100 clock hours)

Introduction to Raster Graphics (P102) is an introduction to pixel editing software which includes image acquisition, color theory, resolution for commercial printing, and photo retouching. Industry standards as established by the NAPP (National Association of Photoshop Professionals) are emphasized. Technical efficiency in Adobe Photoshop and creative approaches toward design problem resolution are goals of the course.

D102 Vector Graphics

(4.5 semester credit hours/100 clock hours)

Introduction to Vector Graphics (D102) is an introduction to vector illustration using Adobe Illustrator. Emphasis will be placed on mastering the pen tool, layers, combining shapes, gradients, gradient mesh and preparation of files for commercial printing. The course focuses on both technical as well as creative processes applied toward design applications.

DPD102 Digital Publishing

(4.5 semester credit hours/100 clock hours)

Digital Publishing (DPD102) is an introduction to page layout and design utilizing Adobe InDesign. It explores the design and creation of print-ready publications and introduces tools for effectively combining text and graphics. Some of the main focuses of the course include creative typography, graphic reproductions, and design and compositions principles.

Software utilized:Adobe Illustrator®
Adobe InDesign®
Adobe Photoshop®

TERM 3 - GRAPHIC DESIGN

P103 Digital Imaging

(4.5 semester credit hours/100 clock hours)

Digital Imaging (P103) covers advanced digital imaging concepts including: file output, system configuration / calibration / troubleshooting, color correction, advanced photo manipulation and special effects. Advanced digital drawing techniques including: masks, blends, and other advanced techniques are also covered. Students learn to integrate artwork created from various applications into the final project, as well as how to use the various applications more efficiently. Emphasis is placed on effective use of design. The flexibility of print design suitable for online platform is also introduced.

WD103 Introduction to Web Design and Development

(4.5 semester credit hours/100 clock hours)

Introduction to Web Design and Development (WD103) introduces students to web design and development. Languages such as HTML & CSS will be covered using text editors. Graphics production for User Interface design and web page structure will also be covered. The course will aim to provide students with an understanding of the functionality of the Internet and the World Wide Web. Students will receive instruction that will enable them to create, edit and link HTML documents using a text editor. Students will learn to control and unify website styles using CSS. Students will also create web graphics and upload their personal websites and resumes to the World Wide Web using FTP.

DPD103 Digital Publishing for Multiple Applications and Devices

(4.5 semester credit hours/100 clock hours)

Digital Publishing for Multiple Applications and Devices (DPD103) builds on knowledge of prerequisite courses of page and design layout, raster graphics and vector graphics. The course will utilize the elements of design -typography, layout, and composition in designing elaborate multiple page documents. The course will also introduce the trend of "dual-use" publications for conventional print and tablet/mobile devices. The student will produce interactive elaborate designs of publications that employ video, animation, and interactive graphics.

PP100 Portfolio Project (4.5 semester credit hours/100 clock hours)

TERM 4 - DIGITAL MEDIA DESIGN

IW104 Fundamentals of Web

(4.5 semester credit hours/100 clock hours)

Fundamentals of Web (IW104) will offer a strong foundation in web design, Graphical User Interface (GUI) and web page structure. Topics will include HTML, CSS, FTP, project management, usability and interactive design strategies. Beginning concepts of programming (PHP and JavaScript), behaviors and CMS (Content Management Systems) will also be introduced.

IV104 Introduction to Digital Video

(4.5 semester credit hours/100 clock hours)

Introduction to Digital Video (IV104) offers the fundamentals of Digital Video Production from pre-production (planning, storyboarding) to production (shooting, lighting, sound, green screen) to post production (editing, compositing, titles, audio). Professional film and video analyses, genre division and film fundamental elements will be studied. Video compression, with an emphasis on web delivery, will be introduced. Apple Final Cut Pro (FCP) software is used as a tool.

IA104 Introduction to Animation

(4.5 semester credit hours/100 clock hours)

Introduction to 3D (IA104) introduces students to 3D and 3D applications, techniques, and theory with an emphasis on Autodesk's Maya®. Students will learn and practice the fundamental methods of modeling, texturing, and animation. Polygon Modeling, UV Texture Mapping, and Logo Animation, and an introduction to game engine implementation.

Software utilized:Adobe Illustrator®
Adobe InDesign®
Adobe Photoshop®**Software utilized:**Adobe Illustrator®
Adobe InDesign®
Adobe Photoshop®**Software utilized:**Adobe After Effects®
Adobe Illustrator®
Adobe Photoshop®
Adobe Premiere®
Autodesk Maya®
Apple Final Cut Pro®
Unreal®

TERM 5 - SPECIALIZED WEB DESIGN**WS300 Scripting for the Web**

(5.00 semester credit hours/100 clock hours)

Scripting for the Web (WS300) gives students experience with interactive web site creation. Students are taught web-programming concepts such as HTML, jQuery, AJAX, JavaScript, PHP and CSS. Media presentation, framesets, forms, CGI, FTP and other hosting concepts are also covered. Students will use industry standard software to create a portfolio web site to showcase all of their design work.

WC300 Web Campaign Implementation

(5.00 semester credit hours/100 clock hours)

Web Campaign Implementation (WC300) gives students experience with the process of conceptualizing and implementing a corporate web site by developing a cohesive web site campaign. Focus is on the "pre-design" stage of web development. Students will storyboard the campaign, create interface pieces for client presentations, and flowchart web site functionality and navigation paths. User interface issues - both desktop and mobile - as well as web marketing strategies are discussed. Emphasis is placed on team cooperation, efficient use of design, effective marketing, web resources, and application of interface design fundamentals toward the creation of a positive user experience.

WR300 Responsive Web Design

(5.00 semester credit hours/100 clock hours)

Responsive Web Design (WR300) students understand the principles behind delivering web-based content and interactivity to all devices. Relevant industry techniques will be practiced, with a focus on flexibility and looking to the future as the landscape of the web evolves. Topics covered include: Device-agnostic approaches to design and workflow, User Experience on mobile devices, Responsive design, User-Agent detection, Fluid grids and mobile frameworks. Using HTML, CSS, JavaScript and PHP, students will plan and build a device-agnostic web project.

Software utilized:Adobe Illustrator®
Adobe Photoshop®**TERM 6 - SPECIALIZED ADVANCED WEB DESIGN****WUD400 User Experience Design**

(5.00 semester credit hours/100 clock hours)

User Experience Design (WUD400) aims to immerse students in user experience principles and practices in web application design. The course will focus on user-centered and task-centered interface flows. Problem-solving and risk management will be stressed. Through hands-on user testing and design process, students will leave with a greater understanding of how to balance user needs, business goals and technology to create truly engaging web experiences.

Software utilized:Adobe Illustrator®
Adobe Photoshop®**WCM400 Content Management Systems for Designers**

(5.00 semester credit hours/100 clock hours)

Content Management Systems for Designers (WCM400) serves as an introduction to utilizing Content Management Systems for web development. Using WordPress, students will learn the concepts and structures relevant to building client websites, communities, portfolios and blogs. By the end of the course, students will be equipped to set up, manage content, design themes, utilize community-built plugins and write their own plugins. Topics covered will include: Practical applications and benefits of a CMS, WordPress theme architecture, WordPress plugin creation and the plugin API, WordPress widgets and sidebars, participating in the WordPress community.

WIP400 Programming for Designers

(5.00 semester credit hours/100 clock hours)

Programming for Designers (WIP400) serves as an introduction to programming with PHP and MySQL. Topics covered will provide students with a perspective and comprehension of the programming process, as well as an understanding of how to design and implement flexible, dynamic systems. Designing for user-driven applications will be a focus.

PP200 Portfolio Project (4.5 semester credit hours/100 clock hours)**TERM 5 - SPECIALIZED ANIMATION DESIGN****AM300 Dynamics / Effects**

(5.00 semester credit hours/100 clock hours)

Dynamic Effects (AM300) will introduce students to the Dynamic tool-set in Autodesk's Maya. The main emphasis of projects will be based on effect use of fluid containers, nParticles, and nCloth. Rigid / Passive Bodies and Constraints will also be explored. Students will be concentrating on creating realistic looking particle simulations for effects, which includes techniques in animation, lighting, and rendering.

A0300 Organic Modeling

(5.00 semester credit hours/100 clock hours)

Organic Modeling (A0300) emphasizes the use of 3D animation for organic models, such as humans and creatures. Focus is placed on anatomically correct body parts and proportions. Models created with subdivision surfaces are animated to perform lip-synching and facial animation. In addition, software is used to grow realistic hair, eyebrows and eyelashes.

AG300 Electronic Game 3D Animation

(5.00 semester credit hours/100 clock hours)

Electronic Game 3D Animation (AG300) offers the use of 3D animation in the electronic game industry. Emphasis is placed on proper modeling techniques, low polygon models, environments, and UV texturing. In-game characters are created with seamless and deformable skin. Joints are created and rigged properly for inverse kinematics. Design documents and conceptual art are created prior to actual production.

Software utilized:Adobe After Effects®
Adobe Illustrator®
Adobe Photoshop®
Autodesk Maya®
Autodesk MotionBuilder®
Pixologic ZBrush®**TERM 6 - SPECIALIZED ADVANCED ANIMATION****AE400 3D Character Animation**

(5.00 semester credit hours/100 clock hours)

3D Character Animation (AE400) takes students through animation using both key frame techniques and motion capture. Students will be introduced to the Principles of Animation as well as other industry techniques to help breathe life into digital characters. Students will also gain exposure to MotionBuilder and learn how to work with and modify motion capture data.

AX400 Special Effects

(5.00 semester credit hours/100 clock hours)

Special Effects (AX400) focuses on the lighting and rendering stages of the production pipeline using Mental Ray. This includes how to control shadows and reflections as well as rendering different materials like glass and metal. The final project will cover 3D camera tracking with Boujou and compositing with After Effects.

AH400 Digital Character Sculpting

(5.00 semester credit hours/100 clock hours)

Digital Character Sculpting (AH400) focuses on mastering high-end 3D modeling. Focus is placed on both software modeling tools and artistic sculpturing talent. A variety of models with proper modeling techniques, tips and tricks are covered. Final projects consist of a student's choice model demonstrating all of the modeling skills learned (Maya, ZBrush, Mudbox).

PP200 Portfolio Project (4.5 semester credit hours/100 clock hours)**Software utilized:**2d3 Boujou
Adobe After Effects®
Adobe Illustrator®
Adobe Photoshop®
Autodesk Maya®
Autodesk MotionBuilder®
Autodesk Mudbox®
Pixologic ZBrush®

TERM 5 - SPECIALIZED DIGITAL VIDEO PRODUCTION

DS300 Sound Design and Engineering

(5.00 semester credit hours/100 clock hours)

Sound Design and Engineering (DS300) explains the role of audio in visual media and explores the production of sound for picture using Pro Tools. Students will learn fundamental technical and artistic processes involved in creating effective audio for picture, and will achieve a basic level of proficiency using Pro Tools as an audio production platform. No prior audio experience is required.

DP300 Digital Video Production

(5.00 semester credit hours/100 clock hours)

Digital Production (DP300) covers the production process, including pre-production, production and post-production. Much of the emphasis will be on learning the production tools. Students will gain hands on experience in the use of different types of cameras, lenses, lighting and sound recording equipment. Students will also learn techniques in planning and preparing for the production process. In post-production, students learn the fundamentals of media asset management, advanced editing techniques and different delivery methods with an emphasis on video compression for the web.

DC300 Digital Compositing and Motion Graphics

(5.00 semester credit hours/100 clock hours)

Digital Compositing and Motion Graphics (DC300) explores the world of digital compositing and motion graphics. Digital compositing consists of the process of assembling multiple images to make a final image for print, motion pictures or screen. The students will be introduced to basic compositing techniques and motion graphics using Adobe AfterEffects. The course will offer an understanding of pre-production for AfterEffects, green screen, lighting, key-framing, creating mattes, animating text, syncing to audio and exporting movies.

Software utilized:

Adobe After Effects®
Adobe Illustrator®
Adobe Photoshop®
Adobe Premiere®
Apple Final Cut Pro®
Apple Final Draft®

TERM 6 - SPECIALIZED ADVANCED DIGITAL VIDEO PRODUCTION

DSW400 Scriptwriting

(5.00 semester credit hours/100 clock hours)

Script Writing (DSW400) will introduce many components of short story screenwriting, focusing specifically on *The Hero's Journey*, short and featured film analysis, genre analysis, and television writing. The emphasis is on students' original writing, storyboarding, and character development. Each student will be required to produce a ten-page script for a short film.

DAC400 Advanced Digital Compositing and Motion Graphics

(5.00 semester credit hours/100 clock hours)

Advanced Digital Compositing and Motion Graphics (DAC400) This class demonstrate how to solve creative, complex, industry-level compositing problems, such as multiple effects, pre-comp/nesting, optimizing performance, masking/roto-scoping, and rendering, using industry standard programs Nuke and AfterEffects. Students will leave with skills ranging from digital painting, clean plating, match moving, multi channeling compositing from 3D programs, color correcting, motion tracking to understanding concepts as alpha channels, key framing, modifying in the Graph Editor and Dope Sheet. The course will also cover advanced capturing and exporting of DV and HDV footage.

DAP400 Advanced Digital Video Production

(5.00 semester credit hours/100 clock hours)

Advanced Digital Production (DAP300) will examine the elements of cinema and storytelling from the film world. Students will apply the knowledge from prerequisite courses to the creation of a high quality short film. It is a goal of the course that this film be used as a central portfolio piece.

Students will explore the following roles: director, editor, producer, cinematographer, writer, composer, and sound specialist. Students will imitate a professional dynamic group environment and will also learn about scouting, auditions, budgeting, permits and venues for distribution. Students will utilize the industry-standard tools of Final Cut Studio and learning HD formats.

PP200 Portfolio Project (4.5 semester credit hours/100 clock hours)**Software utilized:**

2d3 Boujou®
Adobe After Effects®
Adobe Illustrator®
Adobe Photoshop®
Adobe Premiere®
Apple Final Cut Pro®
Nuke®

ASSOCIATE OF APPLIED SCIENCE GENERAL EDUCATION

Discipline	Course Code	Course Desc.	Clk. Hrs.	Sem. Crs.
Art	ART103	Life Drawing	30	2
	ART104	Creative Conceptions	30	2
Math/Science	ANA100	Human Anatomy	30	2
	BUS104 *	Personal Financial Management	30	2
Social Sci./Humanities (two of)	HUM140	History of Society in Art (Ancient-15 th Cen.)	30	2
	HUM141	History of Society in Art (15 th -20 th Cen.)	30	2
	LIT101	Introduction to Literature	30	2
English/Languages	COM105 *	Oral Communications	30	2
	ENG105 *	English Composition	30	2
Required Electives	CS100	Career Skills, Interviewing and Pres.	10	.67
	CS101	Career Skills, Network & Pro. Affiliations	10	.67
	CS103	Career Skills, Resume & Cover Letter	10	.67
TOTAL AAS General Education Clock Hours/Semester Credit Hours			270	18

* Specific content transfer required or complete this course in residence.

BACHELOR OF SCIENCE SCIENCE GENERAL EDUCATION

Discipline	Course Code	Course Desc.	Clk. Hrs.	Sem. Crs.
Art	FIL201	Film and Society	30	2
	MUS201	Enjoyment of Music	30	2
Math/Science	ENV201	Environmental Science	30	2
	MAT205 *	Intro. to Algebra / Geometry	30	2
Social Sci./Humanities	ART202	Fundamentals of Illustration	30	2
	HUM203	History of Graphic Design	30	2
English/Languages	ENG202	Multimedia Writing	30	2
	ENG204 *	Business Communication	30	2
Electives (one of)	BIO200	Fundamentals of Biology	30	2
	BUS202	Marketing Communications	30	2
	ENG201	Creative Writing	30	2
TOTAL BS General Education Clock Hours/Semester Credit Hours			270	18

* Specific content transfer required or complete this course in residence.