

CLASS SESSION SCHEDULES	
Morning: (M-F)	8:00am to 12:00pm (5 weeks)
Portfolio: (M-F)	1:00am to 5:00pm (5 weeks)
CLASS START DATES	
Morning:	

A.A.S. DEGREE: GRAPHIC DESIGN

(TERM 1, 2, 3 & GE's)

Semester Credit Hours	63
Clock Hours	1270
Morning	*** 16 months
Evening	*** 24 months
Tuition	\$31,000.00
Books & Supplies	\$2,300.00
STRF (see back page)	\$.00
Registration Fee	\$110.00
TOTAL	\$33,410.00

A.A.S. DEGREE: DIGITAL MEDIA DESIGN

A.A.S.M.M. (A.A.S.G.D. + T4)

Semester Credit Hours	76.5
Clock Hours	1570
Morning	*** 20 months
Evening	*** 24 months
Tuition	\$39,500.00
Books & Supplies	\$2,700.00
STRF (see back page)	\$.00
Registration Fee	\$110.00
TOTAL	\$42,310.00

DIPLOMA: SPECIALIZED 3D • DV • WEB

* Diploma Only (TERM 4 & 5)	(A.A.S.G.D. & Diploma)
Semester Credit Hours	33
Clock Hours	700
Morning	*** 9 months
Evening	*** 11 months
Tuition	\$17,000.00
Books & Supplies	\$800.00
STRF (see back page)	\$.00
Registration Fee	\$110.00
TOTAL	\$17,910.00

DIPLOMA: ADVANCED SPECIALIZED 3D • DV • WEB

* Diploma Only (TERM 4, 5 & 6)	(A.A.S.G.D. & Diploma)
Semester Credit Hours	48
Clock Hours	1000
Morning	*** 13 months
Evening	*** 16 months
Tuition	\$25,500.00
Books & Supplies	\$1,200.00
STRF (see back page)	\$.00
Registration Fee	\$110.00
TOTAL	\$26,810.00

B.S. DEGREE: MEDIA ARTS 3D • DV • WEB

* B.S.M.A. Only (TERM 4, 5, 6 & GE's)	(A.A.S.G.D. & B.S.M.A.)
Semester Credit Hours	66
Clock Hours	1270
Morning	*** 16 months
Evening	*** 20 months
Tuition	\$34,000.00
Books & Supplies	\$2,200.00
STRF (see back page)	\$.00
Registration Fee	\$110.00
TOTAL	\$36,310.00

TERM 1 Tuition \$7,600 • Books & Supplies \$800

TERM 2 Tuition \$7,600 • Books & Supplies \$300

TERM 3 Tuition \$7,600 • Books & Supplies \$300

AAS GD Tuition \$8,200 • Books & Supplies \$900

TERM 4 Tuition \$8,500 • Books & Supplies \$400

TERM 5 Tuition \$8,500 • Books & Supplies \$400

TERM 6 Tuition \$8,500 • Books & Supplies \$400

BS GE Tuition \$8,500 • Books & Supplies \$1,000

TERM 1

TERM 2

TERM 3

GENERAL EDUCATION

INSTRUCTORS

GRAPHIC DESIGN *Industry exp. since*

Boretz, Edward, BFA	1983
Bales, Stephanie, MFA, MS	2005
d'Agostino, Tiziana, BA	1997
Doddy, James, BS	1983
Frizza, Julio, MBA	1998
Fugoso, Michael, BS	2012
Keck, Stacy, BA	2011
Morris, Richard, BS	2003

3D MODELING & DESIGN

Bittorf, David, BA	2002
Ryan, Scott, BS	2007
Smith, Mike, BS	2007

DIGITAL VIDEO PRODUCTION

Contreras, Diego, BA	2015
Parusel, Maren, BS	2015
Schwartz, Zakaria, MA	2003
Zane, Catherine, BA	2009

WEB DESIGN

Cabral, Melissa, BS	2000
d'Agostino, Tiziana, BA	2001
Winton, Fred, BS	1997

GENERAL EDU. *Instruction exp. since*

Arnell, Almiede, BS, JD	1996
Bales, Stephanie, MFA, MS	2005
Eisenhower-Omholt, Amy, MA	2012
Goetschel, Tiffany, BA	2008
Harshman, Bill, MA	1995
Kane, Edward, MBA	1994
Knox, A.J., PhD	2008
LaFond, Marty, MA	2014
Lewis, Nicole, MFA	2005
Nofel, Bernie, MBA	1997
Papsidero, Brandon, MBA	2005
Turner, Heather, BS, MFS	2006
Wodarczyk, Victoria, MA	2004

DIGITAL PRODUCTION

DD101 (InDesign® & Illustrator®) (5 weeks)

TYPOGRAPHY

TYP101 (5 weeks)

DESIGN BASICS

DES101 (InDesign®) (5 weeks)

RASTER GRAPHICS

P102 (Photoshop®) (5 weeks)

VECTOR GRAPHICS

D102 (Illustrator®) (5 weeks)

DIGITAL PUBLISHING

DPD102 (InDesign®) (5 weeks)

DIGITAL IMAGING

P103 (Photoshop® & Illustrator®) (5 weeks)

GRAPHIC DESIGN FOR ADVERTISING AND SOCIAL MEDIA

GD103 (InDesign®) (5 weeks)

INTRO. TO WEB DESIGN & DEVELOPMENT

WD103 (HTML/CSS/FTP/PHP/JavaScript) (5 weeks)

PORTFOLIO DEVELOPMENT

PP100

Monday - Friday
1pm to 5pm (5 weeks)

LIFE DRAWING

ART103

CREATIVE CONCEPTIONS

ART104

ENVIRONMENTAL SCIENCE I

ENS101

PERSONAL FINANCIAL MANAGEMENT

BUS104 **

HISTORY OF SOCIETY IN ART: ANCIENT - 15TH CENTURY

HUM140

HISTORY OF SOCIETY IN ART: 15TH - 20TH CENTURY

HUM141

ORAL COMMUNICATIONS

COM105 **

ENGLISH COMPOSITION

ENG105 **

PERSONAL BRANDING

CS110

CAREER SERVICES

- Open to Current Students and Alumni
- Job Placement
- No Cut-Off Date
- Job Postings (constantly updated)
- Mock Interviews
- Interview Skills
- Résumé Development
- Portfolio Development

Find a job, contract work or both!
Contact at 619.265.0107 or Room 204
(upstairs administration office)

TERM 4

TERM 5

TERM 6

GENERAL EDUCATION

INTRODUCTION TO 3D

IA104 (Maya®) (5 weeks)

INTRODUCTION TO DIGITAL VIDEO

IV104 (Premiere®) (5 weeks)

FUNDAMENTALS OF WEB

IW104 (HTML/CSS/FTP/PHP/JavaScript) (5 weeks)

ADVANCED MATERIALS

3D310 (Textures, Rendering and Lighting) (5 weeks)

HARD SURFACE & PROP MODELING

3D320 (Maya® & ZBrush®) (5 weeks)

GAME CHARACTER

3D330 (Model, UV-Map, Texture, and Rig) (5 weeks)

3D MODELING

SCRIPT WRITING

DW300 (5 weeks)

SOUND DESIGN & ENGINEERING

DS300 (ProTools®) (5 weeks)

DIGITAL COMPOSITION & MOTION GRAPHICS

DC300 (After Effects®) (5 weeks)

DV PRODUCTION

RESPONSIVE WEB DESIGN

WR300 (HTML/CSS/JavaScript/PHP) (5 weeks)

SCRIPTING FOR THE WEB

WS300 (HTML/CSS/JavaScript/Query/AJAX) (5 weeks)

WEB CAMPAIGN IMPLEMENTATION

WC300 (5 weeks)

WEB DESIGN

ANATOMY FOR CHARACTER MODELERS

3D410 (ZBrush® using Dymesh) (5 weeks)

ADVANCED ORGANIC MODELING

3D420 (ZBrush® & Maya®) (5 weeks)

DEMO REEL DEVELOPMENT

3D430 (5 weeks)

PORTFOLIO DEVELOPMENT

PP200 (5 weeks)

DIGITAL VIDEO PRODUCTION

DAP400A (Premiere®) (5 weeks)

ADV. DIGITAL VIDEO PRODUCTION

DAP400B (Premiere®) (5 weeks)

ADV. DIGITAL COMPOSITING & MOTION GRAPHICS

DAC400 (Premiere® & After Effects®) (5 weeks)

PORTFOLIO DEVELOPMENT

PP200 (5 weeks)

PROGRAMMING FOR DESIGNERS

WIP400 (PHP/MySQL) (5 weeks)

CONTENT MANAGEMENT SYSTEMS

WCM400 (WordPress/Query/XML) (5 weeks)

USER EXPERIENCE DESIGN

WUD400 (CSS/DOM Scripting/AJAX) (5 weeks)

PORTFOLIO DEVELOPMENT

PP200 (5 weeks)

FILM AND SOCIETY

FIL201

ENJOYMENT OF MUSIC

MUS201

ENVIRONMENTAL SCIENCE II

ENS201

BUSINESS MATH

MAT204 **

MARKETING COMMUNICATIONS

BUS202

HISTORY OF GRAPHIC DESIGN

HUM203

DIGITAL MEDIA WRITING

ENG202

BUSINESS COMMUNICATIONS

ENG204 **

FUND. OF ILLUSTRATION

ART202

* PREREQUISITES for Specialized Diplomas and B.S.M.A. An A.A.S. from Platt College or equivalent

Acceptable professional / educational portfolio:
3D: Proficiency in Photoshop & Illustrator
DV: Proficiency in Photoshop, Illustrator & Typography
WEB: Proficiency in Design Skills, Photoshop, Illustrator, CSS/HTML & Typography

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

*** These lengths include class time, school breaks and holidays. For Academic lengths and Semester Academic Credit Hours see page 19 "Academic Programs" in our school catalog.

HOLIDAY SCHEDULE

January 1, 2018
New Years Day

January 15, 2018
Martin Luther King, Jr. Day

February 19, 2018
President's Day

March 30-April 2, 2018
Spring Break

May 28, 2018
Memorial Day

July 2-6, 2018
Summer Vacation

September 3, 2018
Labor Day

November 22-23, 2018
Thanksgiving Holiday

December 24-31, 2018
Winter Vacation

January 1, 2019
New Years Day

January 21, 2019
Martin Luther King, Jr. Day

February 18, 2019
President's Day

April 19 - 22, 2019
Spring Break

May 27, 2019
Memorial Day

July 1-7, 2019
Summer Vacation

September 2, 2019
Labor Day

November 10, 2020
Veteran's Day

November 28-29, 2019
Thanksgiving Holiday

December 24-31, 2019
Winter Vacation

January 1, 2020
New Years Day

January 20, 2020
Martin Luther King, Jr. Day

February 17, 2020
President's Day

April 10-13, 2020
Spring Break

May 25, 2020
Memorial Day

July 6-10, 2020
Summer Vacation

September 7, 2020
Labor Day

November 11, 2020
Veteran's Day

November 26-27, 2020
Thanksgiving Holiday

December 24-31, 2020
Winter Vacation

STAFF ADMINISTRATION

Robert D. Leiker

Meg Leiker

Alfred Medro

Julio Frizza

Opel Oliver

Lucesita Joseph

Marianne Taxter

Khoa VanCotthem

Leslie Cory

Bill Harshman

Raquel Avinion

Steve Gallup

Dave Downes

Nicole Lewis

Charlotte King-Mills

Kim Olsen

Claudia Ferreira

Elisa Vega

Jonelle Crowder

Chairman

President

Vice President / School Director

Director of Education

Director of Financial Aid / International Student PDSO

Financial Aid Officer

Controller

Accounting Assistant

Digital Media Advisor Coordinator

Career Services Coordinator / Instructor

Registrar

Director of Marketing / Admissions

Veteran's Liaison / Studio Production Manager / IT Manager

Learning Resource System Liasison / Instructor / Art Curator

Learning Resource System Coordinator

Administrative Assistant

Administrative Assistant

Education Representative

Graphic Designer

SOFTWARE

Ae

Adobe After Effects (www.adobe.com)

Adobe After Effects is a digital motion graphics and compositing software. It is commonly used in film post production, and in the creation of television commercials, as well as other pieces which require digital effects to be integrated with live video or film.

Ai

Adobe Illustrator (www.adobe.com)

Adobe Illustrator is a vector-based drawing program. Vector editors are often contrasted with bitmap graphics editors, and their capabilities complement each other. Vector editors are most suitable for design and layout, typography, logos, technical illustrations, diagramming and flowcharting.

Id

Adobe InDesign (www.adobe.com)

From books and brochures to digital magazines and iPad apps, InDesign helps you create pixel-perfect page designs and typography. Easily adapt layouts for multiple page sizes, screen sizes, or orientations.

Ps

Adobe Photoshop (www.adobe.com)

Adobe Photoshop is a graphics editor. It is the current market leader for commercial bitmap and image manipulation, and, in addition to Adobe Acrobat, is one of the most well-known pieces of software produced by Adobe Systems. It is considered the industry standard in most, if not all, jobs related to the use of visual elements. Most suitable for retouching, photo processing, and artistic illustrations.

Pr

Adobe Premiere (www.adobe.com)

Edit video faster and more fluidly with Adobe Premiere. Brand-new features include an integrated color grading pipeline with Adobe SpeedGrade, expanded native format support, improved multicam editing, and more.

M

Autodesk Maya (usa.autodesk.com)

Maya 3D animation, modeling, simulation, rendering, and compositing software offers a comprehensive creative feature set for 3D computer animation, modeling, simulation, and rendering on a highly extensible production platform. Maya provides high-end character and effects toolsets along with increased productivity for modeling, texturing, and shader creation tasks.

T

Avid Pro Tools (www.avid.com)

From the largest recording facilities to the smallest bedroom studios, Pro Tools is the most popular sound creation and production system in the world. Featuring professional hardware and award-winning software that work together with your computer, Pro Tools lets you easily accomplish everything from composing music and recording to editing and mixing sound for broadcast and post production.

Z

Pixologic ZBrush (www.pixologic.com)

ZBrush is a digital sculpting and painting program that has powerful features and intuitive workflows. ZBrush allows you to sculpt up to a billion polygons. You can create realistic renders directly in ZBrush with lighting and atmospheric effects. ZBrush gives you all of the tools needed to quickly sketch out a 2D or 3D concepts.



CATALOG SUPPLEMENT

This Catalog Supplement accompanies and is an integral part of the catalog for Platt College • San Diego, CA 92115-3919

CORE CURRICULUM/COURSE DESCRIPTIONS

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, compositor, and sound-specialist. Students will imitate a professional dynamic group environment and will also learn about scouting, auditions, budgeting, permits and venues for distribution.

DC300 Digital Compositing & Motion Graphics

(5.00 semester credit hours/100 clock hours) Digital Compositing and Motion Graphics (DC300), students will learn the tools to create video effects. Explores the world of digital compositing and motion graphics from identifying the needs for production and Pre-producing VFX shots. The students will be introduced to basic compositing techniques and motion graphics. The course will offer an understanding of pre-production for After Effects to set up the best shot for effects, Green Screen, CG lighting, key-framing, creating alpha mattes, animating text and geo elements, 3d camera tracking and creating augmented reality, syncing to audio and exporting movies for web or cinema.

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.

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.

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.

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.

DW300 Script Writing

(5.00 semester credit hours/100 clock hours) Script Writing (DW300) will introduce the elements of both short-form and feature-length screenwriting, focusing specifically on screenplay structure, short and feature film analysis, genre analysis, and screen-writing style. The emphasis is on students' original idea generation and writing. Each student will be required to produce two five- to ten-page scripts for short films.

GD103 Graphic Design for Advert. & Social Media

(4.5 semester credit hours/100 clock hours) Graphic Design for Advertising and Social Media (GD103) course builds a familiarity with advanced graphic design trends, advertising theory and the use of social media and their application to both print and online graphics. Using presentations to develop client communication skills and standards for professional practice. To add an in depth understanding of Social Media and how to fertilize its functions and analytics to further develop the marketability of the graphic

design graduate.

IA104 Introduction to 3D

(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.

IV104 Introduction to Digital Video Production

(4.5 semester credit hours/100 clock hours) Introduction to Digital Video Production (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.

IW104 Fundamentals of Web Design

(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.

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.

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.

PP100 Portfolio Development

(4.5 semester credit hours/100 clock hours) No transfer credit accepted for this course. As an outcome of the Portfolio Project, (Students at the AAS-level will create a print and online portfolio to demonstrate the skills and knowledge they have acquired throughout their program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

PP200 Portfolio Development

(4.5 semester credit hours/100 clock hours) No transfer credit accepted for this course. As an outcome of the Portfolio Project (PP200) students will create a digital portfolio (demo reel and web page) to demonstrate the skills and knowledge they have acquired in their specialized program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

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.

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.

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.

WD103 Introduction to Web Design & 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 resúmes to the World Wide Web using FTP.

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.

WIP400 Web 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.

WS300 Scripting for the Web

(5.00 semester credit hours/100 clock hours) Scripting for the Web (WS300) gives students experience with interactive website creation. Students are taught web programming concepts such as the use of variables, getting and setting properties and attributes of HTML Objects dynamically based upon conditional logic, usage of standard functions in JavaScript, jQuery Library functions as well as creation of their own custom functions. AJAX, animation utilizing JavaScript, audio, and user interaction applications using jQuery UI are all taught for the student to bring to bear on the creation of a highly interactive and dynamic web project.

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.