

# DIGITAL MEDIA DESIGN (DMD)

## DMD C100 3 Units (54 lecture hours)

### Introduction to Digital Art and Media

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This overview course is open to all students wanting to learn about the different areas of Digital Art and Media. Introduction to fundamental concepts, practices, and theories of digital art and media. Topics include the integration of traditional design, color, and compositional principles with contemporary digital tools. Demonstrations of digital image capture, image manipulation, illustration, layout, animation, 3D, and emerging technologies. This course is identical to ART C183 and DGA C100. Graded or Pass/No Pass option.

## DMD C111 3 Units (54 lecture hours)

### 3D Animation

**Advisory:** DGA C116 or DMD C116.

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This course teaches foundational animation skills such as 3D modeling, animation, rendering, compositing, visual effects, production, and performance skills. Hands-on training is emphasized using relevant computer software. This course is identical to DGA C111. Graded or Pass/No Pass option.

## DMD C116 3 Units (54 lecture hours)

### Visual Design (Photoshop)

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This course will introduce basic tools and techniques to explore the graphic capabilities of Adobe Photoshop. Learn how selection and editing tools are used to manipulate graphics and photographs by duplicating, deleting, replacing, or changing image elements. Create original images and produce multi-layered graphics from existing photographs. Create eye-catching display graphics, color correct, and retouch photos. No art background required. This course is identical to DGA C116. Graded or Pass/No Pass option.

## DMD C117 3 Units (54 lecture hours)

### Typography

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

Typography is the window into the world of visual communication. Explore the history and development of basic letterforms and the ubiquitous nature of type and typography as it relates to mastering the skills necessary to design effective digital assets. Real-world applications will be discussed relating to perceptions, intention, readability, and usage of typography while creating successful designs for a professional portfolio. Recommended for Digital Graphic Application majors and certificates. This course is identical to DGA C117. Graded or Pass/No Pass option.

## DMD C118 3 Units (54 lecture hours)

### Graphic Design and Illustration (Illustrator)

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

Students learn to master the basics of Adobe Illustrator using appropriate tools or filters for illustrations; applying strokes and color fills; creating and editing paths; using layers, transformation effects, and gradients; working with images, and creating basic object shapes. No artistic background is required. This course is identical to DGA C118 and DGA C118A. Graded or Pass/No Pass option.

## DMD C120 3 Units (54 lecture hours)

### Digital Media Publication (InDesign)

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This project-based course will introduce the basic tools and techniques to explore the graphic and type capabilities of Adobe InDesign. Learn how to import and edit text; create and manipulate styles, tables, and graphics; and use effects and blend modes to create multi-page documents, such as letterhead, tri-fold brochures, flyers, and booklets for print and the web. No art background required. This course is identical to DGA C120. Graded or Pass/No Pass option.

## DMD C121 3 Units (54 lecture hours)

### Digital Video (Premiere)

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This project-based course introduces the basic tools and techniques to explore the capabilities of Adobe Premiere in storytelling using video. Learn how to import and edit video and audio and create and apply transitions, effects, and animations to create movies that can be exported in various formats. No art background required. This course is identical to DGA C121. Graded or Pass/No Pass option.

## DMD C122 3 Units (54 lecture hours)

### Motion Graphics (After Effects)

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This project-based course introduces fundamental techniques used to integrate text, graphics, sound, video, and 2D/CG animation into video projects. Students learn the skills used to create compelling digital effects and motion graphics to enhance storytelling and bring a new dimension to the finished video. This course is identical to DGA C122. Graded or Pass/No Pass option.

## DMD C131 3 Units (54 lecture hours)

### Digital Photography using Photoshop

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

Use a digital camera with Adobe Photoshop to perform basic image editing techniques to enhance and correct images. Learn basic camera controls, camera support systems, basic lighting techniques, file formats, transfer-of-files, and saving options. This course is identical to DGA C131. Graded or Pass/No Pass option.

**DMD C135** **3 Units (54 lecture hours)**

**Digital Media Design Principles**

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This course prepares students to pursue a career in digital media by introducing principles and elements of visual design, concept development, the creative design process, production, presentation techniques, and storytelling. Topics range from proximity and alignment to contrast, visual hierarchy, value, and balance. Projects are aligned with authentic industry outcomes, resulting in entry-level readiness for professional work or employment. Current industry software will be utilized to produce the required projects. This course is identical to DGA C135. Graded or Pass/No Pass option. **C-ID:** DMGR 110 X.

**DMD C136** **3 Units (54 lecture hours)**

**Digital Media Business Basics**

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This course provides the student with an opportunity to prepare for the workplace. Topics include creating and reviewing a digital portfolio, online digital presence, and running a digital media business. During the course, students will refine a body of design work and publish their portfolio in both print (optional) and web formats. Students will design and develop a business identity, resume, cover letter, and business cards. Students will also learn business basics for running a freelance business. This course is identical to DGA C136. Graded or Pass/No Pass option.

**DMD C150** **3 Units (54 lecture hours)**

**Drone Photography and Videography**

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

Students will receive instruction in digital imaging, cinematography, colorization and photo editing while participating in hands-on or virtual flight activities to develop, practice, and optimize Unmanned Aircraft System flight and photography skills. Students will learn how to manage and edit photographic imagery captured by drones. High-end photo equipment and drones or drone-simulators will be used. This course is a media management and image editing course for drone operators, which focuses on developing careers in digital media capturing and editing images for a variety of industries across multiple sectors. Some information pertaining to FAA certifications will be discussed; this is not an FAA certification course. This course is identical to DGA C150. Graded or Pass/No Pass option.