

DIGITAL MEDIA ARTS & DESIGN (DMAD)

DMAD A115 3 Units (36 lecture hours; 54 lab hours)

Typography I

Prerequisite(s): DMAD A181.

Grading Mode: Standard Letter

Transfer Credit: CSU.

A study of the design and use of basic letter forms, typographic contrast, hierarchy of information, major type families and characteristics, history of design and typographic grids. This course will cover the history, theory and practice of letterforms and typography as they apply to graphics, advertising and other areas of design and visual communication. Projects cover principles of typography, letter structure, typeface selection, fundamentals of computer typesetting, and typographic layout.

DMAD A116 3 Units (36 lecture hours; 54 lab hours)

Typography II

Prerequisite(s): DMAD A181.

Grading Mode: Standard Letter

Transfer Credit: CSU.

Expands the investigation of typographic form, function and meaning within the context of contemporary visual language. Students will build conceptualization skills while further experimenting with the aesthetic, formal and functional role typography plays in the creation of meaning, as well as, focus on the design of multiple pages, an introduction to publication design, basic typographic systems, and typographic hierarchy. Typography 2 will build on the experiences gained in Typography 1, with further emphasis on the design of the word, the line, the paragraph and the page.

DMAD A117 3 Units (36 lecture hours; 54 lab hours)

Rapid Illustration Techniques

Grading Mode: Standard Letter

Transfer Credit: CSU.

Course expands upon freehand drawing skills. Rapid illustration methods of determining design solutions and as final presentations. Techniques drawn from areas of graphic and advertising design, industrial design, and interior design. Emphasis on acquiring art suitable for student's portfolio. Recommended for Digital Media Arts and Design majors, as well as practicing professionals.

DMAD A151 3 Units (54 lecture hours)

History of Graphic Design

Grading Mode: Standard Letter

Transfer Credit: CSU.

This course will cover the history and development of graphic design from written communication to current trends as professional and artistic endeavors. The influence of graphic design upon the prevailing culture and the influence of culture upon graphic design will be explored.

DMAD A181 3 Units (36 lecture hours; 54 lab hours)

Introduction to Computer Graphics

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

This course is designed to effectively and creatively introduce Photoshop, Illustrator and InDesign. The programs will be approached from an application perspective. Course may include guest speakers and field trips. Graded or Pass/No Pass option. This course may also be offered online. **C-ID:** ARTS 250.

DMAD A182 3 Units (36 lecture hours; 54 lab hours)

Graphic Design

Prerequisite(s): DMAD A181.

Grading Mode: Standard Letter

Transfer Credit: CSU.

This course applies the elements of design, spatial relationships, typography and imagery with a practical approach to design solutions. Students employ graphic design skills using both traditional and digital tools, materials, and software used in the graphic design industry. The focus will be on finding creative visual solutions to communication problems using technical skills.

DMAD A183 3 Units (36 lecture hours; 54 lab hours)

InDesign for Design

Prerequisite(s): DMAD A181.

Grading Mode: Standard Letter

Transfer Credit: CSU.

Using industry-standard hardware and software, students will create digital files that, once output, will print correctly on a printing press.

DMAD A190 3 Units (36 lecture hours; 54 lab hours)

Illustrator for Design

Prerequisite(s): DMAD A181.

Grading Mode: Standard Letter

Transfer Credit: CSU.

Adobe Illustrator is a versatile tool for creating illustrations, logos, and graphics for both print and the Web. Students will learn to produce detailed and scalable vector art, while applying the principles of color and design. Students will learn the tools of Adobe Illustrator to create graphic designs and illustrations.

DMAD A193 3 Units (36 lecture hours; 54 lab hours)

Photoshop for Design

Prerequisite(s): DMAD A181.

Grading Mode: Standard Letter

Transfer Credit: CSU.

Adobe Photoshop is the world's most popular graphics and digital photo-editing software program. This course integrates photography, art, and design to introduce the skills and techniques needed for digital visual communication. Students will learn the tools and features of Photoshop, allowing students to work more efficiently and creatively.

DMAD A200 **3 Units (36 lecture hours; 54 lab hours)**
Designing for the Web
Prerequisite(s): DMAD A181.

Grading Mode: Standard Letter
Transfer Credit: CSU.

In this course students will learn the fundamentals of the Web and how to design and publish Web sites. Learn to design prototypes and how user experiences (UX) and user interface (UI) effects Web design. Student will learn basic HTML and CSS for designers necessary to work with developers. Students will also build and publish responsive Websites using content management systems that do not require coding.

DMAD A202 **2 Units (18 lecture hours; 54 lab hours)**
Studio Internship Prep
Prerequisite(s): DMAD A200.

Advisory: DMAD A190, DMAD A115, DMAD A193, and DMAD A182.

Grading Mode: Standard Letter
Transfer Credit: CSU.

Studio DMAD is a class to prepare students for the Advanced Studio Internship, an on-campus graphic design firm producing work for clients both on-campus and in the community. Students will learn and practice how to work directly with clients and create designs based on client creative briefs and contracts. It is a supervised internship related to classroom-based learning and applies the skills obtained in the DMAD program to the industry. This is considered a capstone class and should be taken towards the end of any DMAD program.

DMAD A203 **3 Units (36 lecture hours; 54 lab hours)**
UX/UI Design
Advisory: DMAD A181, DMAD A190, and DMAD A193.

Grading Mode: Standard Letter
Transfer Credit: CSU.

Interaction Design focuses on UX and UI to ensure that products are appealing, effective and intuitive for their users. Students will design and prototype for a range of platforms including the web, mobile, and tangible systems such as wearables and connected products. Students will conceptualize, solve problems, and understand the importance of the user and of user experience in design.

DMAD A212 **2 Units (9 lecture hours; 119 other hours)**
Advanced Studio Internship
Prerequisite(s): DMAD A202.

Grading Mode: Standard Letter
Transfer Credit: CSU.

The Advanced Studio Internship is for students looking to participate in Studio DMAD, the on-campus student-run graphic design firm. Studio DMAD is a supervised internship related to classroom-based learning and applies the skills obtained in the DMAD program to the industry. This course is open to students who have completed DMAD A202.

DMAD A263 **3 Units (36 lecture hours; 54 lab hours)**
Motion Graphics and Video Compositing with Adobe After Effects
Advisory: DMAD A181 and DMAD A190.

Grading Mode: Standard Letter
Transfer Credit: CSU.

Develop skills in the art of animated graphics and digital video compositing, which are used in film and television titles and advertisements, music videos, web sites, multimedia concerts and fashion shows. Create original artwork with complex layers of graphics, video, text, photography, and audio using masking, keying, layering, transparency, effects, sweeping camera paths and 3D elements.

DMAD A280 **3 Units (36 lecture hours; 54 lab hours)**
2D Animation
Advisory: ART A120, DMAD A181, and DMAD A190.

Grading Mode: Standard Letter
Transfer Credit: CSU.

An investigation into the theory and practice of computer generated 2-D animation. Lectures, demonstrations, and graphic examples introduce students to the technical and creative aspects of 2-D animation as seen in communication media. Through classroom assignments students will investigate both commercial and fine art applications.

DMAD A281 **3 Units (36 lecture hours; 54 lab hours)**
3D Computer Graphics Animation
Advisory: DMAD A181 or FILM A110.

Grading Mode: Standard Letter
Transfer Credit: CSU

Investigation into the practice of 3-D temporal image handling utilizing computer graphics technology. Students will explore artistic applications in various fields. Instruction is offered at beginning and advanced levels.

DMAD A288 **3 Units (36 lecture hours; 54 lab hours)**
Digital Portfolio Development
Advisory: DMAD A181, DMAD A182, DMAD A190, DMAD A193 and DMAD A200.

Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

This course provides the student with an opportunity to prepare themselves for the workplace. 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 their own personal brand including—visual identity, resume, cover letter, and business cards in preparation for job interviews and/or college. They will also spend the quarter researching potential employers and learn about each company, agency, and/or studio so that they can strategically tailor their application process. This course should be taken in the final semester of any Digital Media Art & Design program. Graded or Pass/No Pass option.