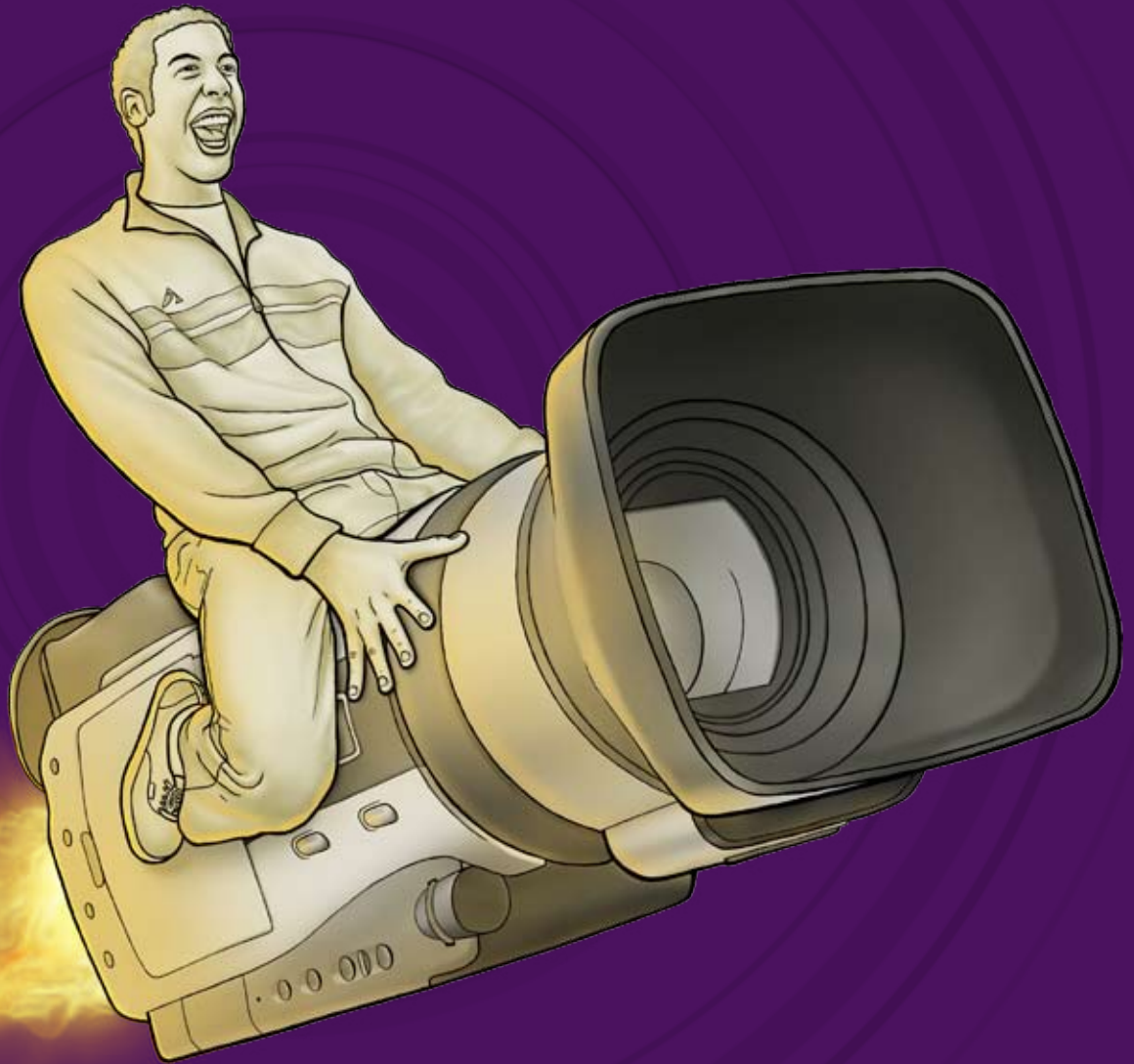


Media Arts & Design with a concentration in **Visual Effects & Digital Video**

PROGRAM OUTLINE



Core Class Descriptions

Bachelors Degree Program Outline

Media Arts & Design with a concentration in Visual Effects & Digital Video

DES-100 I Design Basics I and Lab

Prerequisite(s): None

This course is an overview of basic design principles and the considerations involved in graphic design/visual communications theory—making meaningful, creative visual messages, presented for information, identification, persuasion and entertainment use. The course introduces techniques of conceptualization, design, and production that can be applied to general visual communication and applications commonly used by professionals in the design industry.

DES-140 I Introduction to Macintosh Computers and Lab

Prerequisite(s): None

Students learn the operation of Macintosh computers and computer basics such as booting up the computer, mouse functions, and desktop environments. Instruction covers Macintosh operating systems, iLife, Microsoft Office Suite, and the Internet. Focus will be placed on how to set up and manage files, move in and out of various programs, and how to manage memory and extensions. Other topics that will be discussed include scanner operation, disk drives, CD-ROMs, DVDs, sound and movie player operations, and configuration of peripheral devices.

DES-101 I Design Basics II and Lab

Prerequisite(s): DES-100

This course is a continuation of DES-100, introducing typography, layout design, principles of color theory and application. Students will also be introduced to the business of design and its problem-solving requirements, and encouraged to envision their work in the context of a professional portfolio.

DES-110 I Drawing I and Lab

Prerequisite(s): None

This course covers perspective drawing and visualization. This course will present 1-, 2-, 3-point perspective as well as basic visualization techniques utilizing traditional drawing instruments. Line and value drawing will also be explored, utilizing models and objects. The elements of design will be emphasized when observing still-life settings and when producing the rendered image.

DES-120 I Digital Illustration I and Lab

Prerequisite(s): DES-100; DES 110; DES-140,

Concurrent Enrollment in DES 110 allowed.

This course will cover the industry standard digital illustration tools used in the visual communications area. The fundamental concepts of professional illustration, logo production and label design are covered. The design and illustration process is emphasized in the construction of portfolio level illustrations.

DES-102 I Typography/Layout and Lab

Prerequisite(s): DES-110; DES-140

This course introduces students to the basics of layout and typography using the elements and fundamentals of design. The skills necessary to design and produce basic to complex page layouts, whether for print or digital delivery, will be covered. Page composition tools will be used to solve problems encountered in publication design.

DES-111 I Drawing II and Lab

Prerequisite(s): DES-110

This course will refine the drawing techniques presented in Drawing 1, focusing on compositional organization. Different styles of illustration, different media and new techniques of drawing will be explored to produce various solutions to visual communication problems.

DES-121 I Digital Illustration II and Lab

Prerequisite(s): DES-111; DES-120

This course covers computer illustration in the vector environment, furthering the knowledge and skills presented in Digital Illustration I. Students will develop aesthetic and communication skills that will be used to create illustrations and visual concepts used in the art and design industry. The course will also study the style and philosophies of other artists and illustrators. The development of a personal style will be encouraged.

DES-130 I Digital Imaging I and Lab

Prerequisite(s): DES-101; DES-111; DES-120

This course will cover the core, industry standard digital imaging tools used in the visual communications area. The fundamental concepts of professional imaging, the basics of bitmapped image manipulation, and digital output resolution requirements for print and multimedia is also discussed. The design development and production process are reinforced in the construction of a variety of compositions.

DES-200 I Design Concepts and Lab

Prerequisite(s): DES-102; DES-121; DES-130

This course focuses on the realm of ideas, design problem solving, and creativity enhancement techniques as applied to the media fields. Through both visual and verbal exercises and advanced projects augmented with research, students will be encouraged to evolve their own individuality and unique aesthetics as relevant to their specific career goals.

DES-210 I Animation and Lab

Prerequisite(s): DES-102, DES-121, DES-130

Background, techniques, and tools of basic animation such as squash and stretch, secondary action, anticipation, exaggeration, timing, staging, arc motion, and perspective. While concentrating on character development, the course also introduces pencil-test/camera recording for animation. Focus includes key frame-based digital animation tools and motion as an expressive design component.

DES-230 I Digital Imaging II and Lab

Prerequisite(s): DES-102; DES-121; DES-130

Students continue the development of skills and techniques using industry standard digital imaging tools. The course also covers digital imagery as required in real production situations as well as more advanced image manipulation tools in the use of vector graphic, photo retouching, and filters. The design development and production process are reinforced in the construction of Professional compositions. In addition, the course includes detailed coverage of the output of various file formats.

DES-231 I Digital Imaging III and Lab

Prerequisite(s): DES-200, DES-210, DES-230

This class covers more advanced skills using Adobe Photoshop, focusing on technique and style to produce enhanced digital images. Advanced photo retouching, vector tools and manipulation techniques such as those used to produce professional quality output are also covered. Output for print, motion graphics, and web graphics will be covered as well.

DES-240 I Sound I and Lab

Prerequisite(s): DES-210; DES-230

Introduction to sound begins as an overview of sound elements, formats and file types. This course provides an opportunity to learn many aspects of audio production through demonstrations and hands on production. Students receive instruction in recording sound, music, voice-over techniques, editing sound, sound effects, and mixing tracks using non-destructive techniques utilizing the most modern professional equipment and software. This course will review many of the compression and decompression techniques and technologies that must be considered for sound production for the web, video and film, and gaming.

DES-250 I Web Authoring I and Lab

Prerequisite(s): DES-200; DES-210; DES-230

This course introduces students to authoring, web page layout, designing the presentation of information, HTML, web-layout programs, and JavaScript. In addition, students receive an introduction to web based asset management, image file types and optimization for the web, WANs and LANs, and the FTP process. There will be an emphasis on the design and development process of goals, solutions, audience, styles, and the use of media types. Students will devote the course time to building web based exercises and projects.

DES-201 I Logo Design and Lab

Prerequisite(s): DES-121; DES-200; DES-231

This course offers an introduction to the principles of symbol, trademark, and iconography design. The development of corporate identity systems, color and typographic considerations, and motion/sequential applications will also be covered.

Core Class Descriptions

Bachelors Degree Program Outline

Media Arts & Design with a concentration in Visual Effects & Digital Video

DES-260 I Interactive Design I and Lab

Prerequisite(s): DES-231; DES-250; DES-240

Students are given an introduction to motion and animation principles in design of the interactive experience. Techniques and concepts of interactive navigation, graphic user interface, and feedback will be covered. Animation principles such as squash and stretch, secondary action, etc. are further developed. Information, interaction, and presentation design are also explored through practical projects using graphics, sound, and text to enhance animation.

DES-280 I Digital Video and Lab

Prerequisite(s): DES-231; DES-240

Students are given an overview of video technologies, equipment and production techniques. Students are taught the principles of video production through demonstrations and hands-on production. Students will produce digital video projects to support in-class learning. The production techniques that are explored include the use of the camera, lenses, lighting, and sound equipment. Editing procedures and techniques in the post-production phase are fully examined and practiced. Students gain a thorough understanding of the video and audio formats including some basic video engineering principles as to what constitutes acceptable broadcast and audio levels. Students learn compression and decompression technologies, master video editing software, and learn the basics of copyrighting.

DES-302 I Advanced Typography and Lab

Prerequisite(s): DES-201

This course is dedicated to both the creative as well as the functional possibilities of letters, words and text in graphic design. Students will be encouraged to build upon their layout skills with the relevant software, and to develop their own unique aesthetic and design sensibility through a series of portfolio-driven projects. Course will also include exercises and analysis of typographic solutions, with in-depth discussions of typographic masters and their work.

DES-350 I Web Authoring II and Lab

Prerequisite(s): DES-201; DES-260; DES-280

This course covers advanced web page layout, designing the presentation of information, HTML, web-layout programs, and JavaScript. In addition, an introduction to web based asset management, image file types and optimization for the web, WANs and LANs, and the FTP process will be covered. There will be an emphasis on the design and development process of goals, solutions, audience, styles, and the use of media types. Students will devote the course time to building web based exercises and projects.

DES-370 I Motion Graphics I and Lab

Prerequisite(s): DES-201; DES-280

This course provides instruction in the history, technology and design of motion and the graphic image. Working with scanned images, graphics,

text and video, the process of developing a motion concept will be emphasized to produce complete motion sequences. Projects may include title sequences, commercials, TV bumpers and news graphics and other motion graphic applications. Lab exercises will be conducted to prepare students for the larger portfolio projects.

DES-390 I 3-D Principles I and Lab

Prerequisite(s): DES-302; DES-370

Concurrent enrollment in DES-370 allowed.

This course covers basic illustration in the three-dimensional environment, including perspective, primitive placement, modeling, lighting, and rendered 3-D imaging.

DES-360 I Interactive Design II and Lab

Prerequisite(s): DES-302; DES-350; DES-370

Students explore the design of human computer interfaces for the display and control of information on the computer screen, as well as crafting of the tasks of interaction design to create interface orientation, navigation, usability, accessibility, and functionality. Emphasis is placed on the planning and organization of information on the computer screen and on interface designs that provide effective feedback to the user while maintaining consistency, simplicity, and ease of operation.

DES-371 I Motion Graphics II and Lab

Prerequisite(s): DES-370; DES-390

This course will focus on the communication of type, image and motion. The fundamental skills of using motion-based software will be brought to production level, preparing students for working in the motion graphics industry. Utilizing the design process, students will develop mastery over the industry standard motion software to create portfolio pieces that will illustrate their artistic and storytelling abilities. Hands-on exercises are engineered to teach and support the design and technical aspects of visual communication using motion, sound and light, and time.

DES-391 I 3-D Principles II and Lab

Prerequisite(s): DES-390

This course builds upon the techniques of 3-D modeling, covering aspects of lighting, camera and animation. This course will also cover object metamorphosis, hierarchical motion description, motion paths, and rendering and exporting animations to other environments.

DES-440 I Sound II and Lab

Prerequisite(s): DES-371

This course introduces additional professional techniques in the recording of production tracks with actors on the set, on location as well as in the recording studio. Students will gain more understanding of the technical and aesthetic aspects of sound and conduct an examination of recording and mixing music, recording double system sound for video and film productions. Post-production

techniques used in video and filmmaking- EFFECTS editing, ADR (dialog replacement), SWEETENING, LOOPING and FOLEY are thoroughly explored. Students will learn the skills in advanced multi-track mixing and mastering techniques for CD, video and DVD, and game production.

DES-480 I Digital Video II and Lab

Prerequisite(s): DES-370; ENG-260

This course emphasizes production towards the finished product. Students are taught more principles of video production through demonstrations, hands-on production and critical analysis. Students learn additional professional techniques in production: multi-camera in television and film, EFP and ENG. Projects produced in this course are combining all the techniques and skills achieved in the previous courses including sound, motion graphics and design work. These videos will be completely written and thoroughly storyboarded in the pre-production phase. Projects may be commercial, informational, documentary or narrative. Students will begin to explore scriptwriting for film and television.

DES-481 I Digital Video III and Lab

Prerequisite(s): DES-480

The goals of this course are to develop the student's ability to express original ideas on video and to instill a thorough understanding of the technical and aesthetic aspects of video production. Students are now required to produce a longer form of digital video in any genre. Students develop more of their skills in directing, working with actors, set design, advanced lighting and camera techniques. Students learn how to plan, budget and schedule a major video production and gain some insight into the business of video, film and broadcasting. Students wishing to move on to the video thesis project will begin to develop their ideas and scripts in this class. The best of the student work may be entered in festivals around the country.

DES-490 I 3-D Principles III and Lab

Prerequisite(s): DES-480

This course fully explores the higher-level animation capabilities of 3-D, directing students in the development of concept through execution of the 3-D animation. Students will gain a thorough understanding of the entire process of 3-D animation and be able to integrate 3-D technology in a variety of other media.

DES-411 I Senior Thesis and Lab

Prerequisite(s): Open to students in their eleventh term or higher.

This course gives seniors the opportunity to apply the skills and knowledge that they have learned in the development of actual professional projects. Evaluation of student or team performance is shared between faculty members and experienced industry representatives.

Projected Quarterly Schedule

Bachelors Degree Program Outline

Media Arts & Design with a concentration in **Visual Effects & Digital Video**

Q01 DES 100 Design Basics I & Lab
DES 140 Intro to Macintosh Computers & Lab
ENG 080 Evolving English (if required)
PDT 115 College Research & Study Skills
PHL 145 Critical Thinking & Problem Solving

Q02 DES 101 Design Basics II & Lab
DES 110 Drawing I & Lab
DES 120 Digital Illustration I & Lab
ENG 135 English Composition
MTH 080 Technical Mathematics (if required)

Q03 DES 102 Typography/Layout & Lab
DES 111 Drawing II & Lab
ENG 155 Advanced English Composition
MTH 135 College Algebra

Q04 DES 121 Digital Illustration II & Lab
DES 130 Digital Imaging I & Lab
ENG 250 Mythology
HUM 235 Art History

Q05 DES 200 Design Concepts & Lab
DES 210 Animation & Lab
DES 230 Digital Imaging II & Lab
SOC 165 Sociology

Q06 DES 231 Digital Imaging III & Lab
DES 240 Sound I & Lab
DES 250 Web Authoring I & Lab
MKT 215 Marketing I
PSY 215 Psychology

Q07 DES 201 Logo Design & Lab
DES 260 Interactive Design & Lab
DES 280 Digital Video & Lab
HUM 240 History of Graphic Design
SPH 305 Speech Communication

Q08 DES 302 Advanced Typography & Lab
DES 350 Web Authoring II & Lab
DES 370 Motion Graphics I & Lab
DES 390 3-D Principles I & Lab

Q09 DES 360 Interactive Design II & Lab
DES 371 Motion Graphics II & Lab
DES 391 3-D Principles II & Lab
ENG 260 Storytelling

Q10 BUS 435 Business Planning
DES 440 Sound II
DES 480 Digital Video II & Lab
ME 1 Specialization Elective

Q11 DES 481 Digital Video III & Lab
DES 490 3-D Principles III & Lab
ENG 335 Introduction to Literature
ME 2 Specialization Elective

Q12 DES 411 Senior Thesis
PDT 426 Career Strategies for Media Arts
PDT 447 Emerging Technologies in Media Arts
PHL 405 Ethics & Legal Issues