

### Definition

The Digital Media program is directed toward providing individual artistic development with an emphasis on the students' ability to use computer technology to create graphic and photographic images.

### Staff

To access faculty and staff, dial (661) 722-6300, then the 4-digit extension.

#### Program Advisement:

Newton Chelette, Dean ext. 6385

#### Administrative Assistant:

Tangie Hunter ext. 6385

#### Faculty:

Cynthia Kincaid ext. 6386

Terry Rezek ext. 6010

#### Adjunct Faculty:

To access adjunct faculty voice mail, dial (661) 722-6300, then the 4-digit number.

	V.M.
Kiley Craft	2310
Brian Curtis	2424
Tawyna Dunning	2312
Heather Kincaid	2916
Adriene King	2413
Frank Lucero	2042
Robert McMahan	2333
Mike Mitsch	2094
Dean Richards	2327
Brad Smith	2193
Ron Smith	2596
Lisa Vath	2265

### Program Description

The Digital Media program develops competencies in graphic design, digital photographic imaging, video design and production, animation, digital printing, and interactive media. Successful completion of a certificate program provides students with entry-level skills for a wide variety of digital media industry employment.

Students must receive a minimum grade of "C" or better in all required core courses and the specific courses listed as program electives in order to qualify for the degree or certificate.

### Distinctive Features

Digital Media courses are directed toward career, technical, and artistic application

of the acquired skills within each of the designated areas.

### Career Options

- Animation
  - Digital Photographic Imaging
  - Digital Printing
  - Graphic Design
  - Illustration
  - Interactive Media Development and Design
  - Motion Graphics Design
  - Video Design and Production
  - Videography
  - Web Design
- (Some of these careers may require education beyond the two-year college level.)

### Certificate Programs

There are six certificate programs available: 1) Digital Photographic Imaging, 2) Computer Animation, 3) Digital Printing, 4) Graphic Design, 5) Interactive Media - Web Design 6) Video Design and Production.

#### Graphic Design

<b>Required Courses:</b>	<b>units</b>
DM 103, 103L, Graphic Design I/Lab	3.5
DM 203, 203L, Graphic Design II/Lab	3.5
DM 113, 113L, Photoshop I/Lab	3.5
DM 115, 115L, Graphic Communications I/Lab	3.5
DM 205, 205L, Digital Illustration/Lab	3.5
DM 246, 246L, Portfolio and Job Search/Lab	3.5
Program Elective	<u>7</u>
<b>Total</b>	<b>28</b>

For a recommended plan of study for the certificate, please refer to the Associate Degree plan minus the general education requirements.

<b>Program Electives:</b>	<b>units</b>
DM 101, 101L, Digital Media Arts/Lab	3.5
DM 106, 106L, Video Design and Production I/Lab	3.5
DM 110, 110L, Motion Graphics/Lab	3.5
DM 112, 112L, Experimental Digital Video/Lab	3.5
DM 127, 127L, Web Design and Production I/Lab	3.5

DM 128, 128L, Web Design and Production II/Lab	3.5
DM 133, 133L, Digital Printing I/Lab	3.5
DM 143, 143L, Computer 2-D Animation/Lab	3.5
DM 145, 145L, Computer 3-D Animation/Lab	3.5
DM 206, 206L, Video Design and Production II/Lab	3.5
DM 213, 213L, Photoshop II/Lab	3.5
DM 215, 215L, Graphic Communications II/Lab	3.5
DM 233/233L, Digital Printing II/Lab	3.5
DM 298, 298L, Special Studies in Digital Media/Lab	3.5

### Computer Animation

<b>Required Courses:</b>	<b>units</b>
ART 110, Drawing	3
DM 113, 113L, Photoshop I/Lab	3.5
DM 143, 143L, Computer 2-D Animation/Lab	3.5
DM 145, 145L, Computer 3-D Animation/Lab	3.5
DM 205, 205L, Digital Illustration/Lab	3.5
DM 246, 246L, Portfolio and Job Search/Lab	3.5
DM 298, 298L, Special Studies in Digital Media/Lab	3.5
Program Elective	<u>7</u>
<b>Total</b>	<b>31</b>

For a recommended plan of study for the certificate, please refer to the Associate Degree plan minus the general education requirements.

<b>Program Electives:</b>	<b>units</b>
DM 101, 101L, Digital Media Arts/Lab	3.5
DM 103, 103L, Graphic Design I/Lab	3.5
DM 106, 106L, Video Design and Production I/Lab	3.5
DM 110, 110L, Motion Graphics/Lab	3.5
DM 112, 112L, Experimental Digital Video/Lab	3.5
DM 115, 115L, Graphics Communications I/Lab	3.5
DM 127, 127L, Web Design and Production I/Lab	3.5
DM 128, 128L, Web Design and Production II/Lab	3.5
DM 206, 206L, Video Design and Production II/Lab	3.5
DM 213, 213L, Photoshop II/Lab	3.5

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## Digital Photographic Imaging

### Required Courses: units

DM 113, 113L, Photoshop I/Lab 3.5  
DM 115, 115L, Graphic

Communications I/Lab 3.5

DM 133/133L, Digital Printing I/Lab 3.5

DM 213, 213L, Photoshop II/Lab 3.5

DM 246, 246L, Portfolio and Job  
Search/Lab 3.5

PHTC 125, 125L, Beginning Digital  
Photography/Lab 3.5

Program Elective 7

**Total 28**

For a recommended plan of study for the certificate, please refer to the Associate Degree plan minus the general education requirements.

### Program Electives: units

DM 101, 101L, Digital Media

Arts/Lab 3.5

DM 103, 103L, Graphic Design I/Lab 3.5

DM 106, 106L, Video Design and

Production I/Lab 3.5

DM 110, 110L, Motion Graphics/Lab 3.5

DM 112, 112L, Experimental

Digital Video/Lab 3.5

DM 127, 127L, Web Design and

Production I/Lab 3.5

DM 128, 128L, Web Design and

Production II/Lab 3.5

DM 143, 143L, Computer 2-D

Animation/Lab 3.5

DM 145, 145L, Computer 3-D

Animation/Lab 3.5

DM 203, 203L, Graphic

Design II/Lab 3.5

DM 205, 205L, Digital

Illustration/Lab 3.5

DM 206, 206L, Video Design and

Production II/Lab 3.5

DM 215, 215L, Graphic

Communications II/Lab 3.5

DM 233, 233L, Digital Printing II/Lab 3.5

DM 298, 298L, Special Studies in

Digital Media/Lab 3.5

## Digital Printing

### Required Courses: units

DM 103, 103L, Graphic Design I/Lab 3.5

DM 113, 113L, Photoshop I/Lab 3.5

DM 115, 115L, Graphic Communications  
I/Lab 3.5

DM 133, 133L, Digital Printing I/Lab 3.5

DM 233, 233L, Digital Printing II/Lab 3.5

DM 246, 246L, Portfolio and  
Job Search/Lab 3.5

Program Elective 7

**Total 28**

For a recommended plan of study for the certificate, please refer to the Associate Degree plan minus the general education requirements.

### Program Electives: units

DM 101, 101L, Digital Media  
Arts/Lab 3.5

DM 106, 106L, Video Design and  
Production I/Lab 3.5

DM 110, 110L, Motion Graphics/Lab 3.5

DM 112, 112L, Experimental Digital  
Video/Lab 3.5

DM 127, 127L, Web Design and  
Production I/Lab 3.5

DM 128, 128L, Web Design and  
Production II/Lab 3.5

DM 143, 143L, Computer 2-D  
Animation/Lab 3.5

DM 145, 145L, Computer 3-D  
Animation/Lab 3.5

DM 203, 203L, Graphic  
Design II/Lab 3.5

DM 205, 205L, Digital  
Illustration/Lab 3.5

DM 206, 206L, Video Design and  
Production II/Lab 3.5

DM 213, 213L, Photoshop II/Lab 3.5

DM 215, 215L, Graphic  
Communications II/Lab 3.5

DM 298, 298L, Special Studies  
in Digital Media/Lab 3.5

**NOTE:** Substitutions, with prior permission, may be made for certain courses that may not be offered in the two year period.

## Interactive Media—Web Design

### Required Courses: units

DM 103, 103L, Graphic Design I/Lab 3.5

DM 105, 105L, Interactive Media/Lab 3.5

DM 113, 113L, Photoshop I/Lab 3.5

DM 127, 127L, Web Design and  
Production I/Lab 3.5

DM 128, 128L, Web Design and  
Production II/Lab 3.5

DM 246, 246L, Portfolio and  
Job Search/Lab 3.5

DM 298, 298L, Special Studies  
in Digital Media/Lab 3.5

Program Elective 6.5-7

**Total 31-31.5**

For a recommended plan of study for the certificate, please refer to the Associate Degree plan minus the general education requirements.

### Program Electives: units

ART 100, Art Appreciation 3

ART 145, 145L, Design and  
Color/Lab 3.5

DM 106, 106L, Video Design and  
Production I/Lab 3.5

DM 110, 110L, Motion Graphics/Lab 3.5

DM 115, 115L, Graphic  
Communications I/Lab 3.5

DM 213, 213L, Photoshop II/Lab 3.5

PHTC 125, 125L, Beginning Digital  
Photography/Lab 3.5

## Video Design and Production

### Required Courses: units

DM 106, 106L, Video Design and  
Production I/Lab 3.5

DM 110, 110L, Motion Graphics/Lab 3.5

DM 112, 112L, Experimental Digital

Video/Lab 3.5

DM 113, 113L, Photoshop I/Lab 3.5

DM 127, 127L, Web Design and

Production I/Lab 3.5

DM 206, 206L, Video Design and

Production II/Lab 3.5

DM 246, 246L, Portfolio and Job

Search/Lab 3.5

DM 298, 298L, Special Studies

in Digital Media/Lab 3.5

Program Elective 3-3.5

**Total 31-31.5**

For a recommended plan of study for the certificate, please refer to the Associate Degree plan minus the general education requirements.

### Program Electives: units

ART 100, Art Appreciation 3

DM 101, 101L, Digital Media  
Arts/Lab 3.5

DM 105, 105L, Interactive  
Media/Lab 3.5

DM 115, 115L, Graphic  
Communications I/Lab 3.5

FTV 101, Intro to Film 3

FTV 121, Intro to Digital  
Filmmaking 3.5

FTV 215, Directing For Film  
and Video 3

FTV 230, Digital Cinematography 3

PHTC 125, 125L, Beginning Digital  
Photography/Lab 3.5

THA 101, Theatre Appreciation	3
THA 220, Fundamentals of Directing	3

### Associate Degree

Students who complete a Digital Media Associate Degree possess a broad range of knowledge that enhances employability within the industry. The degree program establishes the student as a candidate for advanced positions and supervisory opportunities.

The requirements for an Associate Degree in one of the Digital Media programs may be satisfied by completing the certificate program, plus 21 units of general education requirements, and sufficient elective credits to total 60 units. (See Graduation/Associate Degree Requirements.)

### Graphic Design

Except in cases of a prerequisite requirement, it is not required that courses be taken in exactly this sequence; they are recommended in this order to facilitate success.

#### Recommended Plan of Study

<b>First Semester</b>	<b>units</b>
DM 113, 113L, Photoshop I/Lab	3.5
DM 103, 103L, Graphic Design I/Lab	3.5
Course from GE requirement Area B	3
Course from GE requirement Area D2	3
<b>Total</b>	<b>13</b>

<b>Second Semester</b>	<b>units</b>
DM 115, 115L, Graphic Communications I/Lab	3.5
DM 203, 203L, Graphic Design II/Lab	3.5
Course from GE requirement Area C	3
Electives	5
<b>Total</b>	<b>15</b>

<b>Third Semester</b>	<b>units</b>
DM 205, 205L, Digital Illustration/Lab	3.5
Course from GE requirement Area A	3
Course from GE requirement Area D1	3
Program Elective	3.5
Elective	3
<b>Total</b>	<b>16</b>

<b>Fourth Semester</b>	<b>units</b>
DM 246, 246L, Portfolio and Job Search/Lab	3.5

Course from GE requirement Area E	3
Course from GE requirement Area F	3
Program Elective	3.5
Elective	3
<b>Total</b>	<b>16</b>

**Degree Total 60**

### Program Electives:

Please refer to the Program Electives listed under the certificate program.

### Computer Animation

Except in cases of a prerequisite requirement, it is not required that courses be taken in exactly this sequence; they are recommended in this order to facilitate success.

#### Recommended Plan of Study

<b>First Semester</b>	<b>units</b>
ART 110, Drawing	3
DM 113, 113L, Photoshop I/Lab	3.5
DM 205, 205L, Digital Illustration/Lab	3.5
Course from GE requirement Area B	3
Course from GE requirement Area D2	3
<b>Total</b>	<b>16</b>

<b>Second Semester</b>	<b>units</b>
DM 143, 143L, Computer 2-D Animation/Lab	3.5
DM 298, 298L, Special Studies in Digital Media/Lab	3.5
Course from GE requirement Area C	3
Electives	5
<b>Total</b>	<b>15</b>

<b>Third Semester</b>	<b>units</b>
DM 145, 145L, Computer 3-D Animation/Lab	3.5
Course from GE requirement Area A	3
Course from GE requirement Area D1	3
Program Elective	3.5
Elective	3
<b>Total</b>	<b>16</b>

<b>Fourth Semester</b>	<b>units</b>
DM 246, 246L, Portfolio and Job Search/Lab	3.5
Course from GE requirement Area E	3
Course from GE requirement Area F	3
Program Elective	3.5
<b>Total</b>	<b>13</b>

**Degree Total 60**

### Program Electives:

Please refer to the Program Electives listed under the certificate program.

### Digital Photographic Imaging

Except in cases of a prerequisite requirement, it is not required that courses be taken in exactly this sequence; they are recommended in this order to facilitate success.

#### Recommended Plan of Study

<b>First Semester</b>	<b>units</b>
DM 113, 113L, Photoshop I/Lab	3.5
PHTC 125, 125L, Beginning Digital Photography/Lab	3.5
Course from GE requirement Area B	3
Course from GE requirement Area D2	3
<b>Total</b>	<b>13</b>

<b>Second Semester</b>	<b>units</b>
DM 115, 115L, Graphic Communications I/Lab	3.5
DM 213, 213L, Photoshop II/Lab	3.5
Course from GE requirement Area C	3
Electives	5
<b>Total</b>	<b>15</b>

<b>Third Semester</b>	<b>units</b>
DM 133, 133L, Digital Printing/Lab	3.5
Course from GE requirement Area A	3
Course from GE requirement Area D1	3
Program Elective	3.5
Elective	3
<b>Total</b>	<b>16</b>

<b>Fourth Semester</b>	<b>units</b>
DM 246, 246L, Portfolio and Job Search/Lab	3.5
Course from GE requirement Area E	3
Course from GE requirement Area F	3
DM Elective/Lab	3.5
Elective	3
<b>Total</b>	<b>16</b>

**Degree Total 60**

### Program Electives:

Please refer to the Program Electives listed under the certificate program.

### Digital Printing

Except in cases of a prerequisite requirement, it is not required that courses be taken in exactly this sequence; they are recommended in this order to facilitate success.

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## Recommended Plan of Study

First Semester	units
DM 113, 113L, Photoshop I/Lab	3.5
DM 103, 103L, Graphic Design I/Lab	3.5
Course from GE requirement Area B	3
Course from GE requirement Area D2	3
<b>Total</b>	<b>13</b>

Second Semester	units
DM 115, 115L, Graphic Communications I/Lab	3.5
DM 133, 133L, Digital Printing I/Lab	3.5
Course from GE requirement Area C	3
Electives	5
<b>Total</b>	<b>15</b>

Third Semester	units
DM 233, 233L, Digital Printing II/Lab	3.5
Course from GE requirement Area A	3
Course from GE requirement Area D1	3
Program Electives	3.5
Electives	3
<b>Total</b>	<b>16</b>

Fourth Semester	units
DM 246, 246L, Portfolio and Job Search/Lab	3.5
Course from GE requirement Area E	3
Course from GE requirement Area F	3
Program Electives	3.5
Elective	3
<b>Total</b>	<b>16</b>

**Degree Total 60**

### Program Electives:

Please refer to the Program Electives listed under the certificate program.

### Interactive Media—Web Design

Except in cases of a prerequisite requirement, it is not required that courses be taken in exactly this sequence; they are recommended in this order to facilitate success.

## Recommended Plan of Study

First Semester	units
DM 113, 113L, Photoshop I/Lab	3.5
DM 127, 127L, Web Design and Production I/Lab	3.5
Course from GE requirement Area B	3
Course from GE requirement Area D2	3
<b>Total</b>	<b>13</b>

Second Semester	units
DM 105, 105L, Interactive Media/Lab	3.5
DM 128, 128L, Web Design and Production II/Lab	3.5
Course from GE requirement Area C	3
Program Electives	3.5
Electives	2
<b>Total</b>	<b>15.5</b>

Third Semester	units
DM 103, 103L, Graphic Design I/Lab	3.5
DM 298, 298L, Special Studies in Digital Media/Lab	3.5
Course from GE requirement Area A	3
Course from GE requirement Area D1	3
Electives	3
<b>Total</b>	<b>16</b>

Fourth Semester	units
DM 246, 246L, Portfolio and Job Search/Lab	3.5
Course from GE requirement Area E	3
Course from GE requirement Area F	3
Program Electives	3.5
Elective	3
<b>Total</b>	<b>16</b>

**Degree Total 60.5**

### Program Electives:

Please refer to the Program Electives listed under the certificate program

### Video Design and Production

Except in cases of a prerequisite requirement, it is not required that courses be taken in exactly this sequence; they are recommended in this order to facilitate success.

## Recommended Plan of Study

First Semester	units
DM 113, 113L, Photoshop I/Lab	3.5
DM 106, 106L, Video Design and Production I/Lab	3.5
Course from GE requirement Area B	3
Course from GE requirement Area D2	3
Electives	3
<b>Total</b>	<b>16</b>

Second Semester	units
DM 127, 127L, Web Design & Production I/Lab	3.5
DM 206, 206L, Video Design and Production II/Lab	3.5
DM 110, 110L, Motion Graphics/Lab	3.5
Electives	3
<b>Total</b>	<b>13.5</b>

Third Semester	units
DM 112, 112L, Experimental Digital Video/Lab	3.5
DM 298, 298L, Special Studies in Digital Media/Lab	3.5
Course from GE requirement Area A	3
Course from GE requirement Area D1	3
Course from GE requirement Area C	3
<b>Total</b>	<b>16</b>

Fourth Semester	units
DM 246, 246L, Portfolio and Job Search/Lab	3.5
Course from GE requirement Area E	3
Course from GE requirement Area F	3
Program Electives	3.5
Elective	3
<b>Total</b>	<b>16</b>

**Degree Total 61.5**

### Program Electives:

Please refer to the Program Electives listed under the certificate program

## Transfer

Students planning to continue studies at a four-year college or university after AVC should visit the Transfer Resource Center and consult with a counselor as soon as possible. Additional information on official transfer articulation agreements from AVC to many CSU/UC campuses can be found at the following Web site: [www.assist.org](http://www.assist.org)

## Prerequisite Completion

If a course is listed as a prerequisite for another course, that prerequisite course must be completed with a satisfactory grade in order to enroll in the next course. According to Title 5, Section 55200(d), a satisfactory grade is a grade of "A," "B," "C" or "P". Classes in which the Pass/No Pass option is available are indicated with an asterisk (\*) before the course title. See "Pass/No Pass Option" in the catalog for full explanation.

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## Digital Media Courses

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### DM 101 \*DIGITAL MEDIA ARTS

(formerly CG 101/MM 101, Introduction to Digital Media Arts)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 101L.

**Advisory:** Completion of ART 110, and Eligibility for READ 099.

**Instructional materials fee** required for this course and must be paid at registration.

This course is designed to provide students with an introductory overview of the Media Arts field including print, illustration, typography, digital photography, video/audio, interactive media (web design, CD-ROM, DVD), animation, and game design. Students will be introduced to industry standard computer hardware and software (such as Adobe's Illustrator and Photoshop and Macromedia's DreamWeaver), terminology, as well as operating systems, design principles, and career paths. Students may have to purchase additional supplies not provided by the college. (CSU, AVC) (R2)

### DM 101L DIGITAL MEDIA ARTS LAB

(formerly CG 101L/MM 101L, Introduction to Digital Media Arts Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 101.

A laboratory in support of DM 101 designed to allow students to advance their computer skills in using appropriate media arts software and the Macintosh operating system along with other knowledge as related to DM 101. **NOTE:** No grade will be given for this class; student will receive "pass" or "no pass" only. (CSU, AVC) (R2)

### DM 103 \*GRAPHIC DESIGN I

(formerly CG 103, Computer Imaging I)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 103L.

**Advisory:** Completion of DM 101, and Eligibility for READ 099.

**Instructional materials fee** required for this course and must be paid at registration.

This class is an introduction to graphic design and production for the digital media arts industry. Students will learn to create visual designs for a variety of media such as television, web, and print using industry standard software and hardware. Primary software is Adobe Photoshop and Adobe Illustrator for creating designs for projects such as brochures, ads, packaging, Web pages, and television graphics. Focus will be on developing entry-level skills for creating contemporary visual design solutions to typical industry projects. **BEFORE ENROLLING**, students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) (R2)

### DM 103L GRAPHIC DESIGN I LAB

(formerly CG 103L, Computer Imaging I Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 103.

A laboratory in support of DM 103 is designed to allow students to advance their knowledge, complete course assignments and master learning objectives. **NOTE:** No grade will be given for this class; student will receive "pass" or "no pass" only. (CSU, AVC) (R2)

### DM 105 INTERACTIVE MEDIA

(formerly MM 105)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 105L.

**Advisory:** Completion of DM 101 and ART 110, and Eligibility for READ 099.

**Instructional materials fee** required for this course and must be paid at

registration.

Introduction to the design and production methods associated with interactive multimedia presentations using computer software applications for CD/DVD, kiosk, mobile devices and Web Authoring. This course covers how ideas are generated, storyboards are constructed, media requirements are identified, interfaces are designed and prototypes are created. Production and delivery methods are covered. **BEFORE ENROLLING**, students should be familiar with the Macintosh operating system, the Macintosh computer, and related peripherals. (CSU, AVC) (R2)

### DM 105L INTERACTIVE MEDIA LAB

(formerly MM 105L)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 105.

A laboratory in support of DM 105 to provide students with the opportunity and resources to complete interactive digital media projects and practice associated software skills. **NOTE:** No grade will be given for this class; student will receive "pass" or "no pass" only. (CSU, AVC) (R2)

### DM 106 VIDEO DESIGN AND PRODUCTION I

(formerly MM 106, Video Design and Production for Multimedia I)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 106L.

**Advisory:** Completion of DM 101 and ART 110, and Eligibility for ENGL 099 and READ 099.

**Instructional materials fee** required for this course and must be paid at registration.

This course will focus on the fundamentals of video field production and non-linear editing. The central emphasis of this class will be upon the foundational elements required to create an industry standard video segment using digital cameras and digital editing software. Basic camera composition, proper microphone usage and interview techniques will be folded

into the curriculum. A strong emphasis will be placed on the individual creation of video segments which demonstrate a clear understanding of basic video design and production. The course will also examine current trends in the television industry as well as program development and client/producer business relations along with questions of ethics and social responsibility. **BEFORE ENROLLING**, students should be familiar with the Macintosh operating system, the Macintosh computer, and related peripherals. (CSU, AVC) (R2)

## DM 106L VIDEO DESIGN AND PRODUCTION I LAB

(formerly MM 106L, Video Design and Production for Multimedia I Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 106.

A laboratory in support of DM 106 to provide students with the opportunity and resources to complete digital video projects and practice associated software skills. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R2)

## DM 110 MOTION GRAPHICS

(formerly MM 110, Motion Graphics for Multimedia)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 110L.

**Advisory:** Completion of DM 101 and ART 110, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

This course will focus on the development of design solutions that communicate using still images, photography, typography, sound and video. It covers the appropriate use of specialized motion graphics computer software to create innovative techniques and styles that will aesthetically enhance a Digital Media presentation. Television and movies special effects are deconstructed and analyzed. Motion graphics are translated into QuickTime movies for integration into television, Web, DVD, and film

productions. **BEFORE ENROLLING**, students should be familiar with the Macintosh operating system, the Macintosh computer, and related peripherals. (CSU, AVC) (R2)

## DM 110L MOTION GRAPHICS LAB

(formerly MM 110L, Motion Graphics for Multimedia Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 110.

A laboratory in support of DM 110 to provide students with the opportunity and resources to complete motion graphics projects and practice associated software skills. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R2)

## DM 112 \*EXPERIMENTAL DIGITAL VIDEO

(formerly MM 112/ART 234)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 112L.

**Advisory:** Completion of DM 101 and ART 110, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

This course will introduce the student to various digital techniques and methods of experimental video. Intended to assist the student to unleash his/her imagination and creation skills as well as their intuition in creating artistic visual images in the context of a digital video format. The central focus of the class is to freely explore a variety of digital video techniques used in the production of artistic images. The student will experiment with the capabilities of these media to capture and represent images that may invoke various emotional states in the viewer using the elements of design, color, texture, shapes, form, space, and visual transformations within time sequences. **BEFORE ENROLLING**, students should be familiar with the Macintosh operating system, the Macintosh computer, and related peripherals. (CSU, AVC) (R2)

## DM 112L EXPERIMENTAL DIGITAL VIDEO LAB

(formerly MM 112L/ART 234L)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 112.

A laboratory in support of the course designed to allow students to advance their knowledge, complete course assignments and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R2)

## DM 113 \*PHOTOSHOP I

(formerly CG 113, Digital-Photographic Imaging)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 113L.

**Advisory:** Completion of DM 101, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

This course gives students instruction and practice using Adobe Photoshop® to artistically enhance digitally captured images at an introductory level. At the completion of the course, students will have created a series of related works that demonstrate entry-level technical and creative skills in digital photographic imaging. Participation in critiques will provide the opportunity to refine and improve projects. Examples of topics to be covered include digital capture, color correction, scanning, retouching, masking, compositing, special effects, filters, typography, and file preparation for output to print, web, and video. **BEFORE ENROLLING**, students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) (R2)

## DM 113L PHOTOSHOP I LAB

(formerly CG 113L, Digital-Photographic Imaging Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 113.

A laboratory in support of DM 113 is designed to allow students to advance their

knowledge, complete course assignments and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) **(R2)**

### **DM 115 \*GRAPHIC COMMUNICATIONS I**

(formerly CG 115)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 115L.

**Advisory:** Completion of DM101, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

This course will provide a foundation for studying graphic design in the context of broader visual and commercial communication theories. Students will enhance their knowledge of the creative design process and improve their ability to communicate ideas by completing typical entry-level industry communication projects. Emphasis will be placed on creative communication and design concepts such as branding, corporate identity, and advertising campaigns. This course is designed for those who have a basic working knowledge of graphic design software and want to enhance their knowledge of graphic design in the context of wide-ranging communication topics. **BEFORE ENROLLING**, students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) **(R2)**

### **DM 115L GRAPHIC COMMUNICATIONS I LAB**

(formerly CG 115L)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 115.

A laboratory in support of DM 115 is designed to allow students to advance their knowledge, complete course assignments and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) **(R2)**

### **DM 127 WEB DESIGN AND PRODUCTION I**

(formerly MM 115/CG 127, Internet Web Design and Production I)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 127L.

**Advisory:** Completion of DM 101 and ART 110, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

This course is designed to provide students with an introductory overview of web page development. Focus will be placed on the needed skills to develop and deliver information on the web. A central focus will be placed upon understanding html and DreamWeaver and the implementation of that knowledge to create a ten-page website. Students will be introduced to several related tools to accomplish this task including; flow charts, javascript, form creation, image maps, CSS (Cascading Styles Sheets), and basic animation. **BEFORE ENROLLING**, students should be familiar with the Macintosh operating system, the Macintosh computer, and related peripherals. (CSU, AVC) **(R2)**

### **DM 127L WEB DESIGN AND PRODUCTION I LAB**

(formerly MM 115L/CG 127L, Internet Web Design and Production I Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 127.

A laboratory in support of DM 127 to provide students with the opportunity and resources to complete Web design projects and practice associated software skills. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) **(R2)**

### **DM 128 WEB DESIGN AND PRODUCTION II**

(formerly MM 215, Internet Web Design and Production II)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 128L.

**Advisory:** Completion of DM 101, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

Introduction to advanced Internet Web site design. A central focus will be on the advanced components required to develop interactive Web sites, using a variety of technologies including Java, Javascript and Flash elements. Other areas covered within this course are the methods necessary to create frames, image maps, animated gifs, and importing audio and video objects. Emphasis is on developing design techniques used to create projects and doing so independently and as part of a team. Students may have to purchase additional supplies not provided by the college. (CSU, AVC) **(R2)**

### **DM 128L WEB DESIGN AND PRODUCTION II LAB**

(formerly MM 215L, Internet Web Design and Production II Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 128.

A laboratory in support of DM128 to provide students with the opportunity and resources to complete Web design projects and practice associated software skills. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) **(R2)**

### **DM 133 \*DIGITAL PRINTING I**

(formerly CG 125, Digital Four-Color Printing)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 133L.

**Advisory:** Completion of DM 101, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

This course provides students with basic instruction in software, hardware, and design and production skills necessary for various types of digital printing, with an emphasis on output to paper. Students will learn how to create projects with

appropriate specifications for typical industry standard entry-level print jobs such as brochures, fliers, and promotional pieces. **BEFORE ENROLLING**, students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) (R2)

## DM 133L DIGITAL PRINTING I LAB

(formerly CG 125L, Digital Four-Color Printing Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 133.

A laboratory in support of DM 133 designed to allow students to advance their knowledge, complete course assignments and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R2)

## DM 143 \*COMPUTER 2-D ANIMATION

(formerly CG 143)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 143L.

**Advisory:** Completion of DM 101 and ART 110, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

This course provides the student with a basic overview and development of computer techniques required for the production of 2-dimensional animation. Topics covered are traditional methods, timing, spacing, keyframes, emotion, weight, and mood to communicate story or message. **BEFORE ENROLLING**, students should be familiar with the Macintosh operating system, the Macintosh computer, and related peripherals. (CSU, AVC) (R2)

## DM 143L COMPUTER 2-D ANIMATION LAB

(formerly CG 143L)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 143.

A laboratory in support of DM 143 to provide students with the opportunity and resources to complete Web design projects and practice associated software skills. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R2)

## DM 145 \*COMPUTER 3-D ANIMATION

(formerly CG 145)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 145L.

**Advisory:** Completion of DM 101 and ART 110, and Eligibility for ENGL 099, READ 099 and MATH 070.

**Instructional materials fee required for this course and must be paid at registration.**

This course provides the student with a basic overview and development of computer techniques required for the production of 3-dimensional animation. Topics covered will include structural wire-frame rendering, 3-dimensional modeling, lighting and shading techniques associated with dimensional animations. **BEFORE ENROLLING**, students should be familiar with the Macintosh operating system, the Macintosh computer, and related peripherals. (CSU, AVC) (R2)

## DM 145L COMPUTER 3-D ANIMATION LAB

(formerly CG 145L)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 145.

A laboratory in support of DM 145 designed to allow students to advance their computer skills in using appropriate media arts software and the Macintosh operating system along with other knowledge as related to DM 145. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R2)

## DM 203 \*GRAPHIC DESIGN II

(formerly CG 203, Computer Imaging II)

3 units

4 hours weekly

**Prerequisite:** Completion of DM 103.

**Corequisite:** Concurrent enrollment in DM 203L.

**Advisory:** Completion of DM 101.

**Instructional materials fee required for this course and must be paid at registration.**

This class provides advanced instruction in graphic design and production for the digital media arts industry. Students will learn to create visual design solutions for a variety of media such as television, Web, and print using industry standard software and hardware at an advanced level for creation of design projects such as brochures, ads, packaging, Web pages, and television graphics. Focus will be on developing portfolio-quality contemporary visual design solutions to typical industry projects. **BEFORE ENROLLING**, students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) (R2)

## DM 203L GRAPHIC DESIGN II LAB

(formerly CG 203L, Computer Imaging II Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 203.

A laboratory in support of DM 203 is designed to allow students to advance their knowledge, complete course assignments and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R2)

## DM 205 \*DIGITAL ILLUSTRATION

(formerly CG 205, Computer Illustration)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 205L.

**Advisory:** Completion of DM 101, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at**

registration.

This course is an introduction to the basic principles and practices of commercial illustration exploring the computer as a medium. Students are exposed to the skills needed to produce assignments that focus on current industry standards. Projects incorporate creativity and conceptual problem solving in illustration as a means of communicating ideas. Traditional illustration skills and theories are presented as they relate to digital media with an emphasis on composition, line, perspective, tonality, color, expression, storytelling, typography, and design. **BEFORE ENROLLING**, students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) **(R2)**

### DM 205L DIGITAL ILLUSTRATION LAB

(formerly CG 205L, Computer Illustration Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 205.

A laboratory in support of DM 205 is designed to allow students to advance their knowledge, complete course assignments and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) **(R2)**

### DM 206 VIDEO DESIGN AND PRODUCTION II

(formerly MM 225, Video Design and Production for Multimedia II)

3 units

4 hours weekly

**Prerequisite:** Completion of DM 106.

**Corequisite:** Concurrent enrollment in DM 206L.

**Instructional materials fee required for this course and must be paid at registration.**

This course will enhance the design skills of advanced video students. Using non-linear editing software, students will learn to create motion graphics as well as music beds to develop 30-second commercials. The curriculum is developed to augment the advanced student’s knowledge of special effect

editing. An emphasis will be placed on the art of camera composition and the subtleties of editing design. Students will conceptualize through storyboards and paper edits using logs to organize and track video content. This course will also provide an introduction to studio production, including set design, lighting, sound mixing, camera operation, floor directing and technical directing. Students may have to purchase additional supplies not provided by the college. (CSU, AVC) **(R2)**

### DM 206L VIDEO DESIGN AND PRODUCTION II LAB

(formerly MM 225L, Video Design and Production for Multimedia II Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 206.

A laboratory in support of DM 206 to provide students with the opportunity and resources to complete digital video projects and practice associated software skills. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) **(R2)**

### DM 213 \*PHOTOSHOP II

(formerly CG 219, Intermediate Digital–Photographic Imaging)

3 units

4 hours weekly

**Prerequisite:** Completion of DM 113.

**Corequisite:** Concurrent enrollment in DM 213L.

**Advisory:** Completion of DM 101, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

This course provides advanced instruction in photographic digital imaging using Adobe Photoshop to artistically enhance digitally captured images. At the completion of the course, students will have created a series of works that demonstrate advanced-level technical and creative skills in digital photographic imaging. Participation in critiques will provide the opportunity to refine and improve projects. Examples of the topics to be covered include advanced-level digital design, color correction,

retouching, masking, compositing, special effects, filters, typography, channels, and file preparation for output to print, web, and video. **BEFORE ENROLLING**, students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) **(R2)**

### DM 213L PHOTOSHOP II LAB

(formerly CG 219L, Intermediate Digital–Photographic Imaging Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 213.

A laboratory in support of DM 213 is designed to allow students to advance their knowledge, complete course assignments and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) **(R2)**

### DM 215 \*GRAPHIC COMMUNICATIONS II

(formerly CG 215)

3 units

4 hours weekly

**Prerequisite:** Completion of DM 115.

**Corequisite:** Concurrent enrollment in DM 215L.

**Instructional materials fee required for this course and must be paid at registration.**

This advanced level course will cover graphic design topics in the context of wide-ranging visual and commercial communication theories that build upon skills learned in Graphic Communications I. Students will enhance their knowledge of the creative design process along with the communication of ideas by completing typical industry projects. Emphasis is on advanced software training and the integration of creative communications campaigns to prepare students for entry to the professional graphic communications industry. This course is designed for those who want advanced knowledge of graphic design as applied to the communications industry. **BEFORE ENROLLING**, students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) **(R2)**

## DM 215L GRAPHIC COMMUNICATIONS II LAB

(formerly CG 215L)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 215.

A laboratory in support of DM 215 is designed to allow students to advance their knowledge, complete course assignments and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R2)

## DM 233 \*DIGITAL PRINTING II

(formerly CG 233, Computer Newspaper/Magazine Productions)

3 units

4 hours weekly

**Prerequisite:** Completion of DM 133.

**Corequisite:** Concurrent enrollment in DM 233L.

**Advisory:** Completion of DM 101, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

This course provides students with advanced instruction in software, hardware, and design and production skills necessary for various types of digital printing, with an emphasis on output to paper. Students will learn how to create projects for typical industry standard advanced-level multiple page print jobs such as brochures, newsletters, newspapers, and magazines. **BEFORE ENROLLING**, students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) (R2)

## DM 233L DIGITAL PRINTING II LAB

(formerly CG 233L, Computer Newspaper/Magazine Productions Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 233.

A laboratory in support of DM 233 designed to allow students to advance their knowledge, complete course assignments and master learning objectives. **NOTE:**

No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R2)

## DM 246 \*PORTFOLIO AND JOB SEARCH

(formerly CG 246, Portfolios and Job Search Planning/MM 230, Multimedia Portfolios and Job Search Planning)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 246L.

**Advisory:** Completion of DM 101, and Eligibility for READ 099.

**Instructional materials fee required for this course and must be paid at registration.**

This course provides students with the necessary skills associated with portfolio development, self-promotion, interview techniques, and job search in digital media arts. Students will refine their existing examples of digital media work and create new works as needed to showcase their abilities to prospective employers. Self-promotional pieces such as direct mail, business cards, and Web site designs will be developed. **BEFORE ENROLLING**, students should be able to operate the Mac OS and Adobe Photoshop and present portfolio quality examples of student work. (CSU, AVC) (R2)

## DM 246L PORTFOLIO AND JOB SEARCH LAB

(formerly CG 246L, Portfolios and Job Search Planning Lab/MM 230L, Multimedia Portfolios and Job Search Planning Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 246.

A laboratory in support of DM 246 designed to allow students to advance their knowledge, complete course assignments and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R2)

## DM 298 \*SPECIAL STUDIES IN DIGITAL MEDIA

(formerly CG 298, Special Studies in Computer Graphics/MM 298, Special Studies in Multimedia)

3 units

4 hours weekly

**Corequisite:** Concurrent enrollment in DM 298L.

**Advisory:** Completion of DM 101.

**Instructional materials fee required for this course and must be paid at registration.**

This course provides the student with the ability to conduct advanced individual study in the field of digital media under instructor guidance. Work during this course will provide the student with the opportunity to refine skills that can be demonstrated in a portfolio quality final project that will serve as part of the degree/certificate program. Cost for supplies beyond the instructional materials fee will depend on the type of individual study or project to be undertaken. **BEFORE ENROLLING**, students should be familiar with the Macintosh operating system, the Macintosh computer, and related peripherals. (CSU, AVC) (R3)

## DM 298L SPECIAL STUDIES IN DIGITAL MEDIA LAB

(formerly CG 298L, Special Studies in Computer Graphics Lab/MM 298L, Special Studies in Multimedia Lab)

.5 unit

24 hours total

**Corequisite:** Concurrent enrollment in DM 298.

A laboratory in support of DM 298 to provide students with the opportunity and resources to complete interactive digital media projects and practice associated software skills. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC) (R3)