Program Description

Digital Media courses are directed toward career, technical, and artistic application of the acquired skills within each of the designated areas.

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

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.

Staff   *Please dial (661) 722-6300, then the 4 digit extension.*

Division:

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Melissa Chavez, Administrative Assistant	x.6385
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Justin Armstrong	2374
Adriene King	2413
Frank Lucero	2042
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John Rose	2040
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Career Options

Animation	Interactive Media Development
Digital Photographic Imaging	Motion Graphics Design
Digital Printing	Video Design and Production
Graphic Design	Videography
Illustration	Web Design

(Careers may require education beyond the two-year college level.)

Program Learning Outcomes

Graphic Design
1. Understand and apply proper industry standards to graphic design jobs.
2. Recognize and apply an understanding of current graphic design styles for a variety of target audiences.

Computer Animation
1. Create a body of work that demonstrates successful animations including image development, keyframing, motion, scripting, and story boarding.

Digital Photographic Imaging
1. Understand and apply proper industry standards to digital photographic imaging jobs.
2. Recognize and apply an understanding of current Digital Photographic Imaging design and production for a variety of target audiences.

Digital Printing
1. Create a body of work that demonstrates successful animations including image development, keyframing, motion, scripting, and story boarding.

Interactive Media—Web Design
1. Create interactive content according to industry standard procedures for operations on the web.
2. Complete content linking all products to consistent with industry standards.

Video Design and Production
1. Create interactive content according to industry standard procedures for operations on the web.
2. Complete content linking all products to consistent with industry standards.

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

Required Courses (27 units):	units
DM 103, Graphic Design I	3
DM 203, Graphic Design II	3
DM 113, Photoshop I	3
DM 115, Graphic Communications I	3
DM 205, Digital Illustration	3
DM 246, Portfolio and Job Search	3
Program Electives	9
	Total 27

Program Electives (Select 9 units):	
DM 101, Digital Media Arts	3
DM 106, Video Design and Production I	3
DM 110, Motion Graphics	3
DM 112, Experimental Digital Video	3
DM 127, Web Design and Production I	3
DM 128, Web Design and Production II	3
DM 133, Digital Printing I	3
DM 143, Computer 2-D Animation	3
DM 145, Computer 3-D Animation	3
DM 206, Video Design and Production II	3
DM 213, Photoshop II	3
DM 215, Graphic Communications II	3
DM 233, Digital Printing II	3
DM 298, Special Studies in Digital Media	3

Computer Animation

Required Courses (30 units):   units
ART 110, Drawing	3
DM 113, Photoshop I	3
DM 143, Computer 2-D Animation	3
DM 145, Computer 3-D Animation	3
DM 205, Digital Illustration	3
DM 246, Portfolio and Job Search	3
DM 298, Special Studies in Digital Media	3
Program Electives	9
	Total 30

Program Electives (Select 9 units):
DM 101, Digital Media Arts	3
DM 103, Graphic Design I	3
DM 106, Video Design and Production I	3
DM 110, Motion Graphics	3
DM 112, Experimental Digital Video	3
DM 115, Graphics Communications I	3
DM 127, Web Design and Production I	3
DM 128, Web Design and Production II	3
DM 206, Video Design and Production II	3
DM 213, Photoshop II	3

Digital Photographic Imaging

Required Courses (24 units):   units
DM 113, Photoshop I	3
DM 115, Graphic Communications I	3
DM 133 Digital Printing I	3
DM 213, Photoshop II	3
DM 246, Portfolio and Job Search	3
PHTC 125, Beginning Digital Photography	3
Program Electives	6
	Total 24

Program Electives (Select 6 units):
DM 101, Digital Media Arts	3
DM 103, Graphic Design I	3
DM 106, Video Design and Production I	3
DM 110, Motion Graphics	3
DM 112, Experimental Digital Video	3
DM 127, Web Design and Production I	3
DM 128, Web Design and Production II	3
DM 143, Computer 2-D Animation	3
DM 145, Computer 3-D Animation	3
DM 203, Graphic Design II	3
DM 205, Digital Illustration	3
DM 206, Video Design and Production II	3
DM 215, Graphic Communications II	3
DM 233, Digital Priting II	3
DM 298, Special Studies in Digital Media	3
PHTC 275, Advanced Digital Photography	3

Digital Printing

Required Courses (24 units):   units
DM 103, Graphic Design I	3
DM 113, Photoshop I	3
DM 115, Graphic Communications I	3
DM 133, Digital Printing I	3
DM 233, Digital Priting II	3
DM 246, Portfolio and Job Search	3
Program Electives	6
	Total 24

Program Electives (Select 6 units):
DM 101, Digital Media Arts	3
DM 106, Video Design and Production I	3
DM 110, Motion Graphics	3
DM 112, Experimental Digital Video	3
DM 127, Web Design and Production I	3
DM 128, Web Design and Production II	3
DM 143, Computer 2-D Animation	3
DM 145, Computer 3-D Animation	3
DM 203, Graphic Design II	3
DM 205, Digital Illustration	3
DM 206, Video Design and Production II	3
DM 213, Photoshop II	3
DM 215, Graphic Communications II	3
DM 298, Special Studies in Digital Media	3

Interactive Media—Web Design

Required Courses (27 units):   units
DM 103, Graphic Design I	3
DM 105, Interactive Media	3
DM 113, Photoshop I	3
DM 127, Web Design and Production I	3
DM 128, Web Design and Production II	3
DM 246, Portfolio and Job Search	3
DM 298, Special Studies in Digital Media	3
Program Electives	6
	Total 27

Program Electives (Select 6 units):
ART 100, Art Appreciation	3
ART 145, 2-D Design Basics	3
DM 106, Video Design and Production I	3
DM 110, Motion Graphics	3
DM 115, Graphic Communications I	3
DM 213, Photoshop II	3
PHTC 125, Beginning Digital Photography	3

Video Design and Production

Required Courses (27 units):   units
DM 106, Video Design and Production I	3
DM 110, Motion Graphics	3
DM 112, Experimental Digital Video	3
DM 113, Photoshop I	3
DM 127, Web Design and Production I	3
DM 206, Video Design and Production II	3
DM 246, Portfolio and Job Search	3
DM 298, Special Studies in Digital Media	3
Program Electives	3
	Total 27

Program Electives (Select 3 units):
ART 100, Art Appreciation	3
DM 101, Digital Media Arts	3
DM 105, Interactive Media	3
DM 115, Graphic Communications I	3
FTV 101, Intro to Film	3
FTV 121, Intro to Digital Filmmaking	3
FTV 215, Directing For Film and Video	3
FTV 230, Digital Cinematography	3
PHTC 125, Beginning Digital Photography	3
THA 101, Introduction to Theatre	3
THA 220, Fundamentals of Directing	3

For a Recommended Pathway, please refer to the Associate Degree plans minus the general education requirements.

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

Associate Degree

Students who complete an Associates Degree in one of the Digital Media programs 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.)

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

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

Graphic Design
Recommended Pathway

Fall, First Semester	units
DM 113, Photoshop I	3
DM 103, Graphic Design I	3
GE requirement Area B	3
GE requirement Area D2	3
Electives	3
Total	**15**

Spring, Second Semester	
DM 115, Graphic Communications I	3
DM 203, Graphic Design II	3
GE requirement Area C	3
Program Elective	3
Electives	3
Total	**15**

Fall, Third Semester	
DM 205, Digital Illustration	3
GE requirement Area A	3
GE requirement Area D1 (ENGL 101)	3
Program Elective	3
Electives	3
Total	**15**

Spring, Fourth Semester	
DM 246, Portfolio and Job Search	3
GE requirement Area E	3
GE requirement Area F	3
Program Elective	3
Electives	3
Total	**15**
Degree Total	**60**

Computer Animation
Recommended Pathway

Fall, First Semester	units
ART 110, Drawing	3
DM 113, Photoshop I	3
DM 205, Digital Illustration	3
GE requirement Area B	3
GE requirement Area D2	3
Total	**15**

Spring, Second Semester	
DM 143, Computer 2-D Animation	3
DM 298, Special Studies in Digital Media	3
GE requirement Area C	3
Program Electives	6
Total	**15**

Fall, Third Semester	
DM 145, Computer 3-D Animation	3
GE requirement Area A	3
GE requirement Area D1 (ENGL 101)	3
Program Elective	3
Electives	3
Total	**15**

Spring, Fourth Semester	
DM 246, Portfolio and Job Search	3
GE requirement Area E	3
GE requirement Area F	3
Program Elective	3
Electives	3
Total	**15**
Degree Total	**60**

Digital Photographic Imaging
Recommended Pathway

Fall, First Semester	units
DM 113, Photoshop I	3
PHTC 125, Beginning Digital Photography	3
Electives	3
GE requirement Area B	3
GE requirement Area D2	3
Total	**15**

Spring, Second Semester	
DM 115, Graphic Communications I	3
DM 213, Photoshop II	3
GE requirement Area C	3
Electives	6
Total	**15**

Fall, Third Semester	
DM 133, Digital Printing	3
GE requirement Area A	3
GE requirement Area D1 (ENGL 101)	3
Program Elective	3
Electives	3
Total	**15**

Spring, Fourth Semester	
DM 246, Portfolio and Job Search	3
GE requirement Area E	3
GE requirement Area F	3
Program Elective	3
Electives	3
Total	**15**
Degree Total	**60**

Digital Printing Recommended Pathway	
Fall, First Semester	**units**
DM 113, Photoshop I	3
DM 103, Graphic Design I	3
GE requirement B	3
GE requirement Area D2	3
Electives	3
Total 15	
Spring, Second Semester	
DM 115, Graphic Communications I	3
DM 133, Digital Printing I	3
GE requirement Area C	3
Electives	6
Total 15	
Fall, Third Semester	
DM 233, Digital Printing II	3
GE requirement Area A	3
GE requirement Area D1 (ENGL 101)	3
Program Elective	3
Electives	3
Total 15	
Spring, Fourth Semester	
DM 246, Portfolio and Job Search	3
GE requirement Area E	3
GE requirement Area F	3
Program Elective	3
Electives	3
Total 15	
Degree Total 60	

Interactive Media—Web Design Recommended Pathway	
Fall, First Semester	**units**
DM 113, Photoshop I	3
DM 127, Web Design and Production I	3
GE requirement Area B	3
GE requirement Area D2	3
Electives	3
Total 15	
Fall, Second Semester	
DM 105, Interactive Media	3
DM 128, Web Design and Production II	3
GE requirement Area C	3
Program Elective	3
Electives	3
Total 15	
Spring, Third Semester	
DM 103, Graphic Design I	3
DM 298, Special Studies in Digital Media	3
GE requirement Area A	3
GE requirement Area D1 (ENGL 101)	3
Electives	3
Total 15	

Fall, Fourth Semester	
DM 246, Portfolio and Job Search	3
GE requirement Area E	3
GE requirement Area F	3
Program Elective	3
Electives	3
Total 15	
Degree Total 60	

Video Design and Production Recommended Pathway	
Fall, First Semester	**units**
DM 113, Photoshop I	3
DM 106, Video Design and Production I	3
GE requirement Area B	3
GE requirement Area D2	3
Electives	3
Total 15	
Spring, Second Semester	
DM 127, Web Design & Production I	3
DM 206, Video Design and Production II	3
DM 110, Motion Graphics	3
Electives	6
Total 15	
Fall, Third Semester	
DM 112, Experimental Digital Video	3
DM 298, Special Studies in Digital Media	3
GE requirement Area A	3
GE requirement Area D1 (ENGL 101)	3
GE requirement Area C	3
Total 15	
Spring, Fourth Semester	**units**
DM 246, Portfolio and Job Search	3
GE requirement Area E	3
GE requirement Area F	3
Program Elective	3
Electives	3
Total 15	
Degree Total 60	

NOTE: Substitutions, with prior permission, may be made for certain courses that may be offered in the two-year period.

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 www.assist.org

Prerequisite Completion

All prerequisite courses 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.

Digital Media Courses

DM 101 *DIGITAL MEDIA ARTS
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: Completion of ART 110.
***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)

DM 103 *GRAPHIC DESIGN I
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Prerequisite: Completion of DM 101.
***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. (CSU, AVC)

DM 105 *INTERACTIVE MEDIA
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: Completion of DM 101.
***Instructional materials fee** required for this course and must be paid at registration.*
Introduction to design and production methods using industry software for interactive media such as Web authoring, CD/DVD, kiosk, mobile devices. This course covers how ideas are generated, storyboards are constructed, media requirements are identified, and interfaces are designed. Production and delivery methods are covered. (CSU, AVC)

DM 106 *VIDEO DESIGN AND PRODUCTION I
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: Completion of DM 101 and ART 110
***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)

DM 110 *MOTION GRAPHICS
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: Completion of ART 110.
Prerequisite: Completion of DM 106.
***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)

DM 112 *EXPERIMENTAL DIGITAL VIDEO
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: *Completion of ART 110.*
Prerequisite: *Completion of DM 106.*
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)

DM 113 *PHOTOSHOP I
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: *Completion of DM 101.*
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)

DM 115 *GRAPHIC COMMUNICATIONS I
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Prerequisite: *Completion of DM 101.*
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. (CSU, AVC)

DM 127 *WEB DESIGN AND PRODUCTION I
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: *Completion of DM 101 and ART 110.*
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. (CSU, AVC)

DM 128 *WEB DESIGN AND PRODUCTION II
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: *Completion of DM 101.*
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)

DM 133 *DIGITAL PRINTING I
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Prerequisite: *Completion of DM 101.*
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. (CSU, AVC)

DM 143 *COMPUTER 2-D ANIMATION
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: *Completion of DM 101 and ART 110.*
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. (CSU, AVC)

DM 145 *COMPUTER 3-D ANIMATION
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: *Completion of DM 101 and ART 110.*
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-D animation. Topics covered are frame rate, concepts, timing, deformers, keyframes, curve editing, rigging, character walk cycles and facial animation. (CSU, AVC)

DM 203 *GRAPHIC DESIGN II
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Prerequisite: *Completion of DM 103.*
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. (CSU, AVC)

DM 205 *DIGITAL ILLUSTRATION
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: *Completion of DM 113.*
Prerequisite: *Completion of DM 101.*
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. (CSU, AVC)

DM 206 *VIDEO DESIGN AND PRODUCTION II
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Prerequisite: *Completion of DM 106.*
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 and short dramatic videos. 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)

DM 213 *PHOTOSHOP II
3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: *Completion of DM 101.*
Prerequisite: *Completion of DM 113.*
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. (CSU, AVC)

DM 215 *GRAPHIC COMMUNICATIONS II

3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Prerequisite: *Completion of DM 115.*
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. (CSU, AVC)

DM 233 *DIGITAL PRINTING II

3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: *Completion of DM 101.*
Prerequisite: *Completion of DM 133.*
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)

DM 246 *PORTFOLIO AND JOB SEARCH

3 units
6 hours weekly [1.5 lecture, 4.5 lab]
Advisory: *Completion of DM 101.*
Prerequisite: *Completion of DM 113.*
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. (CSU, AVC)

DM 298 *SPECIAL STUDIES IN DIGITAL MEDIA

3 units
6 hours weekly [1.5 lecture, 4.5 lab]
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. (CSU, AVC)