

# DIGITAL MEDIA ARTS (DMA)

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## **DMA 001 Introduction to Digital Media Arts 3 Units**

Students will learn the fundamental concepts, practices, and theories of digital media art production. Topics will include visual communication and storytelling, traditional design, color, and compositional principles, and digital media components such as images, videos and motion. Students will create multimedia projects using contemporary digital design tools and techniques for print and media.  
 Lecture Hours: 2 Lab Hours: 3 Repeatable: No Grading: L  
 Advisory Level: Read: 3 Write: 3  
 Transfer Status: CSU/UC Degree Applicable: AA/AS  
 CSU GE: None IGETC: None District GE: None

## **DMA 002 Introduction to Graphic Design 3 Units**

Students will be introduced to visual communications in the field of graphic design. Students will learn the history, theories, techniques, and practices of professional graphic designers, developing projects for traditional and emerging technologies. Topics will focus on developing conceptual, creative and technical abilities through projects that explore concept development, design principles, composition, layout, illustration, photography, typography, and symbology. Exercises will emphasize a comprehensive overview of Adobe Photoshop providing students with extensive hands-on training on real-world projects.  
 Lecture Hours: 2 Lab Hours: 3 Repeatable: No Grading: L  
 Prerequisite: Take ART 012; minimum grade C  
 Advisory Level: Read: 3 Write: 3  
 Transfer Status: CSU/UC Degree Applicable: AA/AS  
 CSU GE: None IGETC: None District GE: None

## **DMA 003 Introduction to Typography 3 Units**

Students will learn typography and layout for visual communications in the graphic design industries, with emphasis on traditional and emerging technologies. Students will explore the evolution and classification of letterforms from ancient to contemporary, and feature the principles of structure, format, legibility, and expression. Projects will feature digital media prints for marketing and branding, with an emphasis on the application of typography and composition, working with a variety of industry standard software programs.  
 Lecture Hours: 2 Lab Hours: 3 Repeatable: No Grading: L  
 Prerequisite: Take ART 012; minimum grade C  
 Advisory Level: Read: 3 Write: 3  
 Transfer Status: CSU/UC Degree Applicable: AA/AS  
 CSU GE: None IGETC: None District GE: None

## **DMA 004 Fundamentals of Web Design 3 Units**

Students will learn the key concepts of building well-designed and functional web sites. Topics will include the history and terminology of the World Wide Web, analysis of web architecture, an introduction to HTML and CSS, basics of JavaScript, creation of web appropriate graphics, file management, wire-framing, prototyping, principles of interaction design and web accessibility.  
 Lecture Hours: 2 Lab Hours: 3 Repeatable: No Grading: L  
 Advisory Level: Read: 3 Write: 3  
 Transfer Status: CSU/UC Degree Applicable: AA/AS  
 CSU GE: None IGETC: None District GE: None

## **DMA 005 Motion Graphics I 3 Units**

Students will learn computer-based motion graphics for video production using the principles of graphic design, animation and effects. Students will create multimedia projects using videos, illustrations, images, animation, kinetic typography, audio, effects and cinematic techniques. Exercises will utilize design principles, typography and composition guidelines to create projects for branding, advertisement and entertainment.  
 Lecture Hours: 2 Lab Hours: 3 Repeatable: No Grading: L  
 Prerequisite: Take DMA 001 or ART 071; minimum grade C  
 Advisory Level: Read: 3 Write: 3  
 Transfer Status: CSU/UC Degree Applicable: AA/AS  
 CSU GE: None IGETC: None District GE: None