

DIGITAL MEDIA ARTS (DMA)

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. (C-ID ARTS 250)

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

DMA 007 Digital Video Production 3 Units

Students will learn how to generate visual communication through video. Techniques of how to compose a frame, how camera movements deliver visual storytelling, and how editing organizes the visual information into a coherent narrative will be explored. Students will learn how to shoot, download, and edit digital video for use in a variety of media. Topics will include an overview of tools available for digital video production, creating, and importing video-clips, audio, and graphic elements. Copyright and legal protocols will be discussed. Field trips may be required. This course is replacing ART 078-Digital Video.

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 011 Design Thinking and Digital Storytelling 3 Units

Students will learn techniques to better understand the social, emotional, and physical needs of customers. Topics will include methods that will help turn customer needs into human-centered solutions. Students will create concepts using ideation techniques to quickly generate, develop, and test new ideas.

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 012 Principles of User Experience 3 Units

Students will learn the principles User Experience research and design. By using these principles, students will obtain an understanding of what is involved in User Experience research which includes conducting interviews, evaluating systems, and analyzing systems using principles of good design. Topics will include User Analysis and Research, Field research methods, Usability Testing and User Experience process. Students will create user study and moderator guide, documentation related to observation, interviewing, task models and user journeys.

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 013 Interaction Design and Prototyping 3 Units

Students will learn how to generate design ideas, techniques for quickly prototyping them, and how to use concept canvas to get feedback from other stakeholders like your teammates, clients, and users. Topics will include structured approaches for helping you understand your user base and their needs (e.g. contextual inquiry and design psychology), widely-employed prototyping and design methods such as low-fidelity and paper prototyping, and robust techniques for helping you evaluate your design choices. Students will create wireframes, interaction designs and prototypes.

Lecture Hours: 2 Lab Hours: 3 Repeatable: No Grading: L

Prerequisite: 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

DMA 022 Animation for Web and Media 3 Units

Students will learn how to create interactive web and mobile content for television, games, and advertisements using industry-standard computer animation software. Projects will include creating vector graphics and animation, and other interactive projects. Students will also learn how to build game assets using basic programming languages, animate characters with simple frame-by-frame animation, and create interactive web banners using basic codes and audio. This course is replacing ART 084A- Web Animation 1.

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