



Course Descriptions Digital Media Art & Design DMAD

DMAD 1500 (F/S) Introduction to Web Presence and Social Media Strategy. This course will introduce students to the practice of web publishing, the basic principles of social media strategy, and web integration. Students will explore how to effectively utilize current digital media tools and applications for communication and content curation on the Internet. Furthermore, the proper use of web publishing tools, content management systems, and multimedia software will be demonstrated at an introductory level..... 4 s.h.

DMAD 1600 (F) Media Production. This course is an introduction to hardware and software management for the Macintosh Computing platform. Topics include creating a personal data management system and workflow, general maintenance, trouble shooting and repair of Macintosh software and hardware. This course also serves as an introduction to multimedia creation and publishing with an emphasis on creating professional, engaging presentations using the Macintosh environment. This class will prepare students for a broad range of media projects as well as proficiency in the major tool of a digital creative, the Macintosh computer..... 4 s.h.

DMAD 2000 (F/S) History of Photography. This class is a survey of the history of photography. We will discuss photography's creation as an art form, as a method of communication, as a social responsibility and contemporary photography in a global context. We will also discuss major movements within photography through the prominent artists of the medium to provide an understanding of their influence on photography as we know it today 4 s.h.

DMAD 2900 (F/S) Project Lab I. This course gives students the opportunity to research and create work to build a portfolio that exemplifies their technical skill and their identity as an artist. Students will conceptualize and produce bodies of work centered around personal vision and creating identity 2 s.h.

DMAD 3000 (S) B&W Darkroom. This course offers an introduction to silver-based black & white photography and darkroom practices. Through multiple and varied class projects, lectures, critiques, and demonstrations, the course is designed to give students a basic understanding of black & white film capture as well as photographic silver gelatin printing techniques. Students will explore the medium of analog photography while improving their skills in composition, image capture, and printing 4 s.h.
Prerequisite: PHOT 1010 or PHOT 2010

DMAD 3020 (F) DSLR/DSLM Video Production. This course explores the production, presentation, and publishing of advanced media elements through project-based scenarios. Students will study advanced digital video capture, audio capture, editing, and various venues for release of finished products 4 s.h.
Prerequisites: PHOT 2010, PHOT 3010

DMAD 3030 (S) Advanced Lighting. This course presents advanced theory and technical application of photographic lighting as it applies to imaging and video. Topics include location and studio management, professional application, and personal creative vision 4 s.h.
Prerequisites: PHOT 2010, PHOT 3010

DMAD 3200 (S) Imagery in Society. This course is an introduction to imagery in the mediums of photography, web, video, and animation as they relate to digital media's impact on society through the exploration of concepts and technique..... 4 s.h.

DMAD 3210 (F) Contemporary Media Studies. This course is an advanced study of the uses, styles and influences of contemporary media formats as an art, commercial product, and communications tool. Emphasis will be placed on contemporary issues as they relate to the student's personal vision and collective responsibilities 4 s.h.

DMAD 3220 (S) Introduction to Visual Rhetoric and Graphic Design. This course exposes students to the concept of visual rhetoric, invites them to create their own working definition of that term, and demands that they demonstrate their understanding of both traditional concepts of rhetoric with words that use implied visuals and 21st century concepts of rhetoric that incorporate explicit visuals. The course touches on semiotics, design theory, and classical rhetoric as well as explores the meaning of visual literacy and how that skill/awareness changes communication, persuasion, and story-telling. Students will analyze texts on pages and screens and design texts for print and digital application to show their developing understanding of human communication through media..... 4 s.h.

DMAD 3410 (F) Intermediate Graphic Design. This course is an introduction to procedures to create, plan, and produce visual communication design. Emphasis is on acquiring and working with visual vocabulary to gain mastery of conceptual and creative procedures by learning technical skills that translate ideas and concepts into visual design and graphic imagery 4 s.h.
Prerequisites: PHOT 2500, DMAD 3220

DMAD 3420 (S) Advanced Graphic Design. In this course, students will apply graphic design theory to create conceptual approaches for communicating ideas visually. Through a series of assignments, students will plan, develop, manage, and execute projects for multiple platforms including print and digital media. The emphasis of the course is to create practical design materials while developing a professional portfolio 4 s.h.
Prerequisite: DMAD 3410

DMAD 3640 (F) Digital Media Business Practices. This course is an introduction to the management of a digital media company. Students will be introduced to basic business concepts, including the legal formation of a business, financial management tools and techniques, business communications, and an introduction to marketing concepts. Topics include the development of a business idea; crafting a business and financial plan; alternative models of financing, marketing, and launching. The ultimate outcome of this course will be to develop creative individuals with the entrepreneurial and managerial skills necessary to conceive, launch, and manage a sustainable digital media enterprise in the increasingly complex economic environment of contemporary art-making. 4 s.h.

DMAD 3800/3830 (D) Internship/Cooperative Education. For a complete description of Internships and Cooperative Education, see the Off-Campus section under Experiential Learning..... 1-12 s.h.

DMAD 3900 (F/S) Project Lab II. This course gives students the opportunity to research and create work to build a portfolio that exemplifies their technical skill and their identity as an artist. Students will conceptualize and produce bodies of work centered around personal vision and creating 2 s.h.
Prerequisite: DMAD 2900

DMAD 4020 (S) Advanced Web. This course covers development of logical and efficient site structures, importation and use of a variety of graphic file formats, color management for online publication and successful utilization of typography. Using HTML and CSS, students will design, construct and publish a professional personal website. Emphasis is placed on successful publishing and management of the student's own work. Students will become familiar with Content Management software and the integration of JavaScript for animation and interactive elements 4 s.h.

DMAD 4900 (F/S) Project Lab III. This course gives students the opportunity to research and create work to build a portfolio that exemplifies their technical skill and their identity as an artist. Students will conceptualize and produce bodies of work centered around a personal vision and creating identity 2 s.h.
Prerequisites: DMAD 3900

DMAD 4990 Comprehensive Assessment. Comprehensive assessment in Digital Media Art & Design demonstrates competency in the graduating student's major field with a capstone project and an exhibition. Students must earn a grade of C- or higher on the capstone project 0 s.h.