ART DIGITAL MEDIA – ARTDM

Toni Fannin, Dean
Applied and Fine Arts Division
Business and Foreign Language Building, Room 204

Possible career opportunities
Digital media or graphic design jobs cover all ends of the creative spectrum. Some possible career options include website designer/developer, multimedia designer, computer-graphics artist, animator and cartoonist, interface designer, instructional designer, production artist, video specialist, audio specialist, multimedia programmer, technical writer, informational designer, multimedia company executive, internet consultant, and computer game designer.

Associate in arts degree
Art digital media

Students completing the program will be able to...
A. visually and verbally conceptualize in a clear and concise way the artistic/technical direction for an animation project.
B. develop technical proficiency using computer hardware and software appropriate to the animation industry.
C. articulate, analyze, and evaluate the meaning in creative projects, including social contexts and ethical choices.
D. work collaboratively within a creative team.
E. develop a professional portfolio of work.

The animation associate in arts degree provides students with a strong foundation in the fundamental aspects of animation. Students will learn the skills to develop animations including techniques such as modeling, animation, and texturing. Courses present material that will take the student through the production process and workflow of animation projects. Curriculum includes traditional animation techniques, drawing, and the technical fundamentals of animation. The program goal is to provide the skills necessary to enter this growing, professional field.

The types of industries that employ individuals with animation skills include animation for film or television and animation for the web. Advanced students have the opportunity to create portfolios to prepare for animation careers.

To earn an associate in arts degree with a major in animation, students must complete each course used to meet a major requirement with a “C” grade or higher. Required courses are available in the evening and during the day. Certain courses may satisfy both major and other general education requirements; however, the units are only counted once.

major requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
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<tbody>
<tr>
<td>ARTDM-105</td>
<td>3</td>
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<tr>
<td>ARTDM-167</td>
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<tr>
<td>DRAMA-122</td>
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<tr>
<td>FTVE-160</td>
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<tr>
<td>ARTDM-117</td>
<td>3</td>
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<tr>
<td>ARTDM-140</td>
<td>3</td>
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</tbody>
</table>

plus at least 3 units from:
ARTDM-117 Digital Illustration
ARTDM-140 Motion Graphics

plus at least 6 units from:
ARTDM-160 3D Modeling and Animation I
ARTDM-161 3D Modeling and Animation II
ARTDM-165 Drawing for Digital Animation
ARTDM-166 Intermediate Drawing for Digital Animation

total minimum units for the major 21

Associate in arts degree
Art digital media

Students completing the program will be able to...
A. demonstrate an understanding of basic drawing techniques.
B. produce a digital image from scanned or digital photographs.
C. utilize digital images for exports to websites, multimedia presentations, and print.
D. utilize production tools for digital audio for multimedia projects.
E. demonstrate basic techniques for video capture and editing.
F. design a multimedia project.
G. critically evaluate multimedia design techniques and their use in the development of a professional portfolio.
H. qualify for entry-level employment in the art digital media field.

The art digital media associate in arts program prepares students for entry level employment in the digital media industry. This program of study will provide students with the design and technical skills needed for creating non-linear interactive digital media. Students will participate in a collaborative, team-oriented learning experience that mirrors the industry design and production process. Additionally, students will explore career opportunities and develop a professional portfolio for entry into the workforce.

To earn an associate in arts degree, students must complete each course used to meet a major requirement with a “C” grade or higher. Required courses are available in the evening and during the day. Certain courses may satisfy both major and general education requirements; however, the units are only counted once.

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<td>ARTDM-115 Digital Interface Design</td>
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<td>ARTDM-160 3D Modeling and Animation I</td>
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<tr>
<td>ARTDM-171 Web Design I</td>
<td>3</td>
</tr>
<tr>
<td>ARTDM-190 Digital Media Projects</td>
<td>3</td>
</tr>
<tr>
<td>ARTDM-214 Introduction to Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>CARER-140 Job Search Strategies</td>
<td>1</td>
</tr>
<tr>
<td>CIS-108 Introduction to WordPress</td>
<td>2</td>
</tr>
</tbody>
</table>
plus at least 6 units from:
ART-103  Visual Theory and Practice – Color Theory........ 3
ART-106  Drawing and Color ..............................................3
ART-107  Figure Drawing I..................................................3
ARTDM-100 Introduction to the History and Development of Digital Media .......... 3
ARTDM-101 Introduction to the Production of Digital Media .............................................3
ARTDM-112 Digital Imaging for the Artist ........................................3
ARTDM-130 Introduction to Digital Audio ....................................3
ARTDM-136 Introduction to Digital Photography ..................................................3
ARTDM-161 3D Modeling and Animation II ..................................3
ARTDM-165 Drawing for Digital Animation ..................................3
ARTDM-166 Intermediate Drawing for Digital Animation ......3
ARTDM-167 Digital Animation ..................................................3
ARTDM-170 Animation for Interaction Design ................................3
ARTDM-172 User Experience Design for Web and Mobile Devices ........................................3
ARTDM-173 Web Design II ......................................................3
ARTDM-174 Web and Mobile Design with JavaScript ..............3
ARTDM-180 Game Design I ......................................................3
ARTDM-224 Typography .........................................................3
BUS-109 Introduction to Business ........................................3
BUSMG-191 Small Business Management ................................3
COMSC-110 Introduction to Programming ...................................4
FTVE-165 Digital Editing .......................................................3
FTVE-166 Intermediate Digital Editing ........................................3
MUSX-172 Introduction to Electronic Music and MIDI ............3
MUSX-173 Advanced Electronic Music .........................................3
MUSX-174 Introduction to Music Technology and Pro Tools .........3
WRKX-170 Occupational Work Experience Education 1-4
WRKX-180 Internship in Occupational Work Experience Education 1-4

Associate in arts degree

Game design

Students completing this program will be able to...
A. develop technical proficiency using computer hardware and software appropriate to the game design or 3D design industry.
B. visually and verbally conceptualize in a clear and concise way the artistic/technical direction for a game design project.
C. articulate, analyze, and evaluate the meaning in creative projects, including social contexts and ethical choices.
D. work collaboratively within a creative team.
E. develop a professional portfolio of work.

The game design associate in arts degree provides students with a strong foundation in the fundamental aspects of game design. Students will learn the skills to develop games including game engine integration. Courses present material that will take the student through the production process and workflow game design. The program goal is to provide the skills necessary to enter this growing, professional field.
Art digital media

Some examples where students might find employment using their design and illustration skills might include website design and development, design and illustration of electronic magazines and books, design of interactive marketing presentations, interactive learning products, scientific visualizations, etc. Advanced students have the opportunity to complete professional career preparation courses that deal with specific business issues relevant for designers, illustrators, and digital artists.

DVC graphic design students who intend to transfer must consult with a program advisor to select appropriate courses and are advised to select either General Education Option 2 (IGETC) or Option 3 (CSU GE). General Education Option 1 (DVC General Education) is appropriate for students who do not intend to transfer.

To earn an associate in arts degree with a major in graphic design, students must complete each course used to meet a major requirement with a “C” grade or higher. Degree requirements can be completed by attending classes in the day, evening, online or a combination of those. Some courses may satisfy both major and general education requirements; however, the units are only counted once.

**major requirements:**

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<td>ARTDM-117</td>
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<td>User Experience Design for Web and Mobile Devices</td>
<td>3</td>
</tr>
<tr>
<td>ARTDM-190</td>
<td>Digital Media Projects</td>
<td>3</td>
</tr>
<tr>
<td>ARTDM-214</td>
<td>Introduction to Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>ARTDM-224</td>
<td>Typography</td>
<td>3</td>
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</tbody>
</table>

**total minimum units for the major** 24

**Associate in arts degree**

**Interaction design for web and mobile platforms**

Students completing the program will be able to...

A. develop and publish mobile-first responsive websites using industry best practices.
B. create planning and user experience design deliverables for web and mobile projects.
C. implement visual design, user-centered design, and interaction design concepts.
D. build foundation knowledge in rich-media production.
E. qualify for entry-level employment in the interactive design field.
F. gain skills in a range of professional interactive media design tools.

The associate degree in interaction design for web and mobile platforms prepares students for entry-level employment in the web and mobile industries with emphasis in user-centered design. This program of study will expose students to the design and technical skills needed for creating interactive digital media. This includes working with industry best practices and applying them using current professional tools. Students will participate in a collaborative team-oriented learning experience that reflects the design industry production processes.

Additionally, students will explore web and mobile career opportunities and develop a professional portfolio for entry into the workforce. A few of the areas that students might find employment include: web design and development, user experience design (UX), user interface design (UI), digital product design, and mobile design and development.

To earn an associate degree, students must complete each course used to meet a major requirement with a “C” grade or higher. Some courses are available in online and traditional formats.

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<td>ARTDM-105</td>
<td>Introduction to Digital Imaging</td>
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<tr>
<td>ARTDM-115</td>
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<td>ARTDM-171</td>
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<td>ARTDM-173</td>
<td>Web Design II</td>
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<td>ARTDM-174</td>
<td>Web and Mobile Design with JavaScript</td>
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<tr>
<td>ARTDM-190</td>
<td>Digital Media Projects</td>
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<tr>
<td>CARER-140</td>
<td>Job Search Strategies</td>
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**plus at least 6 units from:**

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<tr>
<td>ARTDM-117</td>
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<td>3</td>
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<tr>
<td>ARTDM-136</td>
<td>Introduction to Digital Photography</td>
<td>3</td>
</tr>
<tr>
<td>ARTDM-140</td>
<td>Motion Graphics</td>
<td>3</td>
</tr>
<tr>
<td>ARTDM-170</td>
<td>Animation for Interaction Design</td>
<td>3</td>
</tr>
<tr>
<td>ARTDM-214</td>
<td>Introduction to Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>ARTDM-224</td>
<td>Typography</td>
<td>3</td>
</tr>
<tr>
<td>ARTDM-295</td>
<td>Occupational Work Experience Education in ARTDM</td>
<td>1-4</td>
</tr>
<tr>
<td>ARTDM-296</td>
<td>Internship in Occupational Work Experience Education in ARTDM</td>
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**plus at least 3 units from:**

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<thead>
<tr>
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<tbody>
<tr>
<td>BUS-250</td>
<td>Business Communication</td>
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<tr>
<td>BUSMK-259</td>
<td>Digital Marketing Fundamentals</td>
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<td>BUSMK-260</td>
<td>Social Media Marketing</td>
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</table>

**plus at least 2 units from:**

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<th>Course Code</th>
<th>Course Name</th>
<th>Units</th>
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<tbody>
<tr>
<td>CIS-108</td>
<td>Introduction to WordPress</td>
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<tr>
<td>CIS-180</td>
<td>Introduction to Project Management</td>
<td>3</td>
</tr>
<tr>
<td>COMSC-101</td>
<td>Computer Literacy</td>
<td>4</td>
</tr>
</tbody>
</table>

**total minimum units for the major** 33
Art digital media

Certificate of achievement
Animation

Students completing the program will be able to...
A. visually and verbally conceptualize in a clear and concise way the artistic/technical direction for an animation project.
B. develop technical proficiency using computer hardware and software appropriate to the animation industry.
C. articulate, analyze, and evaluate the meaning in creating projects, including social contexts and ethical choices
D. work collaboratively within a creative team
E. develop a professional portfolio of work

The art digital media program prepares students for entry level employment in the digital media industry with a specialization in animation. This program of study will provide students with the design and technical skills needed for creating non-linear interactive digital media. Students will participate in a collaborative team-oriented learning experience that mirrors the multimedia industry design and production process. Additionally, students will explore multimedia career opportunities and develop a professional portfolio for entry into the workforce.

To earn a certificate of achievement, students must complete each course used to meet a certificate requirement with a “C” grade or higher. Required courses are available in the evening and during the day.

required courses:  
ARTDM-105 Introduction to Digital Imaging ...............3  
ARTDM-167 Digital Animation ..................................3  
DRAMA-122 Basic Principles of Acting .......................3  
FTVE-160 Introduction to Film Production ..................3  

plus at least 3 units from:
ARTDM-117 Digital Illustration .................................3  
ARTDM-140 Motion Graphics ....................................3  

plus at least 6 units from:
ARTDM-160 3D Modeling and Animation I .................3  
ARTDM-161 3D Modeling and Animation II ................3  
ARTDM-165 Drawing for Digital Animation .................3  
ARTDM-166 Intermediate Drawing for Digital Animation..3  

total minimum required units 21

Certificate of achievement
Digital media

Students completing the program will be able to...
A. create digital images suitable for printing or multimedia applications.
B. evaluate digital images for effective design.
C. create graphic design projects.
D. build foundation knowledge in digital media production.
E. qualify for entry-level employment in the art digital media field.
F. gain skills in specific digital media applications.

The art digital media program prepares students for entry level employment in the digital media industry with a specialization in digital imaging. This program of study will provide students with the design and technical skills needed for creating non-linear interactive digital media. Students will participate in a collaborative team-oriented learning experience that mirrors the multimedia industry design and production process. Additionally, students will explore multimedia career opportunities and develop a professional portfolio for entry into the workforce.

To earn a certificate of achievement, students must complete each course used to meet a certificate requirement with a “C” grade or higher. Required courses are available in the evening and during the day.

required courses:  
ARTDM-105 Introduction to Digital Imaging ...............3  
ARTDM-106 ARTDM-109 Foundation of Digital Media .......3  
ARTDM-111 Digital Photography ...............................3  
ARTDM-112 Digital Imaging for the Artist ..................3  
ARTDM-115 Digital Interface Design .........................3  
ARTDM-116 Game Design I ....................................3  
ARTDM-117 Digital Illustration .................................3  
ARTDM-150 Topics in Digital Media ..........................3  
ARTDM-165 Drawing for Digital Animation ................3  
ARTDM-166 Intermediate Drawing for Digital Animation..3  
ARTDM-170 Animation for Interaction Design .............3  
ARTDM-171 Web Design I .......................................3  
ARTDM-172 User Experience Design for Web and Mobile Devices .......................................3  
ARTDM-173 Web Design II .......................................3  
ARTDM-174 Web and Mobile Design with JavaScript .....3  
ARTDM-180 Game Design I ....................................3  
ARTDM-181 Game Design II ....................................3  
ARTDM-190 Digital Media Projects ...........................3  
ARTDM-191 Digital Media Portfolio Development ..........3  
ARTDM-195 Applied Production For Digital Media ..........3  
ARTDM-214 Introduction to Graphic Design .................3  
ARTDM-224 Typography .........................................3  
ARTDM-295 Occupational Work Experience Education in ARTDM ........................................1-4  
ARTDM-296 Internship in Occupational Work Experience Education in ARTDM ..............................1-4  
ARTDM-298 Independent Study ..................................3  
ARTDM-299 Student Instructional Assistant .................0.5-3  

0.5-3  

total minimum required units 15
Certificate of achievement
Game design

Students completing the program will be able to...
A. develop technical proficiency using computer hardware and software appropriate to the game design or 3D design industry.
B. visually and verbally conceptualize in a clear and concise way the artistic/technical direction for a game design project.
C. articulate, analyze, and evaluate the meaning in creative projects, including social contexts and ethical choices.
D. work collaboratively within a creative team.
E. develop a professional portfolio of work.

The game design certificate of achievement program provides students with a strong foundation in the fundamental aspects of game design. Students will learn the skills to develop game designs including techniques such as game engine integration. Courses present material that will take the student through the production process and workflow of game design. The program goal is to provide the skills necessary to enter this growing, professional field.

The types of industries that employ individuals with game design skills include game design companies, game development for the web, or assets for game production. Advanced students have the opportunity to create portfolios to prepare for game design careers.

To earn a certificate of achievement in game design, students must complete each course used to meet a major requirement with a “C” grade or higher. Certificate requirements can be completed by attending classes in the day, evening, online, or a combination of those.

required courses:  units
ARTDM-105 Introduction to Digital Imaging .........................3
ARTDM-160 3D Modeling and Animation I .........................3
ARTDM-161 3D Modeling and Animation II .........................3
ARTDM-167 Digital Animation ........................................3
ARTDM-180 Game Design I .............................................3
ARTDM-180 Game Design II ............................................3

plus at least 3 units from:
ARTDM-115 Digital Interface Design ....................................3
COMSC-110 Introduction to Programming ..........................4
DRAMA-122 Basic Principles of Acting ..............................3

total minimum required units 21

Certificate of achievement
Graphic design

Students completing the program will be able to...
A. combine appropriate aesthetic form and content to create evocative and engaging work.
B. create appropriate typographic solutions for a variety of design situations.
C. demonstrate proficiency with computers, software and production processes.
D. select appropriate tools, materials and processes for a range of media products.
E. work collaboratively within a creative team.
F. critically evaluate and discuss the merits of various creative ideas.
G. develop a professional portfolio of work.

This certificate program provides students with a strong foundation in the fundamental aspects of graphic design and digital art. Students develop creativity and ideation skills, learn the theories of communication design and apply this to a wide range of design situations. The program is hands-on, integrating conceptual design studies with traditional and digital tools and production methods. The program goal is to provide the skills necessary to enter this growing, professional field.

Some examples where students might find employment using their design and illustration skills might include website design and development, design and illustration of electronic magazines and books, design of interactive marketing presentations, interactive learning products, scientific visualizations, etc. Advanced students have the opportunity to complete professional career preparation courses that deal with specific business issues relevant for designers, illustrators, and digital artists.

To earn a certificate of achievement, students must complete each course used to meet a certificate requirement with a “C” grade or higher. Required courses are available in the evening and during the day.

required courses:  units
ART-105 Drawing I .....................................................3
ARTDM-105 Introduction to Digital Imaging .......................3
ARTDM-117 Digital Illustration .......................................3
ARTDM-171 Web Design I .............................................3
ARTDM-172 User Experience Design for Web and Mobile Devices .........................................................3
ARTDM-190 Digital Media Projects ..................................3
ARTDM-214 Introduction to Graphic Design .....................3
ARTDM-224 Typography ................................................3

total minimum required units 24
Certificate of achievement
Interaction design for web and mobile platforms

Students completing the program will be able to...

A. develop and publish mobile-first responsive websites using industry best practices.
B. create planning and user experience design deliverables for web and mobile projects.
C. implement visual design, user-centered design, and interaction design concepts.
D. build foundation knowledge in rich-media production.
E. qualify for entry-level employment in the interactive design field.
F. gain skills in a range of professional interactive media design tools.

The certificate of achievement in interaction design for web and mobile platforms prepares students for entry-level employment in the web and mobile industries with emphasis in user-centered design. This program of study will expose students to the design and technical skills needed for creating interactive digital media. This includes working with industry best practices and applying them using current professional tools. Students will participate in a collaborative team-oriented learning experience that reflects the design industry production processes. Additionally, students will explore web and mobile career opportunities and develop a professional portfolio for entry into the workforce. A few of the areas that students might find employment include: web design and development, user experience design (UX), user interface design (UI), digital product design, and mobile design and development.

To earn a certificate, students must complete each course used to meet a certificate requirement with a “C” grade or higher. Some courses are available in online and traditional formats.

required courses: units
ARTDM-105 Introduction to Digital Imaging .......................... 3
ARTDM-115 Digital Interface Design ...................................... 3
ARTDM-171 Web Design I ................................................... 3
ARTDM-172 User Experience Design for Web and Mobile Devices ................................................... 3
ARTDM-173 Web Design II ................................................... 3
ARTDM-174 Web and Mobile Design with JavaScript ............... 3
ARTDM-190 Digital Media Projects ......................................... 3
CARER-140 Job Search Strategies ........................................... 1

plus at least 6 units from:
ARTDM-117 Digital Illustration ............................................ 3
ARTDM-136 Introduction to Digital Photography ..................... 3
ARTDM-140 Motion Graphics ................................................. 3
ARTDM-170 Animation and Interactivity .................................. 3
ARTDM-214 Introduction to Graphic Design ............................. 3
ARTDM-224 Typography ....................................................... 3
ARTDM-295 Occupational Work Experience Education in ARTDM ............................................. 1-4
ARTDM-296 Internship in Occupational Work Experience Education in ARTDM ............................................. 1-4

plus at least 3 units from:
BUS-250 Business Communication ....................................... 3
BUSMK-259 Digital Marketing Fundamentals .......................... 3
BUSMK-260 Social Media Marketing ....................................... 3

plus at least 2 units from:
CIS-108 Introduction to WordPress ........................................... 2
CIS-180 Introduction to Project Management .......................... 3
COMSC-101 Computer Literacy .............................................. 4

total minimum required units 33

Certificate of achievement
Motion graphics

Students completing the program will be able to...

A. create motion graphic projects.
B. utilize digital production tools for web delivery.
C. demonstrate competency in various aspects of digitizing, importing, and exporting images.
D. build foundation knowledge in digital media production.
E. qualify for entry-level employment in the art digital media field.

The art digital media program prepares students for entry level employment in the digital media industry with a specialization in motion graphics. This program of study will provide students with the design and technical skills needed for creating non-linear interactive digital media. Students will participate in a collaborative team-oriented learning experience that mirrors the multimedia industry design and production process. Additionally, students will explore multimedia career opportunities and develop a professional portfolio for entry into the workforce.

To earn a certificate of achievement, students must complete each course used to meet a certificate requirement with a “C” grade or higher. Required courses are available in the evening and during the day.

required courses: units
ART-105 Drawing I .......................................................... 3
ARTDM-105 Introduction to Digital Imaging .......................... 3
ARTDM-115 Digital Interface Design ...................................... 3
ARTDM-117 Digital Illustration ............................................. 3
ARTDM-140 Motion Graphics ................................................. 3
ARTDM-160 3D Modeling and Animation I ............................. 3
ARTDM-170 Animation for Interaction Design .......................... 3
ARTDM-171 Web Design I ................................................... 3
ARTDM-190 Digital Media Projects ......................................... 3
ARTDM-214 Introduction to Graphic Design ............................. 3
CARER-140 Job Search Strategies ........................................... 1
CIS-108 Introduction to WordPress ........................................... 2
FTVE-165 Digital Editing ...................................................... 3

total minimum required units 36
Art digital media

Certificate of achievement
Web design

Students completing the program will be able to...
A. develop and publish web pages using industry best practices.
B. create planning and user experience design deliverables for web and mobile projects.
C. implement rich media, visual design, and interaction design concepts.
D. build foundation knowledge in digital media production.
E. qualify for entry-level employment in the art digital media field.
F. gain skills in a range of creative media tools.

The art digital media program prepares students for entry level employment in the digital media industry with a specialization in web design. This program of study will provide students with the design and technical skills needed for creating interactive digital media. Students will participate in a collaborative team-oriented learning experience that reflects the design industry production processes. Additionally, students will explore web and mobile career opportunities and develop a professional portfolio for entry into the workforce.

To earn a certificate of achievement, students must complete each course used to meet a certificate requirement with a “C” grade or higher. Some courses are available in online and traditional formats.

required courses:  units
ARTDM-105  Introduction to Digital Imaging  ........................3
ARTDM-115 Digital Interface Design  ....................................3
ARTDM-117 Digital Illustration  .............................................3
ARTDM-171 Web Design I ....................................................3
ARTDM-173 Web Design II ...................................................3
ARTDM-174 Web and Mobile Design with JavaScript .............3
ARTDM-176 User Experience Design for Web and Mobile Devices.........................3
ARTDM-190 Digital Media Projects.......................................3
plus at least 3 units from:
ARTDM-101 Introduction to the Production of Digital Media .................................3
ARTDM-105 Introduction to Digital Imaging ..................................3
ARTDM-214 Introduction to Graphic Design ................................3

Certificate of accomplishment
Art digital media -
Foundation

Students completing any program will be able to...
A. discuss the career opportunities available in the field of digital media.
B. describe the different applications of digital media such as website, mobile application, and augmented reality.
C. produce and utilize digital images for exports to websites, multimedia presentations, and print.
D. design and create a multimedia project.
E. critically evaluate multimedia design concepts and techniques.

Art digital media is a set of technologies and techniques that can be used to enhance the presentation of information. Art digital media uses computers to create productions that bring together text, sounds, animation, graphic art and video to educate, inform and entertain. Classes are designed to serve both working professionals who wish to upgrade their skills and students who wish to enter the field.

To earn a certificate of accomplishment, students must complete each course used to meet a certificate requirement with a “C” grade or higher. Required courses are available in the evening and during the day.

required courses:  units
ARTDM-101 Introduction to the Production of Digital Media ..................................................3
ARTDM-105 Introduction to Digital Imaging ..................................3
ARTDM-214 Introduction to Graphic Design ................................3

Certificate of accomplishment
Art digital media -
Foundation

Students completing any program will be able to...
A. discuss the career opportunities available in the field of digital media.
B. describe the different applications of digital media such as website, mobile application, and augmented reality.
C. produce and utilize digital images for exports to websites, multimedia presentations, and print.
D. design and create a multimedia project.
E. critically evaluate multimedia design concepts and techniques.

Art digital media is a set of technologies and techniques that can be used to enhance the presentation of information. Art digital media uses computers to create productions that bring together text, sounds, animation, graphic art and video to educate, inform and entertain. Classes are designed to serve both working professionals who wish to upgrade their skills and students who wish to enter the field.

To earn a certificate of accomplishment, students must complete each course used to meet a certificate requirement with a “C” grade or higher. Required courses are available in the evening and during the day.

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Art digital media

ARTDM-112  Digital Imaging for the Artist  
3 units  SC  
• 36 hours lecture/72 hours laboratory per term  
• Recommended: ART-105 or equivalent; eligibility for ENGL-116/118 or equivalent  
This course is designed to develop a fine arts approach to computer-generated imaging using graphic arts software. An emphasis will be placed on the application and integration of color theory as well as design principles with digital imaging. C-ID ARTS 250, CSU, UC

ARTDM-115  Digital Interface Design  
3 units  SC  
• 36 hours lecture/54 hours laboratory per term  
• Recommended: ARTDM-105 or equivalent  
This introductory course explores current trends and techniques of interface design and design skills. Emphasis is placed on the development of visual solutions for various interactive communication problems, platforms, and devices. CSU, UC

ARTDM-117  Digital Illustration  
3 units  SC  
• 36 hours lecture/54 hours laboratory per term  
• Note: Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.  
This course introduces students to digital illustration. Students will engage in the production of vector graphics suitable for printing and the web. Emphasis will be given to fundamentals of design and composition. Instruction will utilize a variety of software programs including Adobe Illustrator. CSU, UC

ARTDM-130  Introduction to Digital Audio  
3 units  SC  
• 36 hours lecture/54 hours laboratory per term  
This is an introductory course about the application of audio to various forms of digital media. The course covers how to capture, edit and create digital audio for a variety of digital media formats including DVD’s, video and the Internet. The course will involve hands-on work with a variety of digital workstations and multimedia software applications. CSU

ARTDM-136  Introduction to Digital Photography  
3 units  SC  
• 36 hours lecture/72 hours laboratory per term  
• Recommended: ART-160 or equivalent  
• Note: Students must have digital camera with manual functions. Note: Mandatory materials fee required  
This introductory course focuses on the skills required to create effective digital photographs using digital cameras. Students will be introduced to the fundamental principles of image making, composition, color theory, color management, lighting, image processing, and printing with a specific focus on digital photographic practice in fine art. CSU, UC

ARTDM-137  Intermediate Digital Photography  
3 units  SC  
• 36 hours lecture/54 hours laboratory per term  
• Recommended: ARTDM-136 or equivalent  
• Note: Mandatory materials fee required  
This digital photography class advances students’ knowledge of materials and techniques used in ARTDM-136 Introduction to Digital Photography. The course will concentrate on the specific controls of image processing and the characteristics of a digital photographic practice. In addition to advanced imaging techniques, emphasis will be placed on developing concept, nondestructive editing, and aesthetic considerations relating to image presentation, printing, and professional development for both commercial and fine art photography. CSU

ARTDM-140  Motion Graphics  
3 units  SC  
• 36 hours lecture/54 hours laboratory per term  
• Recommended: ARTDM-105 or equivalent  
This introductory course focuses on the creative design skills required to create effective motion graphics. Students will create motion graphics utilizing digital video and various graphic file formats. The theory and production of animated two-dimensional (2D) graphics for time-based media environments will be introduced, focusing on animating typography, graphic objects, and still images. Various software applications will be used including Adobe After Effects. CSU, UC

ARTDM-149  Fundamentals of Digital Video  
3 units  SC  
• 36 hours lecture/54 hours laboratory per term  
This introductory course covers the application of video to various forms of digital media including how to capture, edit and create digital video for DVD’s and the internet. The course will involve hands-on work with a variety of digital workstations and multimedia software applications. CSU, UC

ARTDM-150  Topics in Digital Media  
.5-4 units  SC  
• Variable hours  
A supplemental course in digital media to provide a study of current concepts and problems in digital media. Specific topics will be announced in the schedule of classes. CSU

ARTDM-160  3D Modeling and Animation I  
3 units  SC  
• 36 hours lecture/54 hours laboratory per term  
• Recommended: ARTDM-105 or equivalent  
This course presents the basic concepts of three-dimensional (3D) modeling and animation. Students explore the production of 3D computer animation including modeling, animation, rigging, and texture mapping. Students will also plan, design and produce 3D animation projects. CSU, UC
ARTDM-161 3D Modeling and Animation II
3 units SC
- 36 hours lecture/54 hours laboratory per term
- Recommended: ARTDM-160 or equivalent

This course builds on skills presented in ARTDM-160 and focuses on the creation of short, 3D animated movies. Students explore the principles that govern animation and practice techniques to implement them in 3D. CSU, UC

ARTDM-165 Drawing for Digital Animation
3 units SC
- 36 hours lecture/54 hours laboratory per term
- Recommended: ART-105 or equivalent
- Note: Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree. Credit by examination option available.

This course introduces students to the skills necessary to create animation that utilizes the 12 principles of animation, character pages, and storyboard animations. The course is designed to prepare students to develop a particular style of animation using hand drawing techniques and introduces digital applications. In addition, a survey of the history of animation will be presented. CSU

ARTDM-166 Intermediate Drawing for Digital Animation
3 units SC
- 36 hours lecture/54 hours laboratory per term
- Recommended: ART-165 or equivalent
- Note: Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.

This course builds on skills in ARTDM-165 and emphasizes fluidity of movement, multiple visual perspectives, and creating a unified cast of characters for digital animation. Through a series of projects and experiments, students will explore these subjects and discover how to create an animator’s “story bible”. CSU

ARTDM-167 Digital Animation
3 units SC
- 36 hours lecture/54 hours laboratory per term
- Recommended: ARTDM-160 or equivalent, ARTDM-165 or equivalent
- Note: Students may petition to repeat this course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.

This course explores how to combine multiple techniques and processes related to animation to create complete viewing experiences. The course follows basic industry production structure to immerse students in the animation process. Students will compare 2D, 3D, and compositing techniques and how to apply them in the creation of animated projects. In addition, students will apply audio recording and post production techniques to animated projects. CSU, UC

ARTDM-170 Animation for Interaction Design
3 units SC
- 36 hours lecture/54 hours laboratory per term
- Recommended: ARTDM 115 or equivalent, ARTDM 171 or equivalent
- Note: Students may petition to repeat this course completed will apply toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.

This course explores animation for the purpose of improving interaction design and user experience design. Concepts and techniques for improving usability and user engagement for the web, mobile, and other interactive contexts will be addressed. CSU, UC

ARTDM-171 Web Design I
3 units SC
- 36 hours lecture/54 hours laboratory per term
- Recommended: ARTDM-105 or equivalent
- Note: Students may petition to repeat this course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.

This introductory course focuses on the essential principles and processes of web design. Students will design and publish effective websites using HTML, cascading style sheets (CSS) and a variety of software tools. CSU
ARTDM-172 User Experience Design for Web and Mobile Devices  
3 units SC  
• 36 hours lecture/54 hours laboratory per term  
• Note: Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply toward the 60 units required for the degree.  
This course explores user-centered design concepts, practices, and standard deliverables employed in planning interactive experiences. Students will also be exposed to the detailed processes of researching, planning, and designing user experiences for digital contexts. CSU

ARTDM-173 Web Design II  
3 units SC  
• 36 hours lecture/54 hours laboratory per term  
• Prerequisite: ARTDM-171 or equivalent  
• Note: Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply toward the 60 units required for the degree.  
This course presents advanced production concepts such as design and development frameworks, pre-and postprocessors, and content management systems. Students will build upon previous web design experiences to learn professional tools and practices. CSU

ARTDM-174 Web and Mobile Design with JavaScript  
3 units SC  
• 36 hours lecture/54 hours laboratory per term  
• Prerequisite: ARTDM-171 or equivalent  
This course presents JavaScript/ECMAScript skills and best practices for web standards. Utilization of code libraries for the development of user interfaces will also be covered. Concepts include interactive design skills with emphasis on scripting the functionality of web interfaces. CSU

ARTDM-180 Game Design I  
3 units SC  
• 36 hours lecture/54 hours laboratory per term  
• Recommended: ARTDM-160 or equivalent  
This course will present techniques for the development of interactive game environments. Students will create multiple levels, integrate game mechanics, and apply visual design concepts in the development process. The course follows basic industry production structure to immerse students in the game design process and will introduce node based programming tool sets to be applied to level designs. CSU, UC

ARTDM-181 Game Design II  
3 units SC  
• 36 hours lecture/54 hours laboratory per term  
• Recommended: ARTDM-180 or equivalent  
This course will build upon techniques and methods covered in ARTDM-180 Game Design I. Students will create multiple levels, integrate game mechanics, and apply visual design concepts in the development process with an emphasis on continuity and level transitions. The course follows standard industry production structure to immerse students in the game design process. Students will be introduced to intermediate programming and artificial intelligence (AI) behavior systems to be applied to level designs. CSU, UC

ARTDM-190 Digital Media Projects  
3 units SC  
• 36 hours lecture/54 hours laboratory per term  
• Recommended: ART-105, ARTDM-130 and ARTDM-149 or equivalents  
This advanced course is designed for students who are preparing for employment in the digital media industry. Working independently and in teams, students will use a variety of software and design tools to create projects for real-world clients. Students will also create presentations combining a variety of digital media. CSU

ARTDM-191 Digital Media Portfolio Development  
3 units SC  
• 36 hours lecture/54 hours laboratory per term  
• Recommended: ART-105, ARTDM-105, ARTDM-115, ARTDM-171, ARTDM-214 or equivalents  
This advanced course is designed for students who are preparing for employment in the digital media industry. Students explore career opportunities along with principles of professional portfolio preparation for digital media. Students have the opportunity to view professional portfolios and present their own portfolios to their class peers. CSU

ARTDM-195 Applied Production for Digital Media  
3 units SC  
• 36 hours lecture/54 hours laboratory per term  
• Recommended: ARTDM-190 or equivalent  
This course is designed to give students applied production and business experience with a wide variety of client-driven digital media projects. Working independently and in teams, students will build upon the design, tools, and business skills developed in prior coursework. Students will involve themselves in the production process and create projects to meet client specifications. Students will also be intimately involved with the decision making process for running an independent multimedia business. Projects will vary significantly from term to term as well as within the course of a term. CSU
ARTDM-214  Introduction to Graphic Design  
3 units  SC  
- IGETC: 3A; CSU GE: C1; DVC GE: III  
- 36 hours lecture/54 hours laboratory per term  
- Recommended: Eligibility for ENGL-122 or equivalent  
- Note: Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree. Note: Mandatory materials fee required  
This course presents the fundamentals of graphic design including history, theory, and practice. Students will use graphic design as a means of communicating ideas in a digital environment. Specific focus will be given to principles of design, balance and visual hierarchy, and the integration of text and image. Students will survey the history of graphic design as a basis for exploring and understanding graphic design fundamentals. CSU, UC

ARTDM-224  Typography  
3 units  SC  
- 36 hours lecture/54 hours laboratory per term  
- Recommended: Eligibility for ENGL-122 or equivalent  
This course presents fundamentals of typography including history, theory, and practice, study of letterforms and type design. Emphasis is placed on the vocabulary of typographic form and its relationship to message and purpose. CSU, UC

ARTDM-295  Occupational Work Experience in ARTDM  
1-4 units  SC  
- May be repeated three times  
- Variable hours  
- Note: In order to enroll in ARTDM-295, students must be employed, register for the course, complete an online Employment Form, and participate in an orientation. Employment Form can be accessed at www.dvc.edu/wrkx. Incomplete grades are not awarded for this course.  
ARTDM-295 is supervised employment that extends classroom learning to the job site and relates to the student’s chosen field of study or area of career interest. Under the supervision of a college instructor, students will engage in on-the-job and other learning experiences that contribute to their employability skills and occupational or educational goals. Five hours work per week or seventy-five hours work per term is equal to one unit (paid) or one unit for four hours work per week or sixty hours per term (unpaid work). Students may earn up to a maximum of sixteen units; repetition allowed per Title 5 Section 55253. CSU

ARTDM-296  Internship in Occupational Work Experience Education in ARTDM  
1-4 units  SC  
- May be repeated three times  
- Variable hours  
- Note: In order to enroll in the ARTDM-296 course, students must be interning or volunteering, register for the course, complete an online Employment Form, and participate in an orientation. The Employment Form can be accessed at www.dvc.edu/wrkx. Incomplete grades are not awarded for this course.  
ARTDM-296 is a supervised internship in a skilled or professional level assignment in the student’s major field of study or area of career interest. Under the supervision of a college instructor, students will engage in on-the-job and other learning experiences that contribute to their employability skills and occupational or educational goals. Internships may be paid, non-paid, or some partial compensation provided. Five hours work per week or seventy-five hours work per term is equal to one unit (paid) or one unit for four hours work per week or sixty hours per term (unpaid work). Students may earn up to a maximum of sixteen units; repetition allowed per Title 5 Section 55253. CSU

ARTDM-298  Independent Study  
.5-3 units  SC  
- Variable hours  
- Note: Submission of acceptable educational contract to department and Instruction Office is required.  
This course is designed for advanced students who wish to conduct additional research, a special project, or learning activities in a specific discipline/subject area and is not intended to replace an existing course. The student and instructor develop a written contract that includes objectives to be achieved, activities and procedures to accomplish the study project, and the means by which the supervising instructor may assess accomplishment. CSU

ARTDM-299  Student Instructional Assistant  
.5-3 units  SC  
- Variable hours  
- Note: Applications must be approved through the Instruction Office. Students must be supervised by a DVC instructor.  
Students work as instructional assistants, lab assistants and research assistants in this department. The instructional assistants function as group discussion leaders, meet and assist students with problems and projects, or help instructors by setting up laboratory or demonstration apparatus. Students may not assist in course sections in which they are currently enrolled. CSU