
DIGITAL MEDIA TECHNOLOGY

DIG 1135, Digital Design Concepts Digital Design Concepts

3 hrs., 3 crs.,

(Offered fall). This course examines the role of design in the Digital Media Industry. Topics include 4D Composition, Lighting, Color Theory, Formats, Resolution, Usability Issues and File formats. Students will learn to critically assess the processes, outcomes and effects of design engagement.

DIG 1710, Introduction to Game Development Introduction to Game Development

3 hrs., 3 crs.,

Participants in this course will have an opportunity to explore the skills and techniques associated with the electronic/digital game development process, including content creation strategies and production techniques. This course is intended for individuals interested in the game.

DIG 2000, Introduction to Digital Media Introduction to Digital Media

3 hrs., 3 crs.,

Participants in this course will have an opportunity to explore the avenues of contemporary digital design, highlighting the importance of process, innovation, and communication. Students will become familiar with design projects, ranging from traditional print, sophisticated websites, interactive digital media, and motion graphics. Students will be required to focus on developing and refining the design concept and the execution strategies specific to digital media.

DIG 2040, Survey of Game Development Survey of Game Development

3 hrs., 3 crs.,

Prerequisite: DIG2302. Participants in this course will have an opportunity to explore the skills and techniques associated with game development fundamentals. Experiences include a survey of game development, game design, creating game art objects, game scripting, and game documentation.

DIG 2093, Digital Marketing Digital Marketing

3 hrs., 3 crs.,

(Offered fall). Prerequisite: MAR2011. The internet is a dynamic marketplace if there ever was one and companies are increasingly shifting marketing efforts to digital technologies. This class will give students a theoretical understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping students with the skills needed to perform vital daily functions. It is important for students to understand some of these digital strategies and familiarize themselves with some of the technologies underlying them. By the end of the course, students should be able to walk into any company with an online presence and improve its digital marketing performance.

DIG 2100, Web Design I Web Design I

3 hrs., 3 crs.,

(Offered fall, spring, and summer). The student will learn the basics of using browsers to view websites, creating a web site and will progress through the processes of analysis, design, development, and implementation of complete web sites using HTML and CSS language with text editors. This course includes web programming with HTML with emphasis on CSS on layout and structure of web sites, hyperlinks, multimedia, forms, tables, testing, maintenance and uploading web sites to servers applying good web design and web site usability.

DIG 2100H, Honors Web Design I Honors Web Design I

3 hrs., 3 crs.,

(Offered fall, spring, and summer). The student will learn the basics of using browsers to view websites, creating a web site and will progress through the processes of analysis, design, development, and implementation of complete web sites using HTML and CSS language with text editors. This course includes web programming with HTML with emphasis on CSS on layout and structure of web sites, hyperlinks, multimedia, forms, tables, testing, maintenance and uploading web sites to servers applying good web design and web site usability.

DIG 2101, Web Design II Web Design II**3 hrs., 3 crs.,**

Prerequisite: DIG2100. This project based course will allow students to explore advanced concepts in web design dealing specifically with the issues involved in creating interactive websites. This course emphasizes the use of semantic structure and hand coding to create standards-compliant pages using advanced HTML5 and CSS3 for position and formatting to create responsive design that works on a range of devices from mobile to large screens. Emphasis on identifying the target audience, exploring the diverse aspects of page and user interface design and producing web sites according to accessibility standards, cultural appearance and legal issues.

DIG 2151, Writing for Media Writing for Media**3 hrs., 3 crs.,**

(Offered fall). Prerequisite or Corequisite: ENC1101 or ENC1101C. This course is designed to introduce students to various forms of writing for media. Students will learn practical techniques for producing strong writing in current trends for media. Topics to be covered include different methods of presentation, developing creative concepts and writing for multiple formats.

DIG 2200, Digital Video Fundamentals Digital Video Fundamentals**3 hrs., 3 crs.,**

(Offered spring). Students will be introduced to the concepts, principles, tools, and techniques of producing, assembling, and mixing digital video and audio. They will learn to understand story, creativity, planning, and organizational skills as a part of the production process. Learn the basic principles of single camera video production and demonstrate the ability to carry out the entire production process from inception to final product. Hands-on activities will help to build a foundation in video production as well as the techniques involved in transforming ideas into an effective presentation on screen.

DIG 2205, Digital Post Production Digital Post Production**3 hrs., 3 crs.,**

(Offered spring). This course includes a detailed exploration of video capture, editing, professional workflow, and post-production tasks. Students explore non-linear video and audio editing techniques for digital video and movie making. Students learn innovative techniques to create and edit videos and movies based on storyboards, camera work, sound, animations, photographs, drawings, text, and other materials. Fundamentals of visual storytelling--including continuity, pacing, and dramatic structure--are emphasized. Experience planning, shooting, and editing video projects will be provided through hands-on exercises, projects, and assignments.

DIG 2251, Sound for Digital Media Sound for Digital Media**3 hrs., 3 crs.,**

(Offered fall). This course will introduce students to the concepts of recording and mixing music and other audio using computer-based Digital Audio Workstations (DAWs). Topics covered include digital audio theory, DAW signal flow and system requirements, stereo mixing techniques, and use of software-based audio effects processors such as equalizers, compressors, reverbs, and amp simulators. Students will explore current technologies and practices used for field recording, use of DAWs, and digital audio editing.

DIG 2257, Radio Production Sound Recording Radio Production Sound Recording**3 hrs., 3 crs.,**

(Offered spring). This is a course in the science and art of production sound for the purposes of broadcasting via terrestrial and digital media. Students are taught how to use microphones, field mixers, control boards, digital automation systems and audio editing platforms for the purpose of broadcasting and/or recording dialogue, sound effects, and music via radio broadcast signal, digital stream and/or podcast. Practical application of audio production and its relationship to other aspects of media production are emphasized throughout the coursework. Fundamentals of sound editing and mixing for commercials and promotional audio as well as the principles of on-air broadcast are introduced. All program material produced for this class must be able to be aired on a FCC regulated radio station. Students will be assigned a weekly one hour slot on WKGC.

DIG 2290, Studio Production and Direction Studio Production and Direction**3 hrs., 3 crs.,**

DIG 2300, 2D Animation 2D Animation**3 hrs., 3 crs.,**

Participants in this course will have an opportunity to explore the skills and techniques associated 2D animation. This is an introductory course in creating two-dimensional digital animation. The software Adobe After Effects, or an equivalent substitution such as Flash, FlashMX, or Fireworks will be used. Students will explore the historical and cultural precursors to digital animation, making links between early cinema, experimental film, and our contemporary electronic milieu.

DIG 2302, 3D Modeling and Animation 3D Modeling and Animation**3 hrs., 3 crs.,**

Participants in this course will have an opportunity to explore the skills and techniques associated 3D modeling and Animation. This is an introductory course in creating three-dimensional digital animation. The software 3D Studio-Max, or an appropriate substitution will be used. Students will explore the concepts of light, shadow, foreshortening, nurbs, polygons, textures, keyframes, and rendering processes as they relate to digital animation and 3D modeling.

DIG 2303, 3D Modeling and Animation II 3D Modeling and Animation II**3 hrs., 3 crs.,**

Prerequisite: DIG2302. Participants in this course will have an opportunity to explore the skills and techniques associated 3D modeling and Animation. The software 3D Studio-Max, or an appropriate substitution will be used. Students will explore the concepts of light, shadow, foreshadowing, polygons, textures, keyframes, and rendering processes as they relate to digital animation and 3D modeling.

DIG 2311, Web Animation Web Animation**3 hrs., 3 crs.,**

This course develops familiarity and skill in applying animation to the Internet. Students move from the level of the creation of web projects with HTML and Web Editors through the addition of motion graphics to those projects. This course will address the animation cycle including traditional animation techniques, production planning, concept pitching, storyboarding, and the production pipeline.

DIG 2410, Basic Scripting Basic Scripting**3 hrs., 3 crs.,**

(Offered spring). This course introduces the student to the basic concepts of writing for visual media. Topics to be covered include understanding different visual presentations, the stages of script development, developing creative concepts, differences between fictional and non-fictional narratives, writing for multiple formats, and writing for nonlinear programs for digital media.

DIG 2430, Digital Story Development Digital Story Development**3 hrs., 3 crs.,**

(Offered fall and spring). This course focuses on storytelling skills for time-based media. These include storyboarding conventions and techniques, the visual and auditory language of time-based media, design development, concept development, animatics, and story development. Storytelling is explored first with a traditional, "continuity style" approach, and subsequently with more experimental approaches. The principles and issues presented are relevant for animation, live action, film, and video. The course focuses on understanding and manipulating the graphic language of film, video, and animation to tell a story in coherent and compelling visual terms. Emphasis is placed on the process of refinement and iterations in the development of the story. Students participate in weekly class critiques and discussion of both their own work and of professional films.

DIG 2431, Digital Storytelling Digital Storytelling**3 hrs., 3 crs.,**

(Offered spring). The purpose of this class is to give students experience with digital storytelling and the processes used to create digital stories. Students will be familiar with rubrics used to evaluate digital stories. They will create purpose-driven narratives, to be delivered through different mediums utilizing industry-standard software.

DIG 2580, Digital Media Portfolio Digital Media Portfolio**3 hrs., 3 crs.,**

(Offered fall, spring, and summer). Prerequisites: *DIG2100, *GRA2156. Corequisites: DIG2251, DIG2200.

Participants in this course will have an opportunity to explore the skills and techniques associated with digital media portfolio creation. Students will explore current tactics and practices used to display best works and showcase projects completed throughout their digital media program. Students will perform self-reflective exercises to determine working and learning styles, research industry positions, learn basic job hunting skills, and learn how to develop and present their work. Students will research Web sites, analyze intended audiences, construct a resume, write a digital artist's statement, and create a prototype digital portfolio for self-promotion. This is a capstone course intended to be taken the last semester of study.

DIG 2822, Electronic Journalism Electronic Journalism**3 hrs., 3 crs.,**

(Offered fall). This class will introduce students to the techniques of journalism in digital media and offer students conceptual and practical tools to work with. By the end of the course, students should have a clear understanding of the ways journalists have adopted digital media technologies and a sense of how they may use those media.

They will also develop a broad understanding of the ways in which recent social and economic developments have changed both the way that journalists reach the public audience.

DIG 2930, Special Topics in Digital Media Special Topics in Digital Media**1 hr., 1 cr.,**

(Offered as needed). For students who are interested in advanced topics in digital media technology. May include lab and/or field work as part of the curriculum, depending on the topic. Will provide practical application and development of portfolio, job hunting, research, and general understanding of the digital media industry as it related to the selected topic. Course may be repeated two times for credit.

DIG 2949, COOP/Work Experience/Digital Media COOP/Work Experience/Digital Media**1 hr., 1 cr.,**

1-3 crs. Cooperative Education courses may be taken toward completion of most of the Associate in Arts and Associate in Science degree programs. A maximum of six credit hours may be used in meeting the A.A. degree requirements. Prerequisite: Minimum of 2.0 GPA, meet with the co-op coordinator, and availability of co-op work experience slot. Supervised, practical work experience that seeks to combine theories and apply practical skills to projects in the student's major field of study. Requirements include online weekly, mid-term, and end-of-term reflection assignments.

DIG 3343, Broadcast Graphics I Broadcast Graphics I**3 hrs., 3 crs.,**

(Offered spring). Prerequisite: GRA2156. This course provides an overview of the working aspects of the motion graphics in the broadcast industry, which includes the categories of commercial, broadcast, main title, and music video. Topics include production needs, equipment, and computer graphics and how they are used in a variety of broadcast content. Projects will cover basic motion graphics principles, design and composition, timing and drama, storyboarding and planning, sound and music development and synchronization.

DIG 3451, Visual Storytelling Visual Storytelling**3 hrs., 3 crs.,**

(Offered spring). Prerequisites: DIG2410, DIG2200. This course reinforces the principles of visual storytelling and visual development, continuing on the nature and traditions of visual storytelling, and focusing on the creative development of narrative ideas to be implemented visually. This course will cover techniques and mechanics of visual development with emphasis on strong visual designs which communicate effectively. Students will be introduced to two distinct, but overlapping approaches to continued development of students' knowledge and skills on the topics of visual storytelling and visual development. Students will perform significant hands-on assignments that practically apply the concepts under the mentoring of an experienced eye.

DIG 3512, Digital Optimization and Analytics Digital Optimization and Analytics**3 hrs., 3 crs.,**

(Offered fall). This course examines the strategic use of search engine optimization in marketing in order to build profitable customer relationships. Topics in the course will include consumer search behavior, search engines and algorithms, website user-experience, on- and off-page SEO, and strategies for conducting SEO campaigns for traditional and niche search engines. The course is designed to teach the fundamentals of SEO as well as provide practice with analysis and skills associated with doing SEO for a business or organization.

DIG 3525, Digital Production Studio I Digital Production Studio I**3 hrs., 3 crs.,**

(Offered fall). Prerequisite: DIG2200. This course is focused on developing creative skills that are applicable to visual design and digital production. Students will learn some techniques to help them more fully access their creativity. They will also learn how to express themselves clearly in writing and how to work together as a team to see projects to completion. This course will introduce the student to basic techniques of idea generation, visualization, creative production, time management, and scheduling skills.

DIG 3526, Digital Production Studio II Digital Production Studio II**3 hrs., 3 crs.,**

(Offered spring). Prerequisite: DIG3525. This course prepares the student for professional production within the corporate/informational realm, with particular attention toward a documentary-style narrative structure. Students will work as a production team in developing a finished professional product for use in their portfolio. Students will experience hands-on instruction in advanced camera work, lighting, and audio; students will also work extensively with Adobe editing software, with an introduction to Adobe After Effects for basic compositing and effects work.

DIG 3543, Media Planning Media Planning**3 hrs., 3 crs.,**

(Offered fall and spring). Prerequisite: CGS2069. This is a skill-based course designed to teach students the concepts and practices fundamental to place advertising messages in traditional and online media. Students will learn the advantages and disadvantages of placing ads in television, radio, newspapers, magazines, internet, outdoor, and mobile media. Students read and assess research from major media research firms. Students also complete a series of media math assignments to reinforce the concepts and calculations discussed in class.

DIG 3553, Interactive Media Design Interactive Media Design**3 hrs., 3 crs.,**

(Offered fall). Prerequisite: DIG2430. This course is an interdisciplinary approach to design and construction of advanced interactive media, applying theory, aesthetic, and scientific principles of user interaction. The course covers advanced techniques associated with interactive media production, including design, digital storytelling, usability theory, and current best practices. The course also focuses on gaining familiarity with contemporary styles and trends in professional interactive/motion graphics. An emphasis will be placed on connecting the fundamental principles of animation with the After Effects workflow, to develop advanced motion graphics skills. Students will work to develop a better understanding of how to develop a distinct visual style in both personal work and in work for clients.

DIG 3588, Digital Capstone Digital Capstone**3 hrs., 3 crs.,**

(Offered fall and spring). Prerequisites: DIG3543, DIG3716, DIG4570. The focus of this course is to professionalize students planning to work in digital technology or a related field. Thus, attention is given to providing students with a hands on experience with directing and participating in a large digital media project; teaching students how to engage in a critique of digital work; and helping students prepare requisite materials, such as a proposal, portfolio, resume, and writing sample, needed for their professional career. This course offers students a kind of literacy of digital media aimed at enhancing their success in the field. The course also addresses the notion of capstone by considering overall academic accomplishments in light of specific personal and career goals. This course is to be taken during the last semester of the students program of study.

DIG 3716, Interface Design Interface Design**3 hrs., 3 crs.,**

(Offered spring). Prerequisite: DIG2100. This course is a study in interface design. Interface design is a major component in the design of interactive software and website development. Students will design and develop fully functioning websites while studying and applying proper function, usability, and layout and design aesthetics. A base understanding of web programming language is needed due to a major component of the class is the creation and understanding of website function that directly relates to the interface design. Design using markup languages and style sheets to produce visually pleasing and usable interactive interfaces.

DIG 3811, User Centered Design User Centered Design**3 hrs., 3 crs.,**

(Offered fall and spring). This course will familiarize students with the fundamental of digital media design principles specifically as they relate to the human-computer-human interface, usability, and effectiveness. Students will be introduced to industry standard practices in usability and task analyses as a part of the overall design process. They will explore the user-centered design paradigm from a broad perspective, emphasizing how user research and prototype assessment can be integrated into different phases of the design process. Students learn to think like a user-centered designer and carry out activities that are key to user-centered design.

DIG 4153, Writing for Digital Media Writing for Digital Media**3 hrs., 3 crs.,**

(Offered spring). Prerequisite: DIG2151. This course will emphasize the methodologies and fundamentals of writing for a digital medium and instruct students in the emerging philosophies and values of digital content production along with the application of the methods and fundamentals in the areas of language theory, document design, markup language and the editing process. Students will analyze and discuss the origins of digital journalism and evaluate its impact on today's constantly changing flow of consumer driven information.

DIG 4433, Visual Development Visual Development**3 hrs., 3 crs.,**

(Offered summer). Prerequisites: GRA2156, DIG2100 with a minimum grade of "C." This course covers principles of visual storytelling and visual development, including the nature and tradition of visual storytelling. This course will focus on storytelling, sketching, and communication of design ideas within a design team and to potential users. Assignments will focus on hands-on learning through individual assignments, application of design skills in group mini-projects, and peer critique.

DIG 4530, Media for E-Commerce Media for E-Commerce**3 hrs., 3 crs.,**

(Offered fall and spring). Prerequisites: COP3842, CGS2069, DIG2101. This course examines the concepts, technology, and applications of electronic commerce, or e-commerce. Since users can engage in e-commerce from a fixed device (e.g., PC) or from a mobile device (e.g., mobile phone) we will examine both traditional fixed e-commerce and mobile e-commerce or m-commerce. The course begins by setting the context for e-commerce within the domain of information systems. The course then examines how digital media can support of electronic commerce on the internet: the applications of server-side internet programming languages and media theory to e-commerce, internet security, and online portals. Emphasis on the artistic and creative components supporting the business aspects of electronic commerce.

DIG 4564, Content Management Systems Content Management Systems**3 hrs., 3 crs.,**

(Offered fall). Prerequisite: DIG2100. This course will introduce concepts for the design and development of industry standard applications using content management systems. Students will use content management systems and development techniques to produce websites that retrieve and store information, manage large amounts of content, and make coding more efficient along with beginning to intermediate level coding using common web development languages.

DIG 4570, Digital Multimedia Production Techniques Digital Multimedia Production Techniques**3 hrs., 3 crs.,**

(Offered fall and spring). Prerequisite: DIG2822. This course explores the avenues of contemporary digital production. Students will learn each of the new media, along with its history and connection to the worlds of art and design. Students will be prepared to work for digital news enterprises by understanding how digital technology has changed the field of news media. This course is designed to instruct students in practical skill sets like Web site construction and design, but also to instruct students in the emerging philosophies and values of digital content production. In addition to working on the production of digital projects, students will analyze and discuss the origins of digital journalism and evaluate its impact on today's constantly changing flow of information.

DIG 4591, Multimedia Production and Design Group Multimedia Production and Design Group**3 hrs., 3 crs.,**

(Offered fall and spring). Prerequisite: DIG2100. This course examines the application and implementation of business, design and programming skills students have acquired. Student will learn WordPress development techniques to produce websites that retrieve and store information, manage large amounts of content, recognize returning users and make coding more efficient. Students will examine legal and ethical issues concerning the development and distribution of multimedia products. Students will work in production groups to examine business problems, determine the source problem, ascertain a working solution and implement a functional model complete with proposals, design, technical and quality assurance documentation. Design solutions appropriate to a targeted market will be emphasized. This course provides hands-on experience with WordPress, MvSQL, and PHP.
