

New Media Arts (NMA) Associate in Science Degree

INTERFACE DESIGN SPECIALIZATION COURSES

NEW MEDIA ARTS CORE PREREQUISITE

Art 112 Introduction to Digital Arts

Art 112 is an introduction to digital technology and its applications in the production of visual art. Emphasis will also be placed on developing an aesthetic criteria for evaluation.

AFTER ACCEPTANCE INTO THE INTERFACE DESIGN SPECIALIZATION

SEMESTER ONE: FALL

Art 120 Typography

Art 120 explores letterforms and word compositions in the context of designing with type. Projects and lectures include traditional terms and classifications through contemporary digital typesetting technology.

ART 125 Introduction to Graphic Design

ART 125 introduces ways of integrating content and meaning with visual form. Structural systems such as grids; modules; and the design principles are used to organize visual information. Photographs, illustrations and text are combined using page layout software.

ART 127 Graphic Symbolism

ART 127 introduces the use of graphical symbols in design by examining contemporary and historical symbols and logos. Logo design and simplified abstract symbols are created using a combination of shape and letterforms.

Art 159 History of Communication Design

Art 159 is a chronological survey of design history with an emphasis on work from the Victorian Period through current contemporary samples. International, political, social and technological issues are also addressed in relationship to visual arts and design disciplines. A studio component integrates research with design projects.

SEMESTER TWO: SPRING

Art 229 Interface Design I

Art 125 explores the fundamental principles of design through creating information structures, logical navigation and audience specific interfaces for Web page and site

design. Students learn basic screen design skills in combination with basic Web page production technique.

ART 128 Interface Programming I

ART 128 Interface Programming I provides the foundation of skills and principles necessary for students to create visually effective Web sites. Through lectures, demonstrations, and hands-on exercises, this course develops skills in writing HTML, hypertext markup language; JavaScript to add greater control over Web page and site design for cross-browser dynamic Web pages; and DHTML which combines HTML, JavaScript, Style Sheets, Absolute Positioning, Plug-Ins, and DOM.

Art 155 Information Architecture

Art 155 provides students with an understanding of the organization and presentation of content for interactive Web sites. Students learn to work with complex information systems, to set meaningful web site goals; to define menus that site visitors will immediately understand; and to segment a site to meet the needs of target audiences.

Art 202 Digital Imaging

Art 202 is a studio course in digital imaging concepts and techniques including image capture, manipulation, and output.

SEMESTER THREE: FALL

Art 249 Interface Design II

Art 249 builds upon interface design skills learned in Interface Design I. Students plan, design and build audience specific Web sites for the internet on a more comprehensive level. Technical emphasis will be placed on learning Dynamic HyperText markup Language (DHTML) and Cascading Style Sheets (CCS).

Art 257 Motion Graphic Design

Art 257 introduces projects that incorporate typography, shape and image within time-based presentations. Students will creatively employ motion, typographic effects, layering and transition to focus on interactive and sequential organization of information in time.

Art 258 Interface Programming II

Art 258 Interface Programming II builds upon the skills and principles learned in ART 128 Interface Programming I. Through lectures, demonstrations, and hands-on exercises, this course develops skills to create effective Web sites by using Flash and writing and editing ActionScript to add interactivity and motion to Web site design. Intermediate level work will be completed integrating Flash, HTML, DHTML, CSS and JavaScript.

Art 293V New Media Arts Internship

Supervised work experience in multimedia production. This course enables students to apply the knowledge and skills acquired in the classroom to the work environment.

OR

Art 294 New Media Arts Practicum

Art 294 New Media Arts Practicum provides an on-campus environment where advanced students in the NMA program can engage in real production activity.

SEMESTER FOUR: SPRING

Art 222 Digital Multimedia

Art 222 builds upon motion graphic skills learned in ART 257 Motion Graphic Design. Students plan, design, storyboard and build motion graphic design that incorporates the use of text, graphics, video footage, and sound editing. Technical emphasis will be placed on integrating PhotoShop, AfterEffects, and Premier.

Art 129 Corporate Identity

Art 129 Corporate Identity introduces the concept of integrating Web design with effective branding and marketing guidelines to create unified corporate identity collateral.

Art 293V New Media Arts Internship

Supervised work experience in multimedia production. This course enables students to apply the knowledge and skills acquired in the classroom to the work environment.

OR

Art 294 New Media Arts Practicum

Art 294 New Media Arts Practicum provides an on-campus environment where advanced students in the NMA program can engage in real production activity.

Art 295 Design Portfolio

Art 297 guides students through the process of compiling their work into a professional design portfolio. Students will devise a strategy to focus their work to best market their skills including an interactive portfolio, hard copy portfolio materials and a resume and business card in a unified presentation.

Rev 02/6/2006