

## New Media ARTs (NMA) Associate in Science Degree

### INTERFACE DESIGN SPECIALIZATION COURSES

#### **ART 120 Introduction to Typography**

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

#### **ART 125 Introduction to Graphic Design**

ART 125 introduces various ways of organizing visual elements in page design and examines the conceptual meaning of the type and image in combination. Structural grid systems and design principles are used to organize visual information using page layout software.

#### **ART 127 Graphic Symbolism**

ART 127 Graphic Symbolism introduces the terminology, history and theory of graphic symbolism and explores shapes and letterforms to create symbols and logos..

#### **ART 128 Interface Programming I**

ART 128 Interface Programming I provides a foundation of front-end interface programming skills, techniques, and principles necessary to create visually effective, web standard compliant web sites. This course introduces HTML (HyperText Markup Language), CSS (Cascading Style Sheets), and JavaScript to manually convert custom visual interface designs into fully functional, interactive web sites.

#### **ART 129 Corporate Identity**

ART 129 introduces the concept of creating conceptually and visually unified corporate identity collateral with effective branding and marketing guidelines through the development of print and Web design.

#### **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 the present. International, political, social and technological issues are addressed in relationship to visual arts and design disciplines. A studio component integrates research with design projects.

#### **ART 202 Digital Imaging**

ART 202 is a studio course in digital imaging concepts and techniques including image capture, manipulation, and output. Emphasis will also be placed on developing an aesthetic criteria for evaluation.

#### **ART 229 Interface Design I**

ART 229 explores the fundamental concepts and principles of interface design by going through the early stages of the interface design process. Students plan and design web sites

and audience specific interfaces. Technical emphasis will be placed on applying basic design skills and principles in the creation of visual mockups.

**ART 249 Interface Design II**

ART 249 Interface Design II builds upon interface design skills learned in Interface Design I. Students plan, design, and build web sites and audience specific interfaces on a more comprehensive level by going through the full interface design process. Technical emphasis will be placed on applying web design concepts and techniques using HTML, CSS, and JavaScript.

**ART 257 Motion Graphic Design**

ART 257 introduces the basic principles of animation using the elements of graphic design. Geared mainly toward applications for the web, students in this course work on projects that combine elements of shape, image, typography, and sound in time-based media.

**ART 258 Interface Programming II**

ART 258 Interface Programming II introduces basic computer programming techniques used to create rich media interfaces and web applications. This course uses scripting languages, such as ActionScript and JavaScript, in the creation of projects that combine interactivity and animation.

**ART 285 Interface Design Studio**

ART 285 explores contemporary topics in interface design and new media art in an advanced studio environment. Through the creation of large-scale projects, students explore in depth the full design process of researching, planning, designing, producing, and displaying work that synthesizes interface design principles, topics, skills, and techniques.

**ART 293 New Media Arts Internship**

ART 293 provides supervised work experience in multimedia production with mentorship by a professional in the field. This variable credit course enables students to apply the knowledge and skills acquired in the classroom to the work environment.

**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.

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