

# DIGITAL MEDIA ARTS - DMA

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- DMA 201 Introduction to Digital Media** 3 Credits  
Introduces the fundamentals of digital systems and technologies through class lecture and hands-on approaches. Software and hardware used for web design, multimedia, video production, graphics and audio production.  
**Fulfills College Core:** Field 3 (Literature and the Arts)  
**Offered:** every fall & spring.
- DMA 212 2D Graphics** 3 Credits  
This course will familiarize students with techniques, file formats and applications for creation of 2D graphics. Students will develop digital image creation skills along with effective workflow habits.  
**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.  
**Offered:** every spring.
- DMA 213 3D Graphics** 3 Credits  
This course is an introduction to digital 3D graphics for illustration, simulation, animation and game design. Students using Autodesk Maya, Mudbox and Unity game engine software will learn basic techniques of modeling, texturing, lighting and animation as they draw inspiration for their projects from the rich history of visual arts. This course is a prerequisite for all 300 level production courses that are part of the Game Design concentration.  
**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.  
**Fulfills College Core:** Field 3 (Literature and the Arts)  
**Offered:** every spring.
- DMA 214 Digital Design Concepts** 3 Credits  
Introduces the conceptual, perceptual and manual skills in traditional graphic design. Topics include typography and visual communication, color theory, the principles of form, structure, spatial design and photo manipulation.  
**Fulfills College Core:** Field 3 (Literature and the Arts)  
**Offered:** on campus every fall, and online every summer.
- DMA 215 Digital Media Culture** 3 Credits  
Explores how digitization impacts our personal, business, cultural, institutional and international lives. Also examines the ways in which digital media transform communication and expression.  
**Fulfills College Core:** Field 5 (Social Sciences)  
**Offered:** every fall.
- DMA 216 Digital Media Law** 3 Credits  
Introduces a wide range of legal and ethical issues in cyberspace, including: the First Amendment, copyright, fair use, libel, hate speech, pornography, obscenity, privacy, commercial speech and national security.  
**Offered:** every spring.
- DMA 217 Interaction Design** 3 Credits  
This course is an introduction to programming for designers using JavaScript and JavaScript based libraries such as JQuery, CreateJS and JavaScript for Unity game engine. Students will learn principles of Interaction Design and User-Centered Design to build interactivity into web pages for the purpose of advertising, training and entertainment.  
**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.  
**Offered:** every fall.
- DMA 218 Motion Graphics** 3 Credits  
This course covers the fundamentals of key-frame based animation in Adobe After Effects. Students produce motion graphics for informational presentations, such as commercials and PSAs, as well as typographic effects and logo spins for movie trailers, video intros and promotional digital marketing projects.  
**Offered:** every fall.
- DMA 309 Music Technology** 3 Credits  
Explore music sequencing, midi, audio plug-ins and other tools used by professional musicians, sound designers and multimedia specialists. No music background required.
- DMA 310 Digital Audio/Music Production** 3 Credits  
Learn fundamental techniques of digital audio and music production using current technologies in digital recording, software and audio post-production. Discuss current trends in audio production and the tools used for composing electronic music. No music background required.  
**Fulfills College Core:** Field 3 (Literature and the Arts)
- DMA 342 Introduction to Web Design** 3 Credits  
Introduction to the state of the art, on-line multimedia publishing. Working individually and in teams, students learn to publish well-designed World Wide Web documents that communicate effectively.
- DMA 346 Video Games-History/Technique** 3 Credits  
This course provides an analytical and historical approach to the advancement of entertainment software. Encompassing cultural, professional, business, and scientific and technical evolution, the History of Video Games will communicate the socio-cultural impact of interactive entertainment on society.
- DMA 347 Electronic Game Design** 3 Credits  
This course covers the art, craft and business of creating electronic games. Develop your own game concept, learn the basics of interactive authoring and produce a storyboard. Emphasis is placed on understanding the gaming industry and the languages of game design.
- DMA 351 Game Level Design** 3 Credits  
Creating a game level takes planning, artistic and technical skill, user testing, and understanding of designer's vision. In this course students learn how to design game levels that provide challenges, support the story and are exciting to explore and interact with.  
**Prerequisite:** minimum grade of C- in DMA 213 or permission of instructor.
- DMA 352 Character Design** 3 Credits  
This course is a comprehensive overview of 3D character design and development for games and simulations. Students start the process with concept sketches, then continue with modeling and rigging. The final result is an optimized, fully rigged character, ready for animation and real-time rendering in a game engine.  
**Prerequisite:** minimum grade of C- in DMA 213 or permission of instructor.
- DMA 354 Game Development** 3 Credits  
This course is a hands-on overview of interactive techniques and game design approaches for development of games and simulations. Students explore concepts of procedural rhetoric, interactive storytelling, iterative design and teamwork as they develop a working prototype of a game or simulation.  
**Prerequisite:** minimum grade of C- in DMA 213 or permission of instructor.  
**Offered:** fall of even-numbered years.
- DMA 355 Character Animation** 3 Credits  
Character animation is one of the most important elements of game design. Students learn essential techniques and principles to create convincing, interactive character animations for games and simulations.  
**Prerequisite:** DMA 213 or permission of instructor.

- DMA 363 Print Design** 3 Credits  
Focuses on critical topics in layout, folding, binding and printing, as well as critical/creative issues in magazine, publication and high-end corporate design.  
**Prerequisite:** minimum grade of C- in DMA 212 or DMA 214.  
**Offered:** spring of odd-numbered years.
- DMA 370 Designing for Mobile Devices** 3 Credits  
Proliferation of mobile devices in our society has had great effect on how information is distributed, how content is produced and how people interact with digital content. In this course students learn how to create and design content targeted for mobile screens, and how to take advantage of mobile specific functionality such as touch, multi- touch, GPS and accelerometer.  
**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.  
**Offered:** spring of even-numbered years.
- DMA 371 Game Design for Mobile Devices** 3 Credits  
Mobile platforms have become very popular for distribution of games. In this course students learn how to design and develop 2D and 3D mobile games with user-centric approach. Students explore game design techniques that take advantage of mobile specific hardware functionality such as: accelerometer, multi-touch and GPS.  
**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.
- DMA 384 Typography** 3 Credits  
This course will focus on typography as an element of graphic design. Through assignments, class discussion, and reading, students can expect a greater understanding of how typography can enhance creativity and communication.
- DMA 385 Digital Filmmaking** 3 Credits  
This course introduces advanced SLR and digital cinema camera lens techniques for narrative filmmaking (shooting dramatic and comedic scenes). Production demos include lighting for filmmaking, boom mics, and camera support systems for dolly, crane and steady-cam shots. Final Cut and Adobe Premiere software is used to learn the techniques of narrative film editing.  
**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.
- DMA 387 Commercial Filmmaking & Video** 3 Credits  
Students create short-form TV and Web video commercials, learn camera and lens techniques for shooting action B-roll (sports, how-to, music video etc.) promotional videos, and branded films. This course also covers wireless audio and LED lighting equipment for run-and-gun interview shooting, a crucial skill for broadcast, advertising or documentary work.  
**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.
- DMA 393 Advertising Design** 3 Credits  
Offers experienced design students a series of challenging projects and exercises, characteristic of those found in the advertising industry. Projects will undergo proposal, development, and critique in a group setting. Projects will be done in collaboration with COM 320-Advertising Writing. This course fulfills Senior Project and Portfolio requirement for Graphic Design concentration.  
**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.  
**Offered:** spring of even-numbered years.
- DMA 395 Digital Illustration** 3 Credits  
Don't violate copyrighted imagery off the web -- create your own! You don't have to know how to draw to create stunning graphics. Use Adobe CS to learn approaches, techniques and current trends of professional illustrators.  
**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.
- DMA 399 Social Documentary** 3 Credits  
This course fulfills the Senior Project and Portfolio requirement for the Digital Filmmaking concentration. Students examine a survey of important documentary photographers and filmmakers in order to understand the social function and ethical issues of documentary images. With the skills of the filmmaker, students realize how engagement with social issues is a key ingredient to their professional success in the industry.  
**Prerequisite:** minimum grade of C- in DMA 201, JRN 201, or permission of instructor.  
**Fulfills College Core:** Core Capstone  
**Offered:** every spring.
- DMA 442 Advanced Web Design** 3 Credits  
This course is for students with a serious interest in web design. It aims to explore the current state of web design techniques and trends including responsive web design, custom WordPress themes, and e-commerce development. This course fulfills Senior Project and Portfolio requirement for Web Design concentration.  
**Prerequisite:** minimum grade of C- in DMA 342, or CSC 108, or DMA 217, or permission of instructor.  
**Offered:** spring of odd-numbered years.
- DMA 450 Serious Games** 3 Credits  
This course is an overview of a growing genre of Serious Games or games for purposes other than entertainment. Students learn about games for education, health, social change, marketing and training. The course concludes with a working prototype of a serious game, developed by small teams of students. This course fulfills Senior Project and Portfolio requirement for Game Design concentration.  
**Prerequisite:** minimum grade of C- in DMA 351, or DMA 354, or DMA 371, or permission of instructor.  
**Offered:** fall of odd-numbered years.
- DMA 488 Internship I Seminar** 3-9 Credits  
Student experientially learns communication functions in compatibly matched professional setting, locally or out-of- town. Faculty and on-site supervision. Seminar required. Pass/fail. May be repeated as DMA 498, 12-credit limit for DMA 488 and DMA 498 combined. Applications on Communication Studies Department website.  
**Prerequisite:** junior or senior standing, minimum overall GPA of 2.50, minimum digital media arts average of 2.70, & approval by department faculty.  
**Offered:** fall & spring.
- DMA 491 Video Institute I** 1-3 Credits  
Students produce significant projects in video, film, and television. See Dr. Irwin or Professor O'Neil for additional information.
- DMA 492 Video Institute II** 3 Credits  
Students produce significant projects in video, film, and television. See Dr. Irwin or Professor O'Neil for additional information.  
**Prerequisite:** DMA 491
- DMA 493 Video Institute III** 3 Credits  
Students produce significant projects in video, film, and television. See Dr. Irwin or Professor O'Neil for additional information.  
**Fulfills College Core:** Core Capstone
- DMA 494 Video Institute IV** 3 Credits  
Students produce significant projects in video, film, and television. See Dr. Irwin or Professor O'Neil for additional information.  
**Fulfills College Core:** Core Capstone

**DMA 499 Independent Study** 3 Credits

Independent studies require an application and approval by the associate dean.

**Prerequisite:** permission of the instructor, department chair, & associate dean.