DIGITAL MEDIA ARTS (BS)

Director: Ben Dunkle, MFA

Introduction

The Digital Media Arts (DMA) program, offered through the Department of Communication, focuses on converging fields of digital design, animation, video and interactive media. DMA majors take a core set of courses and choose one or more concentrations to specialize in web design, graphic design, digital filmmaking and game design. Students often complete dual majors and minors that combine important cross-functional skill sets, including Communication, Business/Marketing, Computer Science, Fine Arts and others. For more information, please go to the DMA website (https://www.canisius.edu/academics/year/programs/digital-media-arts/).

Qualifications

Digital Media Arts majors must have a cumulative GPA of at least 2.00, including a minimum grade of C- in all digital media arts courses. It is expected that students in the program must have a GPA much higher than 2.0 to continue as a DMA major and all majors are subject to review relative to their continuation in the program. Transfer students and students changing their major to DMA should meet with the program director to develop an appropriate course of action based on transferred courses, previous coursework and student’s interests.

Advisement

All students should have an advisor in the major and should contact the department directly to have an advisor assigned if they do not already have one. Meetings with academic advisors are required prior to students receiving their PIN for course registration each semester. All majors should work closely with their advisor in discussing career expectations, choosing their major electives, developing their entire academic program and planning their co-curricular or supplemental academic experiences.

Digital Media Arts majors are assigned a Department of Communication faculty adviser in the fall of their freshman year.

A Unique Learning Environment

State-of-the-art facilities provide a 100% hands-on approach to learning. Students learn how to use cutting-edge software, including Adobe Creative Cloud, Final Cut Pro, Ableton Live, Maya, Mudbox, Unity game engine and a wide range of web development tools, including WordPress content management and blogging software – all running at with the most up-to-date versions available. Our HD (high definition) video equipment, green screen and media center allow student to create professional grade films and TV programs.

Double Majors

Students who wish to expand their educational opportunities may decide to declare a double major. This decision may be based on career goals, planned graduate studies, and/or other student interests. Before a student declares a double major, it is important to meet with the appropriate academic departments for advisement. In order to declare a double major, the student must complete the appropriate double major request form and get the signature of each department chairperson and the appropriate associate dean.

Per college policy, each additional major requires a minimum of 15 credits that do not apply to the student’s first or subsequent major. Some double major combinations can be completed within the minimum 120 credit hour degree requirement, but in other cases additional course work may be required. Please note that students will receive only one degree, regardless of the number of majors they complete.

IMPORTANT: Students should carefully examine the rules for dual majors in the department handbook (available in the department office).

Students interested in declaring double majors within the Department of Communication (Communication Studies (http://catalog.canisius.edu/undergraduate/college-arts-sciences/communication-studies/), Digital Media Arts (p. 1), Integrated Marketing Communication (http://catalog.canisius.edu/undergraduate/college-arts-sciences/integrated-marketing-communication/), or Journalism (http://catalog.canisius.edu/undergraduate/college-arts-sciences/journalism/)) will be allowed to share a maximum of 9 credits between the two majors. This requires 24 distinct credits for communication studies, 27 distinct credits for digital media arts, 36 distinct credits for integrated marketing communication, and 24 distinct credits for journalism. Additionally, for students with a double major outside the Department of Communication, students may double count up to 9 credit hours of electives between the two majors. Please note, however, that the second major may not necessarily allow double counting of credits. For more information, please contact the department chair.

Learn Outside the Classroom

Students in the DMA program have numerous opportunities to engage in theoretical and applied research with faculty and third-party institutions. Our faculty is highly engaged in local community of designers, artists, developers and filmmakers, and as a result our students can take advantage of opportunities to learn and practice real-world skills and collaborate with professionals in their area of interest. Some of these opportunities include: Canisius College Video Institute, WordCamp Buffalo, Buffalo Game Space, DMA Student Club, Fusion Gaming Society, Communication Studies Internship Program, Canisius Earning Excellence Program, among others. For more information, please visit our Extended Learning Opportunities page (https://www.canisius.edu/academics/year/programs/digital-media-arts/digital-media-arts-extended-learning-opportunities/).

Internships

DMA students are encouraged to participate in at least one internship within their area of interest. All internships require prior approval and are available to juniors and seniors who meet the criteria. Internships are a culminating opportunity to apply the theory and skills developed in the classroom, in a real-world setting. Some examples of companies where Canisius students have interned are: WGR-55, Snyacor Inc., Moog Inc., Moore Wallace, Perfect Parallel, Chameleon Communications, Eastco Multimedia Solutions, Buffalo Science Museum, Daily Post, Buffalo Spree magazine, Traffic East Magazine, The Martin Group, Computers for Children Inc., among others.

Minors in Other Disciplines

Minors provide students the opportunity to pursue additional interests but generally do not require as many courses as a major. Minors generally range from five to eight required courses. The minors page (http://catalog.canisius.edu/undergraduate/minors/) provides a complete list of minors and provides links to each minor. Some majors and minors can be completed within the minimum 120 credit hour degree requirement, but in some cases additional coursework may be required. Students must complete the appropriate minor request form.
Curriculum
An Ignatian Foundation
All undergraduate students must complete either the Canisius Core Curriculum (http://catalog.canisius.edu/undergraduate/academics/core-curriculum/) or the All-College Honors Curriculum (http://catalog.canisius.edu/undergraduate/academics/core-curriculum/all-college-honors-program/). Many schools refer to their college-wide undergraduate requirements as "general education" requirements. We believe that the core curriculum and the honors curriculum are more than a series of required classes; they provide the basis for a Jesuit education both with content and with required knowledge and skills attributes that are central to our mission.

Free Electives
Students may graduate with a bachelor's degree with more but not less than 120 credit hours. Free electives are courses in addition to the Canisius Core Curriculum or All-College Honors Curriculum and major requirements sufficient to reach the minimum number of credits required for graduation. The number of credits required to complete a bachelor's degree may vary depending on the student's major(s) and minor(s).

Major Requirements
The Digital Media Arts degree in the Communication Studies Department focuses on design for web and print, video production/post-production, 3D modeling, animation, interaction and game design in a 13-course, 39-credit major. The program is organized into 4 tracks to help students choose DMA elective courses that are most relevant to their area of study. These tracks are: graphic design, web design, digital filmmaking and game design. State-of-the-art facilities are featured at the Digital Media Arts' home in Lyons Hall. For more information, please visit the courses and curriculum section of the DMA website (http://www.canisius.edu/dma/courses/).

DMA Elective Courses by Track
In addition to DMA major requirements, students complete 5 courses in a given track, one of which fulfills Senior Project and Portfolio requirement.

Digital Filmmaking
DMA 399 Social Documentary (qualifies as Core Capstone) 3
Game Design
DMA 450 Serious Games 3
DMA 354 Game Development 3

Graphic Design
DMA courses
DMA 395 Digital Illustration 3
DMA 384 Typography 3
DMA 363 Print Design 3
DMA 393 Advertising Design 3

Qualified Non-DMA Courses
COM 315 Advertising and the Creative Process 3
FAS 110 Two-Dimensional Design 3
FAS 120 Drawing I 3
FAS 140 Introduction to Still Photography 3
FAS 150 Color 3

Senior Project and Portfolio Requirement
Digital Media Arts majors are required to complete a Senior Project and Portfolio course before graduating from the program. Students register for the course with a professor's approval based on their progress in the major and chosen track. The following DMA electives fulfill this requirement for each of the tracks:

Web Design
DMA 370 Designing for Mobile Devices 3
DMA 442 Advanced Web Design 3

Graphic Design Courses
Code Title Credits
DMA 201 Introduction to Digital Media 3
DMA 212 2D Graphics 3
DMA 213 3D Graphics 3
DMA 214 Digital Design Concepts 3
DMA 215 Digital Media Culture 3
DMA 216 Digital Media Law 3
DMA 217 Interaction Design 3
DMA 218 Motion Graphics 3

Total Credits 24

Web Design
The web design track will equip students with the skills and understanding needed to succeed in a constantly evolving field. Fluency in front-end technologies such as HTML, CSS, JavaScript are supplemented with core design skills. Advanced topics include WordPress, PHP, MySQL, e-commerce, social media and server management. Graduates can expect to meet the growing industry demand for web designers with a degree, portfolio and resume uniquely positioned to help them succeed.
For more information about the Web Design track, please e-mail Professor Ben Dunkle (dunkleb@canisius.edu).

**Web Design Courses**

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<th>Code</th>
<th>Title</th>
<th>Credits</th>
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| DMA Courses
| DMA 342 | Introduction to Web Design     | 3       |
| DMA 370 | Designing for Mobile Devices   | 3       |
| DMA 442 | Advanced Web Design            | 3       |
| Qualified Non-DMA Courses
| CSC 108 | Introduction to Web Computing  | 3       |
| CSC 111 | Introduction to Programming    | 3       |
| CSC 380 | Web Development                | 3       |
| FAS 141 | Digital Photography            | 3       |
| ISB 455 | ECommerce                      | 3       |
| ISB 470 | Cyber Security                 | 3       |

**Digital Filmmaking**

Advances in SRL, GoPro and 4K digital cinema cameras have brought filmmaking workflows to the computer lab. Digital Media Arts majors combine production skills of working with cameras, lighting, broadcast and audio equipment through the Digital Filmmaking Concentration. DMA filmmaking alums work as professional Independent Filmmakers, Commercial Video Producers, Editors, Motion Graphics and Special Effects Artists. For more information about the Digital Filmmaking track, please e-mail Professor Jamie O'Neil (oneilj@canisius.edu).

**Digital Filmmaking Courses**

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| DMA Courses
| DMA 385 | Digital Filmmaking             | 3       |
| DMA 387 | Commercial Filmmaking & Video  | 3       |
| DMA 399 | Social Documentary             | 3       |
| DMA 309 | Music Technology               | 3       |
| DMA 310 | Digital Audio/Music Production | 3       |
| DMA 380 | Social Media Production        | 3       |
| Qualified Non-DMA Courses
| COM 325 | Media Literacy                 | 3       |
| COM 361 | Introduction to TV Production  | 3       |
| COM 374 | Film History                   | 3       |
| COM 375 | Film Classics                  | 3       |
| COM 376 | Film Genres                    | 3       |
| COM 491 | Video Institute I              | 3       |
| COM 492 | Video Institute II             | 3       |
| ENT 201 | Entrepreneurial Mind-Set and Foundations | 3 |
| SOC 324 | Visual Sociology               | 3       |

**Game Design**

Why study game design? The video game industry has been driven by phenomenal technological innovation and creativity. It's a constantly growing field and is expanding into areas such as simulation (e.g. medical, sports and product simulations), advertising, training and education, moving well beyond pure entertainment. As a Digital Media Arts major focusing in Game Design, you will learn game design theory and history, character design, character animation, level design and mobile game development, using cutting-edge, industry standard tools. Students are also encouraged to take courses in Fine Arts Studio to strengthen their artistic skills as well as in Computer Science to learn more about the programming aspect of game development. For more information about the Game Design track, please e-mail Professor Ben Dunkle (dunkleb@canisius.edu).

**Game Design Courses**

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| DMA Courses
| DMA 346 | Video Games-History/Technique  | 3       |
| DMA 347 | Electronic Game Design         | 3       |
| DMA 351 | Game Level Design              | 3       |
| DMA 352 | Character Design               | 3       |
| DMA 354 | Game Development               | 3       |
| DMA 355 | Character Animation            | 3       |
| DMA 371 | Game Design for Mobile Devices | 3       |
| DMA 450 | Serious Games                  | 3       |
| Qualified Non-DMA Courses
| CSC 111 | Introduction to Programming &  | 4       |
| & CSC 111L | and Introduction to Programming Laboratory |
| & CSC 112 | Data Structures & & Data Structures Laboratory |
| & CSC 360 | Intelligent Systems & & Intelligent Systems Laboratory |
| FAS 120 | Drawing I                      | 3       |
| FAS 131 | Sculpture I                    | 3       |
| FAH 109 | History of Architecture        | 3       |
| PHI 291 | Philosophy of Art              | 3       |

**Learning Goals & Objectives**

**Student Learning Goal 1**

Student portfolios will be relevant to the demands of the DMA industry and accessible

Students will produce work that is:

- Objective A: related to student's concentration;
- Objective B: accessible by target audience and presented professionally;

**Student Learning Goal 2**

Student portfolios will be of high quality

Student will produce work that:

- Objective A: exhibits technical prowess and digital skills with software or hardware;
- Objective B: is original and creative;

**Courses**

**DMA 201 Introduction to Digital Media**

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 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 380 Social Media Production 3 Credits
Students will learn a variety of hands-on production skills that can be utilized for communicating on social media with photography, video, audio podcasting, motion graphics, and the design of email promotions, landing pages, coupons etc. Students will develop narrative strategies for both individual and organizational social media branding, as well as explore app-based tools that extend the use of digital media software.
Prerequisite: Either DMA 201 or JRN 200.
Offered: every fall.

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 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.