

# DIGITAL MEDIA ARTS - DMA

## 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 Professional Practices and Portfolio 3 Credits

In this course, students will develop the necessary materials and strategies to apply for internships, jobs, or graduate programs in Digital Media Arts. Students create an online presence, learn about career opportunities in their field, and strengthen skills for networking with professionals in their areas of interest. They will then work one-on-one with industry-experienced faculty to create a targeted resume, cover letter, demo reel, and/or portfolio for their chosen specialization in Digital Media Arts, whether it is Web Design, Graphic Design, Digital Film, or Game Design.

**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.

**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.

**Fulfills College Core:** Field 3 (Literature and the Arts)

**Offered:** every fall.

## 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 summer occasionally.

## 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 spring.

## 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

Introduces students to user interface design, interactive applications, and user experience. Students develop prototypes that express the look and behavior of data-driven content.

**Prerequisite:** minimum grade of C- in DMA 201 or permission of instructor.

**Offered:** every spring.

## 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 I 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.

**Offered:** fall of odd-numbered years.

## DMA 348 2D Animation for Games 3 Credits

This course explores 2D animation for games, which is in high demand across every gaming platform. Students will be introduced to proven principles of animation and apply learned techniques within industry-standard software. Character and VFX animation cycles will be exported as movies as well as polished sprite sheets for game engines. Skills developed in this course will also lay the foundation for future study of 3D animation.

**Offered:** occasionally.

## DMA 351 Game Level Design 3 Credits

Creating a game level takes planning, artistic and technical skill, user testing, and understanding of the 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.

**Offered:** occasionally.

## DMA 352 Character Design 3 Credits

This course is a comprehensive overview of character design and development for games, simulations, and film. Students learn the fundamentals of strong character design, including basic anatomy, personality development, concept sketching with digital tablets, orthographic drawings for 3D, fully-realized character sheets, and the basics of modeling characters in 3D. **Prerequisite:** minimum grade of C- in DMA 201 & DMA 213 or permission of instructor.

**Prerequisite:** minimum grade of C- in DMA 201 & DMA 213 or permission of instructor.

**Offered:** fall of odd-numbered years.

**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.

**Offered:** occasionally.

**DMA 356 Video Games History & Technique II****3 Credits**

How did the video game industry earn more revenue than the movie and music industries combined to become the largest entertainment? This course provides the answers and insights into the cause and effects of game design evolution and how it relates to culture and society. Video game history and topics from the mid 1990's to the modern day are covered. While this course continues where DMA 346 (Video Game History & Technique) left off, 346 is not required to take this course.

**Offered:** every third semester.

**DMA 357 3D Modeling****3 Credits**

3D Modeling will teach students both organic and hard-surface modeling techniques, which can be used to develop a portfolio for a wide variety of industries including game design, product design, vehicle design, feature film, architectural visualization, and more. Students will learn how to build, UV map, texture, render and export projects to Unity. They will also learn how to export models to Unity for use in 3D games and interactive art. DMA Majors should receive priority, however any student with the prerequisite would be equipped to take this course.

**Prerequisite:** Minimum grade of C- in DMA 213 or permission of instructor.

**Offered:** occasionally.

**DMA 361 TV Studio Production****3 Credits**

This course introduces the fundamental concepts of TV and Video Production. The emphasis is on the development of operational skill in using professional studio and field video equipment. Additionally, the new media world that we live in requires that broadcasters produce "episodic" content to engage "followers" across multiple platforms – no longer via just traditional television – and this course utilizes the YouTube and Spotify platforms. Importantly, all projects use team based learning.

**Offered:** fall of even-numbered years.

**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 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.

**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.

**Offered:** spring.

**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 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**

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.

**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 1-12 Credits**

Student experientially learns communication functions in compatibility 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:** every 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 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.