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 211 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 216 Digital Media Law 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 210 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 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 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.
Fulfills College Core: Field 3 (Literature and the Arts)

DMA 310 Digital Audio/Music Production 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 309 Music Technology 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 346 Video Games-History/Technique 3 Credits
This course is an 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.

DMA 324 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 342 Introduction to Web Design 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 308 Motion Graphics 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 210 or permission of instructor.
DMA 363 Print Design
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 e-mail 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 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 a compatible 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.