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 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: occasionally.

DMA 347 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 answer and a whole lot more providing insight 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 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
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
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 answer and a whole lot more providing insight 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: offered every third semester.

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 367 Game Design for Mobile Devices
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
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.
Offered: spring of even-numbered years.

DMA 380 Social Media Production
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
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
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 488 Internship I Seminar 1-12 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:** 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.