# Digital Media Arts - DMA

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Description</th>
<th>Credits</th>
<th>Prerequisite</th>
<th>Offered</th>
<th>Fulfills College Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMA 201</td>
<td>Introduction to Digital Media</td>
<td>3</td>
<td></td>
<td>every fall &amp; spring</td>
<td>Field 3 (Literature and the Arts)</td>
</tr>
<tr>
<td>DMA 212</td>
<td>2D Graphics</td>
<td>3</td>
<td>minimum grade of C- in DMA 201 or permission of instructor.</td>
<td>every spring</td>
<td>Field 3 (Literature and the Arts)</td>
</tr>
<tr>
<td>DMA 213</td>
<td>3D Graphics</td>
<td>3</td>
<td>minimum grade of C- in DMA 201 or permission of instructor.</td>
<td>every spring</td>
<td>Field 3 (Literature and the Arts)</td>
</tr>
<tr>
<td>DMA 214</td>
<td>Digital Design Concepts</td>
<td>3</td>
<td></td>
<td>every spring</td>
<td>Field 3 (Literature and the Arts)</td>
</tr>
<tr>
<td>DMA 215</td>
<td>Digital Media Culture</td>
<td>3</td>
<td></td>
<td>every fall &amp; spring</td>
<td>Field 5 (Social Sciences)</td>
</tr>
<tr>
<td>DMA 216</td>
<td>Digital Media Law</td>
<td>3</td>
<td></td>
<td>every fall</td>
<td>Field 3 (Literature and the Arts)</td>
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<tr>
<td>DMA 217</td>
<td>Interaction Design</td>
<td>3</td>
<td>minimum grade of C- in DMA 201 or permission of instructor.</td>
<td>every spring</td>
<td>Field 3 (Literature and the Arts)</td>
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<tr>
<td>DMA 218</td>
<td>Motion Graphics</td>
<td>3</td>
<td></td>
<td>every fall</td>
<td>Field 3 (Literature and the Arts)</td>
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<tr>
<td>DMA 309</td>
<td>Music Technology</td>
<td>3</td>
<td>minimum grade of C- in DMA 201 or permission of instructor.</td>
<td>occasionally</td>
<td>Field 3 (Literature and the Arts)</td>
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<tr>
<td>DMA 310</td>
<td>Digital Audio/Music Production</td>
<td>3</td>
<td></td>
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<tr>
<td>DMA 324</td>
<td>Introduction to Web Design</td>
<td>3</td>
<td></td>
<td>every spring</td>
<td>Field 3 (Literature and the Arts)</td>
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<tr>
<td>DMA 342</td>
<td>Video Games History &amp; Technique I</td>
<td>3</td>
<td></td>
<td>every fall &amp; spring</td>
<td>Field 3 (Literature and the Arts)</td>
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<tr>
<td>DMA 346</td>
<td>Video Games History &amp; Technique I</td>
<td>3</td>
<td></td>
<td>every fall &amp; spring</td>
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<tr>
<td>DMA 350</td>
<td>Game Level Design</td>
<td>3</td>
<td>minimum grade of C- in DMA 213 or permission of instructor.</td>
<td>occasionally</td>
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<tr>
<td>DMA 352</td>
<td>Character Design</td>
<td>3</td>
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<tr>
<td>DMA 354</td>
<td>Game Development</td>
<td>3</td>
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<td>every spring</td>
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<tr>
<td>DMA 355</td>
<td>Character Animation</td>
<td>3</td>
<td></td>
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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: 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.
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 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.