

### AD 213 INTRODUCTION TO MARKETING AND MASS COMMUNICATION

This course addresses the fundamental concepts and principles of marketing as it relates to advertising, its history, potential, and limitations. Through an overview of marketing, students learn how each component contributes to the strength and utility of a marketing plan. Students examine various definitions and methods of advertising communication, as well as advertising objectives, advertising copy, and federal regulations. Prerequisites: EN111

### AD 222 MEDIA AND ADVERTISING DESIGN

In this course, students examine the structures and communications skills used by the various members of a creative team and further define the role of graphic design in an advertising context. The course emphasizes the processes of concept development, media application, and design creation. Students examine the variety of media used by graphic designers and their suppliers and define and apply campaign strategies, based on media and marketing realities. Prerequisites: GD131

### AD 223 DYNAMICS OF INTEGRATED MARKETING

This course explores the theory and application of the new media environment. Students study the major forms of mass communication, including television, radio, books, newspapers, magazines, the recording industry, the film industry, and the Internet. Students examine a model of mass communication and analyze its application to technology. The course highlights the interrelationships among media industries. Prerequisite: AD213

### AD 233 BRANDING

This course introduces the essential concepts and skills of brand marketing. Students examine how branding has evolved into a powerful way to organize and utilize an understanding of consumer needs and motivations in a changing marketplace. Students learn how to create an identity for products and services and how to use that identity to support sales.

### AD 312 ORGANIZATIONAL BEHAVIOR

This course examines human relations theory and

individual, group, and organizational performance as they relate to the overall organizational structures of contemporary businesses and public agencies.

### AD 321 PERSUASION AND THE CONSUMER

This course covers persuasive communication techniques, particularly in the area of advertising, and examines the cultural, social, and individual variables involved in consumer behavior. Students study the fields of logic and psychology and discuss the framing effect, emotional hot buttons, mass appeal, snob appeal, subliminal messages, and the bandwagon effect. The course covers Maslow's hierarchy of needs, emotional reactions and how to achieve them, and the various types of media that could be used to achieve the appropriate desired response.

### AD 322 MARKETING RESEARCH PRINCIPLES

This course focuses on the use of the marketing research process, both traditional and online, as a tool for solving management problems. Online advertising and other online marketing has both expanded the use of traditional market research and created new kinds of data. Students study the source of data, sampling procedures, questionnaire design, data collection, and analysis, and are introduced to the concepts, availability, and use of this data. The course presents techniques that independently verify and validate the effectiveness of ads. Prerequisites: AD233

### AD 323 COPY AND NEWS WRITING

This course addresses the need to communicate in writing on the job through a variety of materials including memos, letters, news summaries, proposals, presentations, and copy for advertising or marketing. Students also identify the requirements of different types of writing and prepare material to communicate clearly and effectively. Prerequisites: EN111, AD233

### AD 331 PUBLIC RELATIONS AND PROMOTION

This course examines the historical development of public relations, showing the principles, methods, and means of influencing public opinion. Students study the elements of a successful promotional campaign and distinguish between public relations, publicity, and advertising. The

course covers the value of types of product promotion and the role of public relations in managing issues, crises, and public opinion. Prerequisite: AD321

### AD 332 ACCOUNT PLANNING

This course helps students understand the functions of account planning and integrate them into a successful approach to advertising and advertising campaigns. Students learn to analyze appropriate data to support an advertising decision or campaign, organize a test campaign to produce brand awareness, provide client background for account planning, show the relationship between the creative process and communications during a project, examine advertising and marketing ideas critically, and compare the various types of creative risks when developing advertising. Prerequisites: AD233, AD322

### AD 333 ADVERTISING COPY WRITING

In this course, students develop effective advertising strategies and copy executions that underlie and enable creative marketing and advertising campaigns, and cultivate clear, logical, and creative copy writing skills. Students learn the unique characteristics of digital media and the creation of scripts for digital media production. Students also learn to conduct research for media writing projects. Prerequisites: AD323

### AD 399 INTERNSHIP

Through a required field internship experience, students apply their skills in a real and practical situation. The internship allows students the opportunity to observe and participate in the operation of successful businesses related to advertising. Students learn industry codes, ethics, and laws; participate in collaborative work; develop professional awareness; and examine and refine personal and career goals. Must be taken in last three quarters. May be repeated for elective credit.

### AD 411 SALES

This course focuses on the essential skills and knowledge needed to effect a sale, as well as ways to focus the sales pitch to solve customer problems. Students study the steps of the sales process and develop a plan to locate

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and capture clients. After analyzing the function of a sales representative, students apply sales skills and present a sales pitch. Prerequisites: AD233, AD312, AD321

### AD 412 ADVERTISING CAMPAIGNS

Students create an integrated marketing campaign consisting of three or more different applications of a single unified theme or concept, basing campaign strategy and tactics on media and marketing realities. Students learn basic advertising terminology and create advertising headlines/copy and layout comprehensives in the campaign process. Prerequisite: AD333 or GD432

### AD 422 ADVANCED ADVERTISING CAMPAIGNS

In this course, students research and develop a fully integrated advertising/promotional campaign for a national name brand account, placing importance on deadline, budget, client relationship, and presentation as they relate to the design process. Students develop final projects that document, support, and argue the rationale and effectiveness of the campaign in written form. Students prepare, present, and defend a graduate project suitable for a professional audience. Prerequisite: AD412

### AD 431 GLOBAL BUSINESS PERSPECTIVES

This course offers an analysis of world markets, consumer behaviors, advertising, foreign environments, and the marketing management required to meet the demands of dynamic global markets. The focus of this course is the problems of foreign competition, diminishing US market share and the US economy's independence of world. Students analyze different foreign market entry strategies as well. Must be taken in last two quarters.

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### AD 433 PORTFOLIO

In this course, students complete their portfolios and begin their career searches. Students should enter the course with a cumulative collection of design work, copy writing, research, and account planning documents for the portfolio and determine the quality of the work to see where improvement is needed. Students also complete a professional résumé and begin the job search. Must be taken in final quarter.

### ANT 211 INTRODUCTION TO ANTHROPOLOGY

This course is an introductory study of the bio-cultural, archeological, and linguistic evidence for the social and cultural development of humankind. Students focus on the comparative study of kinship, religion, race, and subsistence patterns using the methods and theories of anthropology. Prerequisite: EN113 , placement in EN111

### ART 225 VISUAL FORM & CONTENT

This course introduces students to basic methods for creative problem solving, which is fundamental to developing effective form and content. Students will solve 2D, 3D, and 4D design problems utilizing creative ideation and visual research tools along with the elements and principles of design. Individual and group projects are assigned in this course using both traditional materials and contemporary media.

### ART 111 DRAWING

An introductory course of descriptive drawing (to draw what is seen) that uses various monochromatic media. Line, value, texture, form, space, composition, proportion, linear perspective, and the history of drawing are included.

### ART 121 3D DESIGN

Students are introduced to the basic elements and principles of three-dimensional design and explore the visual and structural qualities of objects. They solve problems by organizing and constructing three-dimensional forms within spatial environments.

### ART 122 DESIGN

This introductory design course explores the visual elements of art and the basic principles of design. Students investigate the design process, and how the elements of design are used for specific outcomes, using various tools, techniques, and media.

### ART 123 COLOR THEORY

This course investigates color theory in both pigment and light. Students use the principles of design to explore color and its application in composition. Various tools, techniques, and media are used to investigate the aesthetic, scientific and psychological properties of color.

### ART 211 LIFE DRAWING

An intermediate drawing course focusing on the human figure as subject matter. Artistic anatomy, proportions, and composition are emphasized. Various media and techniques are explored. Prerequisite: ART111

### BU 401 ENTREPRENEURSHIP

Studies explore innovation and rapid management change for the entrepreneur managing new ventures. Characteristic issues studied include growth, behavioral, organizational, financial, and marketing challenges facing emerging enterprises. Students create a business plan for the start-up of a new company. Prerequisite: CD445

### CD 245 CAREER DEVELOPMENT

Students prepare to make the transition from student to professional, learning basic concepts of professionalism and gaining an overall understanding of self-promotion in the applied arts field. They study career development tools, including networking, interviewing, and market understanding, and prepare résumés and cover letters. Basic negotiation, assertiveness, teamwork, and communication tools are incorporated. Must be taken in

the fifth or sixth quarter of an associate's degree program.

Students who have previously pursued a professional career or hold a bachelor's degree or higher may petition for exemption from this course.

### CD 445 PROFESSIONAL DEVELOPMENT

This course prepares students for the business environment and the transition into being an applied-arts professional. It emphasizes the concepts of professionalism and an overall understanding of self-promotion in the applied arts field. Professional development tools are presented, including résumé cover letter writing, networking, interviewing, contracts, pertinent tax laws, copyright, and market research. Negotiation, assertiveness, teamwork, and communication tools are also incorporated. It is recommended that this course be taken in the eleventh or twelfth quarter of the bachelor's degree program.

### CL 101 NUTRITION

This course provides an explanation of the basic principles of nutrition and their relationship to health, food preparation, and menu development. The structure, functions, and sources of nutrients, including carbohydrates, fats, vitamins, minerals, proteins, and water, are discussed. Current issues in nutrition are reviewed, including dietary guidelines, energy balance, vitamin supplements, and food fats. The National Restaurant Association (NRA) certificate exam will be issued upon successful completion of the test administered at the end of the course. Prerequisite: CL132

### CL 111 CAREER DEVELOPMENT IN THE HOSPITALITY INDUSTRY

The focus of this course is an introduction to the hospitality industry and an opportunity for students to begin developing personal career goals and objectives. The course helps students develop self-promotional skills and strategies for conducting an effective job search. Improvement of listening, decision-making, and presentation skills through group communication and problem-solving activities involving teamwork are also emphasized.

### CL 112 SANITATION AND SAFETY

This course is an introduction to food and environmental sanitation and safety in food production and storage areas. Attention is focused on food-borne illnesses and their origins and on basic safety procedures followed in the food service industry. The National Restaurant Association (NRA) ServSafe certificate exam will be issued upon successful completion of the test administered at the end of the course.

### CL 116 APPLICATION OF CULINARY SKILLS AND EQUIPMENT

The fundamental concepts, skills, and techniques involved in basic cookery are covered in this class. Special emphasis is given to the study of ingredients; cooking theories; and the preparation of stocks, broths, glazes, soups, and sauces. Lectures and demonstrations teach organizational skills in the kitchen, work coordination, and knife skills. Emphasis is given to basic cooking techniques for vegetables, starches, meats, fish, and poultry. The culinary equipment part of this course provides an overview of proper identification, usage, cleaning, safety, and handling procedures for a variety of culinary items, including refrigeration, fixed equipment, cooking equipment, hand tools, and appliances. (8 credits)

### CL 123 INTRODUCTION TO BAKING AND PASTRY

Students are introduced to the fundamental skills, concepts, and techniques of baking. Special significance is placed on the study of ingredient functions, product identification, weights, and measures as applied to baking. Lectures and demonstrations teach yeast-raised dough, rolled-in doughs, and basic cake mixing methods. In the pastry portion of this course, students receive comprehensive instruction regarding the preparation of creams, custards, puddings, and related sauces. Students prepare cakes and icings, and learn to apply various decorating styles and techniques. Selection, proper, use and handling of various chocolates used in baking and decorating is covered. Students prepare a variety of desserts, including crêpes, cobblers, soufflés, ice creams, and sorbets. Emphasis is also placed on dessert plating and presentation. (8 credits) Prerequisite: CL116

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## CL 124 AMERICAN REGIONAL COOKING—EAST/WEST

This course is an in-depth study of the cuisines of the eastern and western United States. Products and ingredients indigenous to these regions, along with a historical overview and hands-on applications, are emphasized. Fundamentals of menu management, and menu design and layout are also introduced. (8 credits) Prerequisites: CL112, CL116

## CL 125 ADVANCED BAKING AND PASTRY I

In this class, students become familiar with advanced techniques and the finer, more delicate and detailed side of baking and pastry. Emphasis is placed on bread making, specifically yeast breads, and producing a larger selection of ethnic and international products as well as breakfast breads. Students also prepare and concentrate on individual and buffet desserts. Contemporary presentations of garnishes and plate decorating are introduced as well as classical desserts. Finally, students learn hot and cold desserts and sauces to include ice creams, frozen dessert specialties, and soufflés. Prerequisites: CL116, CL123 (C or better), CL228

## CL 126 ADVANCED BAKING AND PASTRY II

The artistic side of baking and pastry is presented in this course, with the making of showpieces, special occasion cakes, petit fours, and French pastries, as well as the production of a Viennese pastry table. Students are introduced to advanced cake decorating techniques, emphasizing proper layering and construction techniques and piping skills. Students also produce various tortes, gateaux, and petit fours. Showpiece production and techniques include pastillage; pulled, blown, and floated sugar; marzipan; nougat; royal icing; and chocolate showpieces. The final exam for this class is a grand dessert buffet to include specialty items and showpieces. Prerequisite: CL125 (C or better)

## CL 131 MANAGEMENT AND SUPERVISION

This course focuses on managing people from the hospitality supervisor's viewpoint, including techniques for increasing productivity and controlling labor costs, time management, managing change, and effective communication. The course explains the responsibilities

of a supervisor in a food service operation. Motivating employees and resolving conflicts with staff, guests, and other departmental personnel are also addressed. The National Restaurant Association (NRA) certificate exam will be issued upon successful completion of the test administered at the end of the course. Prerequisites: CS108 or CL132

## CL 132 COMPUTER APPLICATIONS IN THE FOOD SERVICE INDUSTRY

This course develops basic computer skills through practical application of various software programs, including word processing, databases, and spreadsheets. Concentration is also placed on software applications designed for the food service industry, including recipe and menu development, nutritional analysis, inventory management, and cost accounting. Prerequisite: departmental placement test or successful completion of CS106

## CL 134 COST CONTROL AND PURCHASING

In this course students acquire an understanding of planning and control processes in the food and beverage industry, including menu pricing; cost-volume-profit analysis; and food, beverage, and labor costing. Other principles covered include purchasing procedures for food service operations, including the ethical and legal considerations of purchasing, and creating and comparing products and bidding specifications. In the laboratory component, students experience hands-on applications in the areas of receiving, storing, issuing techniques, and inventory management. The class requires a four-hour lecture and a two-hour lab each week. Prerequisites: CL132, MT113

## CL 226 CATERING

This course introduces students to various aspects of catering, including sales, contracts, menu planning, food presentations, and operations management, with the goal of developing the expertise to operate a profitable catering business. Prerequisite: CL228

## CL 228 GARDE MANGER

The charcuterie and pantry portion of this course focuses

on the total utilization concept in the preparation of classical and modern charcuterie products, including terrines, pâtés, galantines, ballontines, and other force-meats. It also encompasses the preparation of salads, dressings, and other cold foods and presentations, including a variety of traditional, modern, regional, and ethnic preparations and showpieces. The hors d'oeuvres and appetizers portion of the course focuses on the preparation and presentation of first-course food items, highlighting a variety of classical, traditional, regional, ethnic, and modern dishes. Students also learn to demonstrate a variety of presentations, utilizing concepts like balance, unity, focal point, and flow. (8 credits) Prerequisites: CL123, CL124

## CL 229 INTERNATIONAL AND CURRENT CUISINE

This course is an in-depth study of the cuisines of South America, Australia, Africa, the Middle East, and Scandinavia, as well as eastern Europe, the eastern Mediterranean region, and Asia. Students study the foundation of cooking in each of these regions, learn to apply traditional techniques, and produce classical menus. Cultural implications in the preparation of foods and the selection of menus are also emphasized. In the current cuisine portion of this course, students study various local and regional ethnic cuisines, as well as fusion cooking concepts, and study religious diets, vegetarian, and nutritional cooking. The course focuses on the principles of planning wholesome, nutritionally balanced meals using traditional foods and ingredients and preparing menus that meet nutritional guidelines. (8 credits) Prerequisites: CL123, CL124, CL228

## CL 230 À LA CARTE AND CLASSICAL CUISINE

This course provides experience in a practical setting. Students rotate through all the traditional brigade stations in our dining lab facility. The emphasis is on quality food preparation and timing to adequately prepare each student for à la carte restaurant and hotel employment. Students focus on classical foods and preparations. All cooking techniques are reinforced throughout the course, as well as organization, plate presentation, and proper mise en place. Students study the foundation of cooking, as well as the creations of

some of today's leading chefs. Cultural implications in the preparation of foods and the selection of menus are also emphasized. (8 credits) Prerequisites: CL123, CL124, CL228, CL229

## CL 232 FACILITIES PLANNING AND MENU MANAGEMENT

This course introduces the fundamentals of menu design and layout with emphasis on the application of menu mix, inventory efficiency, seasonality, and the merchandising of food service operations. Also included are facilities layout requirements, product utilization, and some recipe development. A menu layout and a facility design rendering are required to complete the course. Facilities planning includes basic square footage requirements, design and ambiance elements, and synergistic relationships between menu and concept, as well as concept and facility. Students present a final project at the quarterly Portfolio Show. Prerequisites: CL131, CL134, CL236. Must be taken in the seventh quarter.

## CL 235 DINING ROOM OPERATIONS

In this course, students learn the skills and techniques required for "front of the house" personnel. Students rotate through all the dining room positions, from waiter to manager, learning and practicing their skills in our dining lab facility. Emphasis is on basic serving techniques and providing quality customer service. (2 credits) Prerequisites: CL112, CL116; CL235 and CL236. Must be taken simultaneously.

## CL 236 BEVERAGE IDENTIFICATION AND MANAGEMENT

In this course, students learn about American and European wines, as well as malted and distilled beverages, teas, coffees, and beverage trends. In addition to learning and practicing wine and beverage service skills, students

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also learn how these beverages are produced and bottled, how to identify quality products, how to pair wines and beverages with foods, and the history of fermented and distilled beverages. All students are exposed to liquor laws pertaining to food service operations, as well as management and distribution techniques for handling wines and spirits. (2 credits) Prerequisites: CL134, CL235 and CL236. Must be taken simultaneously.

## CL 390 ODYSSEY INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of a department chair. Students must produce a final project to be presented at the quarterly Portfolio Show.

## CL 397 HONORS FELLOWSHIP

Students with a CGPA of 3.7 or higher may enroll in this course. Selected students become teaching assistants, helping the chefs in the daily functions of a kitchen classroom. Prerequisites: CL123, CL124, CL228, CL229, approval of Department Chair

## CL 398 INDEPENDENT STUDY

The course offers students the opportunity to pursue advanced study within an area of interest with the approval of an Department Chair. Students must produce a final project to be presented at the quarterly Portfolio Show.

## CL 399 EXTERNSHIP/INTERNSHIP

Through a field externship/internship experience, students apply their technical knowledge, skills, and professionalism in a working kitchen. Students have the opportunity to observe and participate in an operation related to their field of study, gaining practical work experience prior to graduation. Prerequisite: CL229

## CS 106 SOFTWARE FOR THE APPLIED ARTS

This course is designed to provide an introduction to the industry-standard graphics applications currently used in the design professions.

## EC 310 ECONOMICS

This course introduces the student to the basics of microeconomics and macroeconomics. It begins with analysis of demand and supply, market structure and pricing, the role of government, and markets for labor and capital. It then moves on to a discussion of the basic ideas of macroeconomics, including both classical and Keynesian approaches. Lectures will be supplemented with case studies. Prerequisites: MT214, EN 113

## EN 090 PREPARING FOR COLLEGE WRITING

This transitional studies course includes the study of the writing process emphasizing strategies to use to help a student with specific writing situations. The course develops techniques to improve clarity of writing and raises a students proficiency to the level necessary for entrance into a particular curriculum. The course includes four hours of structured classes with two hours of self-directed and tutorial work in the Academic Support Center for a total of six hours per week. Transitional studies courses do not apply toward graduation credit and are not calculated in the GPA. Prerequisites: placement testing.

## EN 103H HONORS ENGLISH

This course, together with EN203H, replaces the sequence of English 111, 112 and 113 for qualified students. They write critical analyses of literature as well as essays that include documented research. Students may also have the opportunity to pursue individual reading and writing interests, design research projects related to their programs, and refine their writing styles. Students taking this course also take EN203H and a general education elective to complete the minimum requirement for English courses. Prerequisite: Invitation based on placement criteria

## EN 105 FUNDAMENTALS OF SPEECH COMMUNICATION

An introduction to the principles of public speaking, this

course includes communication theories and skill-building exercises designed to increase effectiveness in speaking in front of an audience. Emphasis on listening and critical thinking skills prepares students for effective discussions, critiques of speeches, and speech preparation and presentation. Three speeches are required, along with written assignments, such as speech outlines and critiques of class speeches. Prerequisite: placement into EN111

## EN 111 COMPOSITION

This is a composition course that stresses the writing process. Students will write multi-paragraph essays using the following expository modes: description, narration, example, comparison/contrast, classification/division, process analysis and causal analysis. Non-fiction readings will be covered to help illustrate writing structures and the organization of ideas. Prerequisite: academic placement or successful completion of EN090

## EN 112 RESEARCH

This is a composition course that primarily focuses on analytical and persuasive writing, as well as the research paper. Emphasis is also on critical reading and thinking. Controversial and timely issues will be discussed in connection with some writing assignments. Prerequisite: EN111

## EN 113 SURVEY OF LITERATURE

This course introduces students to a variety of literary genres, helps them organize and develop analyses of literature, and furthers their composition skills. Prerequisite: EN112

## EN 201 TOPICS IN WORLD LITERATURE

This course introduces students to the literature of various cultures, focusing on the diversity of responses to moral dilemmas and on specific problems of cross-cultural conflict, as well as other issues that illustrate the complexities of human life. Topics in this course vary to focus on selected genres, themes, periods, and cultures. Prerequisite: EN113 or EN203H

## EN 203H TOPICS IN HONORS ENGLISH

This second course in the honors English sequence furthers students' analytical and composition skills. Students read, discuss, and write critical essays on literary texts chosen from a particular genre, time period, cultural context, or theme. Specific topics vary. Prerequisite: EN103H

## EN 210 CREATIVE WRITING

In this course, students become familiar with the processes and principles necessary for creative writing, with a focus on fiction, poetry, or drama. They analyze the work of professional creative writers and, using the principles discerned, create new works. Prerequisite: EN113 or EN203H

## EN 220 TOPICS IN THE LITERATURE OF THE WESTERN WORLD

This course surveys universal themes in the literary and cultural heritage of the western world from the ancient world of the Middle East, Greece, and Rome through the Middle Ages to the Renaissance. Special attention is given to the visual sense of literature and its corresponding expression in the visual arts of related cultural movements. Students read major authors, such as Homer, Sophocles, Virgil, Dante, Chaucer, Boccaccio, Shakespeare, and Milton, along with representative selections from the various periods and cultures. Written assignments include at least two critical essays. Topics in this course vary to focus on selected genres, themes, periods, and cultures. Prerequisite: EN113 or EN203H

## EN 221 TOPICS IN THE LITERATURE OF THE WESTERN WORLD II

This course surveys universal themes in the literary and cultural heritage of the western world from the neoclassical period through the twentieth century. Special attention is given to the visual sense of literature and its corresponding expression in the visual arts of related cultural movements. Reading assignments may include representative selections from French and English neoclassicism, European and American romanticism, naturalism, realism, French symbolist and modern poetry, and twentieth-century fiction,

including Latin American and Caribbean writers. Written assignments include at least two critical essays. Topics in this course vary to focus on selected genres, themes, periods, and cultures. Prerequisite: EN113 or EN203H

#### EN 305 PROFESSIONAL COMMUNICATION

This course allows students to practice a variety of textual composition and oral presentation skills. The central principle of the course is the idea that every single textual or verbal interaction with clients, vendors, or supervisors must convey a professional image. Communication must be clear and convincing, and professionals in the arts must demonstrate their command of details by being able to field questions, to arrange textual information in a clear and appealing way, and to cite sources properly using an approved style format. The course requires students to write documents such as copy for images, project proposals, artist's statements, critical reviews, and reports. Students will also present their work orally using appropriate electronic media. Prerequisites: EN113 or EN203H

#### EN 310 TOPICS IN AMERICAN LITERATURE

This course examines the change in American literary culture over time. Particular emphasis is placed on the diversity and plurality of our American heritage. Through selected readings and the writing of critical essays, students identify and interpret literary works in their cultural context. Topics in this course vary to focus on selected themes, genres, and periods. Prerequisite: EN113 or EN203H

#### EN 425 THE SPIRIT OF PLACE IN BRITISH LITERATURE

This course studies British literary figures known for their evocation of landscapes against the background of their environments. Special attention is given to the visual sense of literature and its expression in landscape painting and other visual arts of the eighteenth, nineteenth, and twentieth centuries. The course includes, but is not limited to, Wordsworth, Hardy, and Austen. Written assignments include two critical essays. An optional ten- to fourteen-day tour of the English countryside follows this course. Prerequisite: EN113 or EN203H

#### GAD 111 INTRODUCTION TO GAME DEVELOPMENT

This course introduces basic game theory (including gameplay and strategy) as well as the historical development of all types of games (sports, board games, video games, etc.) as they have been affected by world and market conditions. Students examine the specific history of the video game industry, as well as the overall processes involved in developing a video game from basic concept to selling the proposal to production and marketing.

#### GAD 211 GAME DESIGN AND GAMEPLAY

Students learn the fundamentals of what makes a game enjoyable, playable, challenging, and marketable. Students critically evaluate video games and develop their own games from concept and proposal to design, marketing, and producing a rough game document. Prerequisite: GAD111, MA241

#### GAD 221 PROGRAMMING FOR THE ARTIST

Students are introduced to programming and examine how it is used as an artist's tool through examples such as multimedia interface button operation, multimedia scripting, and Web page interactivity. After studying concepts in the artistic area, students explore basic foundations of programming and design. The students review and modify several small sample game programs. Prerequisite: GAD111

#### GAD 301 BACKGROUND & ENVIRONMENTS FOR GAME DESIGN

In this course, students create architectural interiors representing houses, buildings, and entire worlds contained under a roof, in which to place their game characters. Students design and model interior and exterior environments for game prototypes utilizing architectural drawings and paying attention to scale and perspective, lighting and shadows, proportions, and resolution and color depth. Prerequisite: MA302

#### GAD 321 INTRODUCTION TO GAME SCRIPTING

This course introduces students to scripting in a 3-D package, e.g. Maya using MEL (Maya Embedded Language). Students explore the powerful and diverse

capabilities of 3-D scripting and customize scripts to serve an animation design purpose. Prerequisite: GAD221

#### GAD 331 INTERMEDIATE GAME SCRIPTING

In this course, students develop and refine basic programming skills. Students design, develop, and produce practical applications with a specific scripting or programming language. Students create customized tools within a 3-D package, apply interactive design principles to a Web site, and implement menus and dialog boxes. Prerequisite: GAD321

#### GAD 341 LEVEL DESIGN I

This course teaches students to analyze and break down the gameplay needs of the overall project in order to create specific level designs. Students learn to create 2-D maps, design level elements (puzzles, traps, etc.), add structures and objects (such as power-ups and weapons), and create balanced gameplay through combining these disciplines. Prerequisite: GAD211

#### GAD 345 SPECIAL EFFECTS

Students gain experience in combining live-action video with 2-D and 3-D animation along with the creation and execution of special effects. Special attention is given to issues surrounding the workflow of animation in a production environment. Prerequisites: MA357

#### GAD 402 INTERACTIVE GAME PROTOTYPING

In this course, students create and produce a stand-alone game prototype demonstrating game design principles acquired in preceding courses. Students fine tune their design, production, collecting, scripting, and storyboarding skills. Prerequisite: GAD341

#### GAD 403 ADVANCED GAME PROTOTYPING

In this continuation of Interactive Game Prototyping students will create and produce a stand-alone game prototype demonstrating game design principles acquired in preceding courses. The culmination of course work results in students fine tuning their design, production, and collecting skills, as well as scripting and storyboarding. Prerequisite: GAD402

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#### GAD 432 INTERFACE DESIGN FOR GAMING

This course offers an introduction to the preplanning aspects of the game design process. Students formulate design projects specifically for delivery mediums such as the kiosk, the Web, and the digital disk. Students examine how parameters relating to color, resolution, access speed, and composition mediate the design process. Students also employ principles of interactive design appropriate for the client and/or target audience. Prerequisite: GAD341

#### GAD 441 LEVEL DESIGN II

Building on abilities gained in the Level Design I course, students create more intricate designs for levels, characters, objects, and weapons. Emphasizing interesting game play and puzzles, students analyze game documents and work as a team to create game levels and concept art, objects, structures, and landscapes in 2-D and 3-D. Prerequisite: GAD341

#### GAD 442 ADVANCED GAME SCRIPTING

In this course, students continue to develop and refine basic programming skills. Students acquire skills needed to design, develop, and produce practical applications in a specific scripting or programming language used with different 3-D software packages. Prerequisite: GAD331

#### GAD 450 CAREERS IN THE GAME INDUSTRY

This course presents a survey of the game industries, focusing on entry-level jobs and responsibilities, career paths, characteristics, and necessary skills for success. Students also learn about regional differences in employment, types of projects and products, and are given an introduction of the path from concept to product in the industry. The course assists students in developing

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personal career goals and objectives, self-promotion skills, and strategies for conducting an effective job search.

### GAD 452 GAME PRODUCTION TEAM

This course will build upon previous courses. At the beginning of this course, each student should have the game production document, level designs, basic 2D art and 3D models ready to be combined into a playable game demo. The point of this course will be for each student to either select or accept a specific role on the production team, and acting in a timely and professional capacity, ensure that the game demos are completed. Prerequisite: GAD441

### GAD 490 PORTFOLIO PREPARATION

In this course, students review information learned in previous courses and prepare individual portfolios. An emphasis is placed on the creation of a CD-ROM game prototype, a demo tape, and traditional portfolio book. Must be taken in the final quarter. Students need approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is to be taken. Prerequisite: GAD452

### GD100 INTRODUCTION TO GRAPHIC DESIGN

An introduction to basic concepts and techniques of graphic design, this course exposes students to the fundamentals of graphic design through numerous exercises, projects, written assignments, and critiques. Emphasis is placed on production skills, critical theory and analysis, and design strategies. The computer will not be used in this course. This course should be taken in the student's first quarter of study.

### GD 131 LAYOUT

This course explores various means of indicating visual elements in page design. The ability to effectively integrate photographs, illustrations, and display and text type are developed using page composition software. This course should be taken in the 4th quarter of study for Bachelors students, the 3rd quarter of study for Associates students. Prerequisites: ART111, ART122, CS106

### GD 141 TYPOGRAPHY

Beginning with an introduction to the history of letterforms and the function of typography, this course examines the construction and application of typographic text and headline display. Prerequisite: ART111, ART122, CS106

### GD 142 PRINT PRODUCTION

In this course, the terminology and process of preparing designs for reproduction are defined and demonstrated. The preparation of art and design stresses attention to detail and introduces the principles of pre-press associated with the printing industry. Prerequisite: ART111, ART122, CS106

### GD 160 BASIC WEB DESIGN

This course introduces some of the techniques, tools, and technologies associated with Web development. By identifying, interpreting, and implementing the roles and responsibilities of Web industry team members, students define, design, and develop an HTML-based Web site using standard authoring tools. Prerequisite: CS106, P104

### GD 214 COMPUTER ILLUSTRATION

This course explores the methods and techniques of computer-generated and/or manipulated images as solutions to illustration projects. Object-oriented graphics and paint system programs are utilized. Prerequisites: ART111, ART122, CS106

### GD 221 GRAPHIC SYMBOLISM

This course examines the importance of graphic symbols in design. Logos and other symbolic images are examined in historic and contemporary contexts. Graphic elements, including letter forms, simplified imagery, and abstract

shapes, are then utilized to create individual logo designs and other symbolic images. Prerequisite: GD141, GD214

### GD 241 INTERMEDIATE TYPOGRAPHY

Building on the historical understanding acquired in previous typography courses, this course is designed to help the student explore the aesthetics of typography. Students will show through projects their understanding of the importance of typography in graphic design as both an art form and a means of communication that links the verbal with the visual to articulate and express meaning more effectively. Prerequisite: GD131, GD141

### GD 242 ELECTRONIC PRE-PRESS

Students complete multiple-paged electronic pre-press documents that include scanned and edited images, object-defined graphics, and text through the integration of a variety of file types. The place of electronic page make-up in modern print production is studied. Prerequisite: GD142

### GD 257 PORTFOLIO (ASSOCIATES DEGREE)

In preparation for job interviews, students assemble and refine a graphic design portfolio. Working individually with an instructor, each student selects pieces showcasing work that represents a unique style and demonstrates over-all conceptual abilities. This course must be taken in the final quarter of the associate's degree program. Prerequisite: Students need approval of the faculty committee, which reviews portfolio proposals in the quarter before the portfolio course is to be taken.

### GD 301 HISTORY OF GRAPHIC DESIGN

This course examines the influences of art and society on contemporary graphic design, advertising design, illustration, photography, and fashion trends. Prerequisites: EN111, GD131, GD141

### GD 302 CONCEPTUAL THINKING

Exercises in creative problem solving strengthen and expand students' skills in the generation of concepts. Critical analysis, problem identification, concept development, and idea refinement are emphasized.

### GD 324 CORPORATE IDENTITY

Students develop corporate identity programs as applied to corporate communications in this advanced design course. Applications may include stationery, business cards, signage, packaging, and vehicles. Prerequisite: GD221

### GD 326 ADVANCED TYPOGRAPHY

Building on the historical understanding acquired in previous courses, an exploration of contemporary and experimental typographic design is the focus of this course. Current trends, practical communication considerations, and the design of letterforms guide project outcomes. Prerequisite: GD141, GD241

### GD 331 ADVANCED LAYOUT

This advanced course enhances and reflects skills developed in fundamental design classes. Students use critical thinking in the application of type and layout to create clear and communicative design. This course prepares students for their Mid Review 2, in which a passing grade is required for satisfactory completion of this course. This course should be taken in the 7th or 8th quarter of study for BFA students, the final quarter of study for AA students. Prerequisites: GD131, GD241, GD242.

### GD 344 CREATIVE IMAGING

In this conceptual and creative imaging course, students develop the techniques, abilities, inspiration, and confidence to create personal, conceptual imagery to enhance design projects. Students free themselves from depending on stock and royalty-free imagery, and learn to avoid all copyrighted and Web-based image sources. Prerequisites: P104, GD214

### GD 360 MOTION GRAPHICS FOR GRAPHIC DESIGNERS

This course is an introduction to motion design, concepts, and techniques. Students create interactive motion using basic principles of design for timeline-based media specific to the graphic design discipline. Prerequisite: GD160

# C course descriptions

## GD 398 INDEPENDENT STUDY

The course offers students the opportunity to pursue advanced study within an area of interest with the approval of an Department Chair. May be repeated for credit.

## GD 399 INTERNSHIP

This monitored program gives upper-level students the opportunity to work part-time with cooperating employers. In exceptional cases, internship may take the place of required technical courses where the experience is equivalent to course content. Students are required to keep a log, communicate weekly with faculty, and maintain attendance requirements. Available to qualified students who obtain approval from the Department Chair. May be repeated for credit.

## GD 423 PUBLICATION DESIGN

In this advanced design course, students create layouts for publications (magazines, newsletters, and reports), employing type, visual sequencing, images, and graphic elements. A production dummy is prepared using page-make-up computer programs and edited photo images. Prerequisites: GD232, GD242

## GD426 ENVIRONMENTAL GRAPHIC DESIGN

Students will study a range of examples of exhibition/environmental design measured against conventions of 2D display/informational systems. Prerequisites: GD331

## GD 427 PACKAGE DESIGN

This course defines the role of packaging in product identification, presentation, and production. The unique challenges of adapting typography, illustration, design, and materials to three-dimensional form are explored. Research includes marketing objectives, structural integrity, and display aesthetics. Prerequisites: ART121

## GD 432 ART DIRECTION

An introduction to the principles of concept and problem solving for print, photography, and broadcast media as they relate to the function of the art director. Also studied is the interaction of the creative, marketing, and production functions in the promotion of ideas. Prerequisite: GD331

## GD 442 SENIOR PROJECT

Students select an area from graphic design to research and program their senior projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results. Additionally, students prepare, present, and defend a graduation project suitable for professional presentation. Must be taken in last two quarters of the bachelor's program.

## GD 462 INTERACTIVE SENIOR PROJECT

Individual interactive graphic design projects are defined and produced under the instructor's supervision. Based on the individual's area of interest, each project is accomplished using the media and technology deemed appropriate for the goals of each self-directed assignment. It is recommended that this course be taken in the last two quarters of the bachelor's program. Prerequisite: MM260

## GD 457 SENIOR PORTFOLIO

In preparation for job interviews, a graphic design portfolio is assembled and refined. Working individually with an instructor, each student selects pieces showcasing work that represents a unique style and demonstrates over-all conceptual abilities. This course must be taken in the final quarter of the bachelor's degree program. Prerequisite: Students need approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is to be taken.

## GE 398 INDEPENDENT STUDY: ADVANCED TOPICS IN GENERAL EDUCATION

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of the Department Chair. May be repeated for credit.

## GD456 PORTFOLIO PREP

In preparation for senior portfolio, GD457, a graphic design portfolio will be assembled and refined. Working individually with the instructor, each student will select representative pieces showcasing work that represents

a unique style and demonstrates overall conceptual abilities. Prerequisites: This course must be taken in the 11th quarter. This course prepares students for the Senior Portfolio Review, in which a passing grade is required for satisfactory completion of this course.

## HA 115 ART HISTORY I

This course is a general history survey focusing on the artistic movements of major civilizations from approximately 25,000 BCE to 330 AD. The course is based on an interdisciplinary format, exploring the aesthetic perceptions and the arts of such cultures as the Paleolithic, Egyptian, Near Eastern, Greek, Roman, ancient Eastern, and African. The integration of art with the socioeconomic, political, and philosophical currents of each era will be examined, as well. Prerequisite: placement into EN111

## HA 116 ART HISTORY II

This course is a general art history survey focusing on major artistic movements throughout the world from the Byzantine Empire through the Renaissance to the Baroque Period, approximately 300 to 1600 AD. The course is based on an interdisciplinary format, exploring the aesthetic perceptions and the arts of the eastern and western worlds, including the Byzantine, Islamic, Medieval, Renaissance (Italian and Northern), and ancient American. The integration of art with the socioeconomic, political, and philosophical currents of each era will be examined, as well. Prerequisite: placement into EN111

## HA 117 ART HISTORY III

This course is a general art history survey focusing on major artistic movements throughout the world from the Baroque through the Modern Era, approximately 1600 to 1945 AD. The course is based on an interdisciplinary format, exploring the aesthetic perceptions and the arts of the Eastern and Western worlds including the Baroque, Neoclassical, and Romantic Eras, as well as the modern art of Europe, the United States, Eastern Europe, Asia, Africa, Central and South America, and Oceania. The integration of art with the socioeconomic, political, and philosophical currents of each era will be examined, as well. Prerequisite: placement into EN111

## HA 210 CONTEMPORARY ART, 1945–PRESENT

This survey of avant-garde activities in the visual arts looks at abstract expressionism, pop art, neo-Dada, Europe's new realism, op, minimalism, conceptual art, performance art, new expressionism, graffiti, abstract art, etc., and how they have expressed contemporary socioeconomic, political, philosophical, and technological realities. This course also covers the development of postmodernism and the critical literature surrounding it. Prerequisites: HA115, HA116 or HA117; or permission from Department Chair.

## HS 300 MODERN HISTORY

This course emphasizes how the events of modern history affect the contemporary American world. Students analyze political, social, diplomatic, and intellectual developments from 1865 to the present. The course includes a research project. Prerequisite: EN112 or EN103H

## HU 105 WORLD CIVILIZATION AND THE ARTS

This course introduces students to themes and issues relating to art and human civilization and the relationship between them. Topics include the nature and value of art and artistic expression; aspects of culture and civilization; what it means to be a human being in relation to artistic expression; and factors motivating regulation, control, and censorship of art and artistic expression on the part of civilizations. The role of the Classical and Judeo-Christian traditions in creating the Western tradition is considered, and the Western tradition may be compared with non-Western traditions. The course emphasizes critical thinking and analysis. Prerequisite: placement into EN111

# C

## course descriptions

### HU 212 INTRODUCTION TO FILM STUDIES

This course provides students with the fundamentals of film analysis and film theory. By viewing and discussing a variety of current and older films, both in English and other languages, students learn how to apply techniques of analysis to any film. Students also acquire the vocabulary and knowledge necessary for a more advanced study of film genres and film theory. Prerequisite: placement into EN111

### HU 215 TOPICS IN WORLD MYTHOLOGIES

This course provides an interdisciplinary, comparative introduction to the major stories, fables, symbols, and influences of world mythologies, ranging from the Greek and Roman to the Egyptian, Celtic, Scandinavian, South American, Indian, and other cultures. Topics in this course will vary and focus on selected themes, genres, periods, and cultures. Prerequisite: EN113 or EN203H

### HU 250 RELIGIONS OF THE WORLD

This course surveys and compares the development and central teachings of major religious traditions of the world, including Hinduism, Buddhism, Judaism, Christianity, Islam, and religious traditions in Africa and among Native Americans. Students examine the role each religious tradition plays in the creation of culture, as well as the unique contribution each makes toward understanding and solving such basic global issues as the quest for world peace, care for the environment, and the question of the nature and value of the human individual. The course emphasizes critical thinking and analysis. Prerequisite: placement into EN111

### HU280 PHILOSOPHICAL PROBLEMS OF ART

This course introduces students to questions and issues

relating to the nature of art and artistic expression that typically lead to, involve, or require philosophical concepts and analysis. Issues having to do with the reality of art, with the cognitive and ethical status of art, as well as with meaning and signification in regard to art and artistic expression, will be addressed. Emphasis will be on critical thought and analysis. Prerequisite: EN113 or EN203H

### HU 305 CRITICAL THINKING

This course explores the nature of effective thinking. Topics include meaning and analysis, language and thought, understanding and communication, reason and feeling, and the personal and objective perspectives. Consideration is given to the significance of the principles of logical validity, the role of care and empathy, and the nature and importance of creativity in thinking and problem-solving processes. Prerequisite: EN113 or EN203H

### HU 341 TOPICS IN FILM: FILM NOIR

This course explores an influential film genre, its appearance in America in the post-World War II years, and the contemporary films noirs that have sprung from this earlier movement. Students study the political, social, and artistic factors that led to the unplanned creation of this genre. Prerequisite: HU212

### HU 342 TOPICS IN FILM: ASIAN CINEMA

This course examines the work of major Asian directors in the post-World War II period. Students study the films in historical context, as well as analyzing film-related elements of these works. Prerequisite: HU212

### HU 343 TOPICS IN FILM: THE HOLLYWOOD STUDIO SYSTEM

This course examines the seven major studios that defined Hollywood's golden era, including MGM, Universal, and RKO. Students view films representative of the time period in which they were made, as well as being from one of the major studios. They also study the financial, social, and artistic influences the studio system had on the filmmaking process during this period. Prerequisite: HU212

### HU 344 TOPICS IN FILM: INDEPENDENT FILMMAKERS

This course explores the influence of filmmakers who work or have worked outside the traditional system. Students view and analyze the works of such directors as John Cassavetes, Robert Altman, Steve Soderbergh, Rose Troche, Martin Scorsese, Francis Ford Coppola, Claudia Weill, John Waters, Allison Anders, and others. Prerequisite: HU212

### HU 345 TOPICS IN FILM: EUROPEAN CINEMA

This course explores the work of major European directors of the post-World War II era. Students study the films in historical context, as well as analyzing the film-related elements of these works. Prerequisite: HU212

### IMD 100 FUNDAMENTALS OF INTERACTIVE DESIGN

This course introduces the history, terms, and technologies of the interactive design field. Students explore roles in the interactive media industry, significant organizations, and trends. They design, develop, and upload a simple Web site using basic HTML constructs. Basic Web site production stages and issues, such as naming conventions and file organization, are also covered. Prerequisite: CS 106

### IMD 110 INTERACTIVE DESIGN CONCEPTS

This course identifies the components of the design process and explores research methods, emphasizing design solutions appropriate to a targeted market. Students strengthen and expand their concept generation skills through exercises in creative problem solving. The course also stresses the process of screen design development from roughs to comprehensives, layout and digital techniques, and the use of a grid system for multi-component screen layouts. Students employ HTML and CSS to implement the design concepts. Prerequisite: IMD 100

### IMD 140 CONCEPTS IN MOTION DESIGN

In this introduction to motion design concepts and techniques, students create interactive motion projects using basic principles of design for timeline-based media. Prerequisite: GD 214

### IMD 200 INFORMATION ARCHITECTURE

This course introduces students to the concepts and processes of developing interactive projects that address and solve user needs. Students research users, goals, competition, and content, and develop the navigation structure, process flow, and labeling systems that best address these needs. They prepare and present a professional information architecture proposal. Prerequisite: IMD 110

### IMD 210 FUNDAMENTALS OF SCRIPTING LANGUAGES

Students develop basic programming concepts and skills and combine them with interface design skills. The course emphasizes integrating programming concepts with interface design for a client-side environment. Students use HTML, CSS and basic JavaScript to develop web interfaces. Prerequisite: IMD 110

### IMD 220 USER-CENTERED INTERFACE DESIGN

Students learn the skills to design interactive interfaces, as well as examining communication and business goals, target audience, information architecture, media, and delivery platform. They explore guidelines for user-centered interface design and apply them to various interface design projects. Prerequisites: IMD 200, IMD 210, IMD 240

### IMD 240 AUDIO FOR INTERACTIVE MEDIA

This course helps students understand the role of audio in an interactive environment. They learn the concepts and technology for deploying audio on the Web. The course emphasizes digitization, optimization, and integration of rich media on the Web. Students also learn the fundamentals of streaming audio. Prerequisites: IMD 110, IMD 140

### IMD 280 INTRODUCTION TO MOTION SCRIPTING

This course examines scripting language for the development of interactive time based media projects. Students learn to apply scripting skills to create interactive experiences using motion media. Prerequisite: IMD 140



#### IMD 300 INTERACTIVE MOTION GRAPHICS

In this course, students explore the concepts, technologies, and application of motion graphics in developing a rich media communication solution. Prerequisite: IMD 340

#### IMD 310 INTERMEDIATE SCRIPTING LANGUAGES

Students refine their programming skills to develop interactive interfaces. Concepts covered include object-oriented programming, programming logic, problem solving, process flow and flowcharting, syntax and structures, and debugging and troubleshooting. Students acquire skills needed to design and develop interactive web interfaces. Prerequisites: IMD 210

#### IMD 320 PRODUCTION TEAM

This course focuses on the interactive design project management process, stressing the development of the project team as key to successfully achieving project goals. Students examine the main elements required in efficient planning and execution of an interactive project and study issues of copyright and intellectual property as they relate to project implementation. They participate in a team on a realistic, client-based project. Prerequisite: IMD 220

#### IMD 340 VIDEO FOR INTERACTIVE MEDIA

Students develop an understanding of desktop video production, post-production, and delivery concepts. Topics such as streaming, bandwidth, compression, formats, and frame rates are covered. Prerequisite: IMD 240

#### IMD 360 NON-LINEAR NARRATIVE

Students conceptualize and develop a storyline for a non-linear narrative. They integrate interactive experiences within this narrative to create an immersive user experience. The course emphasizes selection and use of appropriate development tools and techniques. Prerequisite: IMD 280

#### IMD 380 SOUND DESIGN

This course helps students understand the conceptual and technical challenges of sound and the important communication role it plays when combined with visuals.

Students study techniques of recording, generating, editing, synchronizing, and manipulating sound data. Conceptual issues of noise, sound, and music are covered. Students explore the evocative, informational, and temporal possibilities sound offers in connection to their visual work from other classes. Prerequisite: IMD 240

#### IMD 390 PORTFOLIO

Students are guided through the process of compiling their work into interactive portfolios. They apply techniques and strategies to market themselves in their chosen fields. Emphasis is placed on students assessing their most marketable skills and designing the portfolio to best market these skills. Students not only develop an online portfolio, but also prepare a professional resume and support documentation for their projects. Students appear for a comprehensive examination and portfolio defense. This course must be taken in the final quarter of the associate's degree program. Prerequisite: Approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is to be taken.

#### IMD 398 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of the department chair. May be repeated for credit.

#### IMD 399 INTERNSHIP

A monitored program for upper-level students, an internship gives them the opportunity to work with cooperating employers. Available to qualified students who obtain approval from the department chair.

#### IMD 400 INTERACTIVE MOTION SCRIPTING

This advanced course applies motion graphics as an integrated interactive solution. Students script interaction, sequencing, and motion for interactive projects. They develop projects for delivery on the Web as well as stand-alone computers. Prerequisites: IMD 280

#### IMD 405 MARKETING BASICS

This course addresses the fundamental concepts and principles of marketing. Students place their knowledge

in a framework and understand how each component contributes to the strength and utility of a marketing plan. They learn how corporate identity and branding relate to the marketing plan and learn to make effective marketing presentations. Prerequisite: IMD 320

#### IMD 410 DYNAMIC WEB APPLICATIONS

Students apply user-centered design principles, database structures, and server-side scripting to design and develop content for server-based dynamic delivery. The course emphasizes design issues relating to the display of dynamic content on the screen and how that content is updated as well as delivered from databases. Prerequisite: IMD 310

#### IMD 445 USABILITY EVALUATION AND ACCESSIBILITY

This course introduces students to concepts and techniques in usability evaluation. Through theories presented in the course, students learn ways to research, design, implement, and analyze interactive projects from the perspective of usability. Students also examine the concept and methods of accessibility for digitally delivered interactive projects. They identify methods of creating accessible, standards-compliant interactive projects. Prerequisite: IMD 320

#### IMD 450 HISTORY OF COMMUNICATION MEDIA

A survey of major events and development in the history of media based communication is the focus of this course. The course explores the relationship between technology and media development and explores the impact motion media and mass communication have on society and the economy. Students explore the evolution and future trends of interactive media. Prerequisite: IMD 320

#### IMD 465 SENIOR PROJECT DESIGN

Students in this course work on an advanced interactive media project. They submit a proposal and concept prototype for the project. The course emphasizes content, design, and technology research, formal written communication, quality, independent critical analysis, presentation, and defense. Prerequisite: IMD 405

#### IMD 470 SPECIAL TOPICS

In this seminar-style course, students examine contemporary issues and trends in the field of new media design. They conduct independent research and make a professional presentation of their findings to a group of critical listeners. Prerequisite: IMD 320

#### IMD 480 PORTFOLIO PREPARATION

Students identify the projects and get them ready for inclusion in the portfolio. They also explore the job market and the trends in the field of interactive media. The students review the terminology, processes, roles, technologies and players in the field. Finally, the students present their projects in order to get approval to be admitted to the portfolio class. Prerequisite: IMD 465

#### IMD 485 SENIOR PROJECT PRODUCTION

This course is a continuation of IMD 465. Students prepare, present, and defend a project suitable for professional utilization. The course emphasizes production values, technical sophistication, quality assurance, evaluation of the effectiveness of the product, conceptual thinking, critical analysis, written communication, and presentation skills. Prerequisite: IMD 465

#### IMD 490 SENIOR PORTFOLIO

Students produce a comprehensive project including an online portfolio site, compilation of project documentation, a resume, and a business card in a unified packaged presentation. Students appear for a comprehensive oral defense on the portfolio presentation as well as industry concepts, methods, and technologies. This course must be taken in the final quarter of the bachelor's program. Prerequisites: IMD 480

# C

## course descriptions

### INT120 INTRODUCTION TO INTERIOR DESIGN

Entry-level course introduces students to the profession of interior design. Students learn how the profession has evolved, what skills they need to develop to succeed as a professional, and what career opportunities exist within the profession. Course includes a basic overview of the profession, including the design process, the impact of technology on the profession, and exposure to a variety of practicing industry professionals and design organizations.

### INT 130 ARCHITECTURAL DRAFTING

In this course students are introduced to basic drafting techniques, terminology, and symbology used in interior design, including use of equipment, lettering, and orthographic drawing. Prerequisite to all interior design studio and technical drawing courses.

### INT 133 PERSPECTIVE

In this introduction to the principles of one- and two-point perspective and the techniques to represent shade and shadow, students develop freehand sketching techniques used to communicate design ideas. Prerequisite: INT130

### INT 168 INTERIOR SPACE

This course applies the principles of 3-D design to the development of interior space. Content includes the use of basic ordering principles of space, and spatial theories of organization. Students develop skill and judgment in arranging and defining three dimensional space and graphically presenting their ideas through conceptual sketching, model building, and production of axonometric and orthographic drawings. Prerequisite: INT130, ART121

### INT 232 WORKING DRAWINGS

An introduction to the process of producing and using a set of contract documents for interior spaces, course content includes formatting and cross-referencing drawings and how to represent details, sections, and legends. Prerequisite: INT130

### INT 133 PERSPECTIVE

In this introduction to the principles of one- and two-point perspective and the techniques to represent shade and shadow, students develop freehand sketching techniques used to communicate design ideas. Prerequisite: INT130

### INT 234 COMPUTER-AIDED DRAFTING

Students examine the hardware that makes up a CAD workstation and the operating system (Windows NT) that enables the equipment to function as a unit. It shows how to use AutoCAD to set up and manage files. Students learn how to create precise drawings using geometric constructions with lines, circles, arcs, text, and dimensioning. Projects include orthographic drawings. Prerequisites: INT232; CS106

### INT 235 INTERMEDIATE COMPUTER-AIDED DRAFTING

This course takes information taught in INT 234 and applies it specifically to the interior design profession with a focus on working drawings. Students develop competencies necessary to edit and manipulate drawing files and electronic images. Prerequisite: INT234

### INT 237 VISUAL PRESENTATION

In this course students render elevations, plans, and interior perspectives using a variety of media and surfaces. Techniques for the design and construction of presentation boards are also discussed. Prerequisite: INT133

### INT 240 HISTORY OF DESIGN TO 1830

This course examines the evolution of furniture, interiors, and design theory from the ancient world to 1830. Students study the major cultural, political, social, and economic factors that affect the design of material culture and the relationship of furniture and interiors to significant movements in art and architecture.

### INT 258 INTERIOR MATERIALS

This course examines the characteristics and selection criteria for the identification, use, and evaluation of interior materials, finishes, and treatments. Also discussed is the impact materials have on human beings and the environment.

### INT 259 TEXTILES

Explores the nature of man-made and natural fibers and their production, uses, and characteristics. Content includes discussion of fibers, fabrics, finishes, design methods, aesthetic application, and ordering specifications.

### INT 269 HUMAN FACTORS

This course explores the issues related to how human beings interact with the built environment. Content includes ergonomic, anthropometrics, and behavioral considerations that affect the planning of interior space. Students are introduced to project programming and the skills necessary to graphically represent their ideas through conceptual drawings, bubble diagrams, matrices, and other supporting graphic images. Prerequisite: INT168

### INT 270 DESIGN PROCESS

Students explore the programming, conceptual, and schematic phases of the design process. Content includes theories of design and the exploration of interior space as volume. Prerequisite: INT269

### INT 273 DESIGN DEVELOPMENT, RESIDENTIAL

This course explores the design development phase of the residential design process. Students make the transition from thinking conceptually to fully developing a residential interior space. Course content includes concept development, space planning, and color, finishes, and furnishings selection. Materials selection and their appropriate application to the residential environment are also discussed. Prerequisites: INT232, INT270

### INT 335 DIGITAL PRESENTATION (Elective)

This course experiments with alternate methods of creating and producing interior design presentations.

Combining a variety of software, reproduction methods, and manual technology, students explore ways to manipulate and integrate images and text into a cohesive graphic package. Course includes issues of design, composition, and typography. Prerequisites: P104, INT237

### INT 341 HISTORY OF DESIGN, 1830–PRESENT

This course traces the development of nineteenth- and twentieth-century furniture and interiors from industrialization to the present and examines the theoretical basis of the evolution of contemporary design. Discussion includes the history of the profession of interior design and contributions of individual designers.

### INT 343 HISTORY OF NINETEENTH- AND TWENTIETH-CENTURY ARCHITECTURE

A study of the evolution of modern architecture in the nineteenth- and twentieth-centuries, this course discusses the theoretical basis of significant architectural styles and places architectural developments within their cultural, historical, and social contexts.

### INT 352 BUILDING TECHNOLOGY AND CODES

This course surveys the principles of interior construction and the interrelationship between building materials, systems, and structure. It includes research and application of building codes and other regulations covering the health, safety, and welfare of the public. Prerequisite: INT232

### INT 356 LIGHTING

Students study the possibilities of lighting as a form-giver to interior space and the technical knowledge necessary to create a successfully illuminated interior. Prerequisite: INT235

### INT 358 INTERIOR DETAILING

A study of the materials, construction sequence, and processes involved in the design and installation of basic interior details for cabinetry, floor, ceiling, and walls. Content includes how details are communicated in the documents package. Prerequisite: INT235

# C course descriptions

## INT 372 CORPORATE DESIGN

Students study the design of a corporate space from programming to presentation drawings. Content includes space planning, lighting, corporate furnishings, material and finish selection, and code applications for corporate use. Prerequisites: INT235, INT273

## INT 373 SPECIALTY DESIGN

A study of advanced space planning emphasizing the development of sculptural space and the concept of plan as art, the course emphasizes precedent and contextual thinking in the development of creative design for a variety of interior applications. Prerequisites: INT235, INT273

## INT 377 PROBLEMS IN RESIDENTIAL DESIGN

This course explores programming, problem-solving, and design relating to a variety of types of residential spaces: assisted living, barrier-free, and multicultural environments. Studies of human factors, design requirements, and regulations are also discussed. Prerequisites: INT235, INT273

## INT 406 ADVANCED DETAILING

This course is designed to involve the student in the research and design of complex casework, millwork, and interior construction details. Prerequisite: INT 358

## INT 409 ADVANCED COMPUTER-AIDED DESIGN AND VISUALIZATION (elective)

This is an advanced course using 3D Studio VIZ, AutoCAD, Architectural Desktop, and other PC software to visualize designs in three dimensions. Students learn to build precise three-dimensional models of the built environment and combine with other two- and three-dimensional graphics software to communicate design intent using photo-realistic images and walk-through simulations. Prerequisite: INT235

## INT 431 ADVANCED CORPORATE DESIGN

In this course the design of complex, upscale corporate interiors reflects the comprehensive synthesis of problem identification, research, programming, preliminary design, and design development. The team aspect

focuses on issues of group dynamics, time management, and coordination of information, conflict resolution, and peer review.. Prerequisites: INT352, INT356, INT358, INT372

## INT 432 HOSPITALITY DESIGN

This course is an investigation and application of industry standards, design issues, codes, and products relevant to the development of a hospitality space.vPrerequisites: INT352, INT356, INT358

## INT 434 HISTORIC PRESERVATION (elective)

Theories and approaches for the interpretation and design of historic spaces and the use of historical references in contemporary interior environments are presented in this course. Prerequisites: INT341, INT356, INT358

## INT 460 PROFESSIONAL PRACTICE

This course presents the principles governing the business, legal, and contractual aspects of the interior design profession for both commercial and residential applications. Also addressed are the factors in client relationships, marketing of design services, and issues facing the design profession today.

## INT 468 PORTFOLIO

In preparation for job interviews, students refine and assemble a creative body of work into a comprehensive visual package. A grade of C or better is required. Prerequisite: Completion of one 400-level design studio and approval of the Department Chair.

## INT 498 INDEPENDENT STUDY (elective)

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of the Department Chair. May be repeated for credit.

## INT 499 INTERNSHIP (elective)

This monitored program for upper-level students gives them the opportunity to work with cooperating employers. Available to qualified students who obtain approval from the Department Chair.

## MA 110 HISTORY AND TRENDS IN ANIMATION

In this course, students explore the development of the art of animation within an historic context. The influences of society and human events, advances in technology, and major stylistic trends are discussed in terms of their impact on animation. Students also explore current directions in contemporary animation, and identify major sectors of the animation industry and career opportunities within them.

## MA 131 WRITING FOR ANIMATION

This course allows students to explore the many facets of storytelling and narrative development, dealing with both conceptualization and professional structuring of a story for animation. The students develop stories by breaking them down into such things as a premise, scene breakdown, and story outline, finally generating a script. They then gather these parts into a professional presentation. Prerequisite: EN111

## MA 133 STORYBOARDING AND ANIMATICS

This course examines and breaks down the necessary tasks in the pre-production stage in the creation of graphics, animation, and special effects in film and video. Students produce treatments and storyboard descriptions, as well as create images for storyboards. Animatics are produced combining the written and visual into presentation formats. Prerequisite: MA131

## MA 141 SCULPTURE FOR ANIMATORS

This course covers the basics of character construction and design from construction drawings through completed 3-D models rendered in polymer clay. Students construct maquettes which are digitized into 3-D animation programs as part of the design, visualization, and model-making process, to help the animator visualize the character or object they are animating in three dimensions. Prerequisite: ART111

## MA 201 INTRODUCTION TO 3-D MODELING

Students are introduced to the basic concepts in object creation in a computer-based modeling environment. Topics include concepts of 3-D space, methods of modeling, editing modeled objects, texture mapping, and

rendering, as well as the basics of lighting and camera work for 3-D modeling. Prerequisites: MT112, MA133

## MA 211 CHARACTER AND OBJECT DESIGN

In this course, students design and draw characters or objects for animation. They learn appropriate proportion and form for an animated character or object. Prerequisite: ART211

## MA 231 INTRODUCTION TO 2-D ANIMATION

Students gain a basic understanding of the process for creating two-dimensional animation sequences through both traditional methods and the computer. Students learn the various principles of animation through a series of building-block projects using traditional methods and materials as well as animation software to produce on-screen animations. Prerequisite: MA131 and MA133 concurrently

## MA 238 INTERMEDIATE 2-D ANIMATION

This course applies the basic principles of 2-D animation in a computer environment. Students script, storyboard, and develop a short animation project utilizing both traditional and computer skills. Prerequisite: MA211, MA231

## MA 241 ADVANCED DRAWING FOR ANIMATORS

Students refresh and further develop their drawing skills in human anatomy, animal anatomy, and perspective, as well as creating 2-D animated sequences using the traditional paper and pencil approach. Prerequisite: MA211

## MA 251 ACTING FOR ANIMATORS

This course explores the techniques involved in putting

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together expressions and movements that convey emotions, impart meaning, and tell a story. Students learn how to tell a story with motion and embellish it with expression. Prerequisite: EN105

### MA 302 INTERMEDIATE 3-D MODELING

Students expand their knowledge and skills in computer-based 3-D modeling. Topics to be covered include skinning, beveling, displacement mapping, terrain (topographic) modeling, match perspective, advanced texture mapping, and advanced lighting techniques. Prerequisite: MA201

### MA 304 ADVANCED 3-D MODELING

In this course, advanced modeling techniques and concepts are applied using a 3-D environment. Modeling as character design and development is emphasized while students analyze real-world observations and their application to modeling. Prerequisite: MA302

### MA 312 INTRODUCTION TO 3-D ANIMATION

Students are introduced to basic 3-D animation techniques. Topics to be covered include hierarchical linking, keyframing, function curves, animated modifiers, animated materials and textures, basic dynamics, basic particle animation, basic morphing, animated cameras, introduction to character animation, and space warps. Prerequisite: MA231

### MA 321 INTERMEDIATE 3-D ANIMATION

Building on skills acquired in MA 298, students are introduced to more advanced 3-D animation techniques, using character animation as a focus. Topics to be covered include application of the principles of traditional

animation to 3-D animation, creating animation that is timed to music, creating and animating bone structures and linking them to continuous-skinned and jointed characters, animation of facial expressions, and lip synching. Prerequisite: MA302, MA312

### MA 324 ADVANCED 3-D ANIMATION

Advanced animation techniques, rigging, and setup techniques are utilized in a 3-D environment. Students apply the principles of acting, as well as appropriate mathematical concepts and techniques, to scripting activities, using real-world observations and their application to animation. Prerequisite: MA304

### MA 333 ANIMATION FOR INTERACTIVE PRODUCTION

This course combines animation with facilities for integrating text, sound, images, and full-motion video into a wide variety of interactive products. It allows students to explore the role of 2-D and 3-D animation in the production of interactive applications. Students utilize skills in scripting, storytelling, and animation in producing prototypes of interactive applications using multimedia software. Prerequisite: MA238

### MA 341 DIGITAL INK AND PAINT

This course introduces the student to advanced digital rendering and painting techniques and tools for creating professional-quality storyboards, model sheets, animatics, concept art, and animation. Students explore issues of color management, and how to tailor the finished product for the final output medium, including video, print, film and the Web. Prerequisites: GD214, P104, MA238

### MA 344 DIGITAL VIDEO EDITING

Students explore the features and functions of non-linear video editing systems. The role of editing, compositing, and audio in the post-production process for animation and live-action is stressed. Students will also explore the various options available for output and distribution of edited video. Prerequisite: MA312, MA238

### MA 345 SPECIAL EFFECTS

Students gain experience in combining live-action video with 2-D and 3-D animation along with the creation and

execution of special effects. Special attention is given to issues surrounding the workflow of animation in a production environment. Prerequisites: MA312

### MA 351 MATERIALS AND LIGHTING

In this course, students learn about lighting 3-D objects, lighting movement, and establishing the relationship among background, object, reflectivity, and illusion of depth. The course focuses on the correlation between reality and computer rendition, stressing the difference between light and the technical imitation of artificial lighting. Prerequisite: MA302

### MA 398 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of the Department Chair. May be repeated for credit.

### MA 399 INTERNSHIP

This monitored program for upper-level students gives them the opportunity to work with cooperating employers. Available to qualified students who obtain approval from the Department Chair.

### MA 401 ANIMATION TEAM AND PROJECT MANAGEMENT

Students work in teams on a large-scale animation project. Each team member takes a specific role in the project, which involves research, planning, execution, and presentation in a professional format. Prerequisites: MA304, MA324

### MA 412 BUSINESS FUNDAMENTALS AND CAREER DEVELOPMENT

This course provides a detailed view of the concepts, practices, strategies, legalities, and decisions involved in successfully establishing and operating an animation business. Students gain a strong working knowledge of the animation industry.

### MA 424 SPECIAL TOPICS IN ANIMATION

In this course, students conduct an in-depth study, write a paper, and make a professional presentation on a topic in animation. The emphasis is on collating and analyzing

information, developing personal critiques, and making a comprehensive professional presentation. Subject matter of this course varies per quarter. Prerequisite: Permission of Department Chair

### MA 430 SENIOR PROJECT I—MA302, MA238

### MA 440 SENIOR PROJECT II —MA430

Students research and submit a proposal for a research and/or development project in animation and work with individual faculty advisors. Emphasis is on systematic planning, content development, design, and technology research, as well as formal written communication, independent critical analysis, presentation, and defense. Prerequisites: 2-D projects=MA238, MA341. 3-D projects=MA204, MA324

### MA 490 PORTFOLIO PRESENTATION

This course is a review and includes preparation of individual portfolios. Emphasis is placed on professional preparation and creation of a demo tape and portfolio book. Must be taken in the final quarter. Students need approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is to be taken.

### MM 312 SOUND DESIGN

Students study audio recording, mixing, editing, and optimization for integration and distribution via a Web site using professional digital recording devices and digital editing techniques. Students examine principles of aesthetic sound design and the integration of audio assets in a Web-based message. Prerequisite: MM212

### MM 341 ANIMATION FOR INTERACTIVE PRODUCTION

This course allows the students to explore the role of animation in the production of interactive Web sites. Students design and develop three-dimensional animated media assets and integrate them on a Web site. Prerequisites: MA201, MM260

### MM 345 PROJECT MANAGEMENT FOR NEW MEDIA

With the increasing complexity and multi-disciplinary nature of Web development, management of processes and individuals involved in development continues

to be a significant challenge in the industry. This course introduces students to the tools and methods of management and sensitizes them to the processes critical to efficient and effective execution of projects. Prerequisite: MM320

#### MM 351 TOPICS IN SCRIPTING

This course examines scripting languages for the development of interactive projects using rich media. Languages are chosen for their applicability to current software and industry standards at the time the class is offered. Prerequisites: MM260, MM220

#### MM 355 BUSINESS APPLICATIONS OF THE WEB

The Web increasingly plays a significant role in business today. It thus becomes imperative to understand how it is likely to impact the way business is conducted. This course provides an opportunity for explorations in this realm. It examines various types of applications and how they impact business processes and decisions. This course provides an important foundation for anyone considering a career in designing and developing web/ multimedia applications for business. Prerequisites: MM230, MM245, MM300

#### MM 360 HISTORY OF MEDIA

This course examines the major movements that define art and show the relationship between artists and movements in the visual arts, music, film, architecture, and modern digital or electronic expression. Prerequisite: placement into EN111

#### MM 365 SOCIO-CULTURAL IMPLICATIONS OF NEW MEDIA

In this seminar-style course, students examine contemporary issues and trends in the field of new media design, as well as conducting independent research and making a professional presentation of their findings to a group of critical listeners. Prerequisite: MM320

#### MM 375 ART AND NEW MEDIA

Conventionally, new media is considered as communication medium with significant impact on information dissemination and business practices.

However, it has also been used as an expressive art form. This course explores the avenues the medium offers for expression. The course examines how it has been used for this purpose and requires students to develop an expressive new media exhibition of their own. Prerequisite: HA210

#### MM 385 WRITING FOR NEW MEDIA

Writing as a means of communication is a well-weathered art. However, writing for new media requires that this art be customized in keeping with the imperatives and requirements of the media. The course examines journalistic, advertising, video, and television writing. It compares the requirements for these with writing for new media. Furthermore, it explores approaches for optimizing the impact of written communication as a component of new media. Prerequisite: MM245, MM300

#### MM 410 TOPICS IN PROGRAMMING

This course focuses on specific coding and/ or coding languages utilized in the multimedia and web field. Classes are offered in areas that will reflect the needs of the industry and the most current standards utilized in order to impart current market skills to students. Prerequisite: MM351

#### MM 415 VIRTUAL REALITY TOOLS AND PROCESSES

Partial immersion and simulation is used in interactive multimedia to create working and living environments, examine products, and augment instructor-led training. Students design an interactive environment using VR technology. Prerequisite: MM341

#### MM 422 ADVANCED AUTHORING

Authoring tools and content-production software are utilized in this course. Students produce portions of web sites and/ or interactive CD materials, and synthesize many of the content-development skills acquired in previous course work, including storyboarding, script workflow practices, and design skills. There is heavy emphasis in team skills and project management. Prerequisite: MM322

#### MM 443 SENIOR PROJECT I

Students choose to work on a design, research, evaluation, or development project related to new media. Students research and submit a proposal for the project and work with individual faculty members as advisors. Emphasis is on systematic planning, comprehensive research, formal written communication, independent critical analysis, presentation, and defense. Prerequisite: successful completion of all MM courses from quarters one through nine.

#### MM 444 SENIOR PROJECT II

Students take the proposal presented as a part of MM 443 into the execution phase. They continue to work with an individual faculty advisor and prepare a comprehensive report and deliverables as per the proposal. Prerequisite: MM443

#### MM 490 SENIOR PORTFOLIO

Emphasis is on producing a comprehensive project including an on-line portfolio site, compilation of project documentation, a résumé, and a business card in a unified packaged presentation. The student appears for a comprehensive oral defense on the portfolio presentation as well as industry concepts, methods, and technologies. Prerequisite: Successful completion of all courses from quarters one through ten. Approval of faculty committee. Must be taken in the last quarter.

#### MT 0920 BEGINNING ALGEBRA

This transitional studies course includes the study of basic algebraic and geometric concepts. Specifically, the course covers real numbers, linear equations and inequalities, graphing, exponents, polynomials, and geometric concepts in solving problems of measurements, perimeter, and area. The course includes four hours of structured classes with two hours of self-directed and tutorial work in the transitional studies lab for a total of six hours per week. Transitional studies courses do not apply toward graduation credit and are not calculated in the GPA. Prerequisite: placement testing

#### MT 112 COLLEGE GEOMETRY

This course introduces students to such topics as

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measurements, lines, angles, polygons, congruence, similarity, areas, circles, algebraic approaches to geometry, and an introduction to coordinate geometry. Prerequisite: academic placement or successful completion of MT0920

#### MT 112H HONORS GEOMETRY

This honors course introduces students to such topics as measurements, lines, angles, polygons, congruence, similarity, areas, circles, algebraic approaches to geometry, and coordinate geometry. Students will have the opportunity to apply these concepts to their individual interests and programs. Prerequisite: Invitation based on placement criteria.

#### MT 113 IDEAS OF MATHEMATICS

This course introduces students to some of the major themes and ideas in mathematics, including methods used in their applications. The course will include such topics as concepts of set theory, algebra, statistics, and consumer mathematics. Prerequisite: academic placement or successful completion of MT0920

#### MT 113H HONORS IDEAS IN MATHEMATICS

This honors course introduces students to some of the major themes and ideas in mathematics, including methods used in their applications. The course includes such topics as concepts of set theory, number theory, algebra, statistics, and consumer mathematics. Students have the opportunity to apply these concepts to their individual interests and programs. Prerequisite: Invitation based on placement criteria.

#### MT 212 SOLID GEOMETRY

This is the second sequential course in geometry. It

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covers the basic methods in space (three-dimensional) geometry. Topics emphasized are planes and the polyhedron, prisms and pyramids, cylinders and cones, sphere and composite figures, and an introduction to analytic geometry. Prerequisite: MT112 or MT112H

### MT 214 STATISTICS

Statistics is a branch of applied mathematics that provides the framework for looking at uncertainty and risk in a logical and systematic way. This course introduces students to the methods used in the field of applied statistics, presenting both descriptive and inferential methods, concentrating on the application of statistical techniques to the analysis of data. Topics include basic data characteristics, such as mean, median, mode, range, and standard deviations; probabilities; confidence intervals; and both correlation and linear regression. Prerequisite: MT113, or MT113H

### P 104 DIGITAL PHOTOGRAPHIC PRODUCTION

In this introduction to electronic photo editing, students become acquainted with the concepts, hardware, and software related to digital image acquisition, manipulation, and output, including scanning, masking, layering, retouching, and printing. Prerequisite: CS106

### P 200 DIGITAL PHOTOGRAPHY

This course examines the fundamental elements of photography in conjunction with digital cameras and processes. The course is intended to provide a foundation in photography for those majors who employ it in their own curriculum, such as graphic design, media arts and animation, or interactive media design. Prerequisite: P104

### PS 101 INTRODUCTION TO PSYCHOLOGY

This course introduces the biological bases of human behavior, consciousness, perception, learning, motivation, and emotion. The development of the human person over the life span is viewed from the perspective of personality, adjustment, psychological disorder, therapy, health, and social interaction. Prerequisite: EN101 or EN103H

### SC 105 PHYSICAL SCIENCE

This course introduces the student to the scientific method and the particular methods of observations and experimentation in the sciences. Specifically, students develop an integrated understanding of physics, chemistry, astronomy, earth science, and biology. Topics such as Newton's laws, the atomic model, natural selection, the genetic code, and cosmology are explored. Prerequisite: placement into EN111

### SC 106 CHEMISTRY

This course introduces students to some basic concepts of chemistry that are particularly useful for everyday living, and especially for food science and cooking. It builds on earlier experience of science to provide students with a foundation for further learning of the chemical principles pertinent to our ordinary experience. The course includes demonstrations. Prerequisites: EN111 or EN103H; and one of the following: MT112, MT112H, MT113, or MT113H

### SC 115 SCIENCE OF LIGHT

This course examines light and color in terms of physics, biology, and psychology. Topics include production and detection of light, geometric and wave optics, light and color in nature, production of colors, reaction of the eye and the brain to light and color, and psychological reaction to light. Prerequisites: EN111 or EN103H; and one of the following: MT112, MT112H, MT113, or MT113H

### SP 101 BEGINNING SPANISH CONVERSATION

This course introduces students to the association between Spanish sounds and letters, and emphasizes pronunciation, vocabulary acquisition, basic grammar concepts, and the beginnings of an understanding of the Spanish-speaking communities of Latin America,

the United States, and Spain. Highly integrated sections of the program, including audio, video, and computer technology, provide many opportunities to develop speaking and listening skills in situations relevant to students' lives.

### SP 102 CONVERSATIONAL SPANISH

In this course, students continue building their basic speaking and listening skills through additional instruction in beginning grammar concepts and continued vocabulary-building, as well as extensive pronunciation and conversational practice. Highly integrated sections of the program, including increased audio, computer, and Internet technology, provide numerous opportunities to further the development of speaking and listening skills in situations relevant to students' lives. Prerequisite: SP101, appropriate transfer credit, or placement test

### VID 101 INTRODUCTION TO VIDEO PRODUCTION

Students are oriented to the video production process and gain a foundation of general video knowledge through lectures, field trips, and equipment exercises.

### VID 102 INTRODUCTION TO AUDIO PRODUCTION

This course focuses on voice, music, and sound effects and the impact they have on the visual image. It addresses the principles of recording sound and covers the study of sound characteristics, basic acoustics, ergonomics, and basic techniques for field recording, as well as time code, playback, picture synchronization, and mixing. Analog and digital formats are examined in the context of audio-for-video post-production.

### VID 110 HISTORY OF MOTION MEDIA & MASS COMMUNICATION

This course presents a survey of major events and development in the history of motion media and mass communication. The survey focuses on the relationship between technology and media development, and explores the impact motion media and mass communication have on society and economy.

### VID 121 VIDEOGRAPHY

Students are introduced to the video camera as a technical and creative tool for communication and art by emphasizing camera technology and operation, as well as industry techniques and standards of composition and sequencing. Prerequisite: VID101

### VID 122 ELECTRONIC NEWS GATHERING/ ELECTRONIC FIELD PRODUCTION

Students are immersed in the process of professional video field production news and film style. They learn to shoot on location from a developed script and storyboard, with emphasis on the pre-production and production process. Prerequisite: VID121

### VID 131 INTRODUCTION TO VIDEO EDITING

In this course, students examine the essential work that goes into television and video projects after the writing, directing, lighting, camera, and talent duties have been performed. Topics include project enhancement, such as special effects, music, cutaways, and applause. Exercises demonstrate the marriage of art and tape in the edit suite. Prerequisite: VID121

### VID 135 MULTI-CAMERA PRODUCTION

This course is an introduction to the principles of multi-camera production for both studio and remote locations. Emphasis is placed on preproduction, lighting, and equipment set-up. Through a series of lectures, in-class demonstrations, supervised hands-on practice, and in-class discussions and critiques, students gain a basic understanding of multi-camera production. Prerequisite: VID140

### VID 140 INTRODUCTION TO VIDEO LIGHTING

Students learn the basic creative and technical aspects of lighting for television, with an emphasis on lighting design. Topics include light types and accessories (such as scrims, flags, and gobos), electrical schematics, and safety in the studio and on location. Prerequisite: VID121

### VID 150 INTRODUCTION TO TV GRAPHICS AND ANIMATION

The importance of the artist in television broadcast communications is explored as students take a broadcast

graphic project from concept to completed videotape. Students produce graphics specifically for video, utilizing a keyer, character generator, and computer paint system. Prerequisites: VID131, CS106

#### VID 210 SCRIPTWRITING AND STORYBOARDING

Students learn to create scripts with visual and aural appeal and to convey messages in a clear, economical, simple style that communicates to mass audiences in this course, which focuses on applying industry-standard scripting and storyboarding techniques to media production. Emphasis is placed on creating ideas and writing the scripts for commercials, public service announcements, promotional announcements, corporate videos, news packages, and magazine-format packages. Topics also include purposes and formats, basic terminology, and concepts. Documentary and feature film style techniques are discussed. Prerequisites: ART111, ART120, EN113

#### VID 212 DIRECTING

This course takes an in-depth look at the director's world in television and film. It explores the director's role, responsibilities, and methods of working in all phases of preproduction, production, and postproduction. Prerequisites: VID131, VID135

#### VID 213 ON-CAMERA TALENT

This course takes an in-depth look at the director's world in television and film, and at the director's work with on-camera talent, specifically. It explores the director's role, responsibilities, and methods of working in all phases of reproduction, production, and postproduction, but first with talent, including both professional and nonprofessional actors. Prerequisites: VID131, VID135

#### VID 235 NON-LINEAR EDITING I

Using a microcomputer and appropriate software, students learn how to operate desktop non-linear digital editors. Prerequisite: VID150

#### VID 236 NON-LINEAR EDITING II

Focusing on advanced editing systems and methods, this course enables students to process audio and video

elements in media content and organize such content for total effect and final delivery. Students apply a comprehensive set of critical and evaluative skills to make sound judgment calls and sophisticated editing decisions. Prerequisite: VID235

#### VID 310 ADAPTATION & WRITING FOR DIGITAL MEDIA

In this specialized writing course for digital media production, students learn the unique characteristics and techniques of media writing and apply them to the creation of scripts and adaptation of original literary and non-fiction work for media production. They also learn to conduct research for media writing projects. Prerequisite: VID210

#### VID 320 PROJECT MANAGEMENT

In this specialized project management course for digital media production, students learn to organize personnel, equipment, and a variety of other media assets for production purposes. Emphasis is placed upon skills and techniques for goal setting, strategic planning, organization, communication, risk management, efficiency, and cost effectiveness. Prerequisites: VID150, VID236

#### VID 325 MEDIA COMPOSITING

Focused on concepts and techniques of compositing and integration, this course enables students to assemble media content elements for overall design and prepare the final product for delivery. Students learn to manage various digital media files and process them to finalize the media content design. Prerequisite: VID236

#### VID 330 STREAMING MEDIA AND WEBCAST

This course focuses on operating a streaming media server to deliver media content over the Internet. Students learn the functions and principles of streaming media server software and hardware, as well as coordination of camera-to-server operations for Webcast. Prerequisite: VID236, MM241

#### VID 340 MEDIA DELIVERY SYSTEMS AND DISTRIBUTION

This course addresses the end phase of media production—delivery and distribution. Students study

a variety of media delivery methods and systems and determine the advantages and limitations of each. They also examine the relationship between delivery systems and distribution methods and evaluate the relative efficiency, cost, and effectiveness of each. Prerequisite: VID236, MM241

#### VID 350 MEDIA BUSINESS AND LAW

This course covers multiple facets of the media business. Topics include the business plan, production budget, business proposal, business contracts, business ethics, government regulations, copyright, and other business laws. Course materials are covered through lecture, discussion, research, writing, and presentation. Prerequisite: VID340

#### VID 390 PORTFOLIO PREPARATION

Students assess their personal strengths to establish a career goal and decide how to organize their media design and production work in a graduation portfolio. Guided by a faculty member or a team of faculty members, each student assembles a preliminary portfolio and identifies areas for more work and/or content enhancement. Prerequisite: VID320

#### VID 399 INTERNSHIP

Through a field internship experience, students learn to apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. Students gain experience they need to enter the field when they graduate.

#### VID 400 SENIOR PORTFOLIO

Building on the preliminary collection of work from VID 390, students determine and design the final organization and presentation of the graduation portfolio. Each student is expected to verbally present the portfolio and address audience questions as a format of defense. Prerequisite: VID 390, approval of the faculty committee responsible for reviewing existing work in the quarter before the portfolio course is to be taken.

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#### VID 350 MEDIA BUSINESS AND LAW

This course covers the multiple facets of media business. Topics of learning include business plan, production budget, business proposal, business contracts, business ethics, government regulations, copyright and other business laws, etc. Course materials are covered through lecture, discussion, research, writing, and presentation.

#### XO 090 LIFE SKILLS

XO, or Life Skills, is a required transitional studies course that focuses on students' successful transition in The Art Institute of Washington environment. Emphasis is on the identification and reinforcement of self-directed learning strategies, critical thinking, information literacy, interpersonal skills and personal development. Successful completion of Life Skills is required for graduation; however, transitional studies courses do not apply toward graduation credit and are not calculated in the GPA.