

Catalog Addendum

The Art Institutes International MinnesotaSM

Web Design & Interactive Media - Associate in Applied Science

Evening and Weekend Option

The Evening and Weekend option allows students to earn their AAS degree in Web Design & Interactive Media in an evening and weekend, online and on-ground format.

This delivery option is designed to allow working adults the opportunity to complete their education in two or three years for an associate's degree, depending on the structure they choose. Students may take up to four classes each quarter. Courses are offered on campus along with online class options each quarter.

Students attend courses on campus one or two evenings a week and on Saturday, depending on the schedule, online options and call availability. The optional online courses will be offered across the quarter, one class in the first 5 1/2 weeks of the quarter and one class in the last 5 1/2 weeks of the quarter. At the time of registration, students will be advised of the classes that will be offered online in their program. The same is true of the classes that the student will take on campus. Students will have the option of taking any online courses on campus, if offered. Students will be able to take a minimum of two on-campus courses each quarter.

This program option provides excellent education opportunities for working adults, allowing them to keep their current jobs, have time with their family, and earn a degree in Web Design & Interactive Media

GENERAL EDUCATION COURSES	Hours	Credits		Third Quarter		
GE1410 English I	4	40		CA2430 Introduction to Video (Prereq. GD1400)	4	60
GE1413 Psychology	4	40		GD1431 Design Layout (Prereq. GD1402, GD1403)	4	60
GE1424 Public Speaking	4	40		IM2420 Fundamentals of Scripting Languages** (Prereq. IM1480)	4	60
GE1433 Art History	4	40		Fourth Quarter		
GE2411 English II (Prereq. GE1410)	4	40		IM2440 User Centered Interface Design (Prereq. GD1420)	4	60
GE2412 College Mathematics	4	40		VE2486 Broadcast Graphics (Prereq. GD1403)	4	60
GE2423 Environmental Science	4	40		Fifth Quarter		
GE2442 Critical Thinking	4	40		IM2460 Introduction to Authoring (Prereq. GD1400, GD1420)	4	60
WEB DESIGN & INTERACTIVE MEDIA COURSES				IM2470 Interactive Motion Graphics (Prereq. IM1480)	4	60
First Quarter				IM2480 Digital Video Production (Prereq. CA2430)	4	60
GD1400 Computer Applications	4	60		PA3481 Career Development (Prereq. GE1410)	4	40
GD1401 Fundamentals of Design	4	60		Sixth Quarter		
GD1402 Drawing & Perspective	4	60		GD3445 Marketing Design	4	60
PA095 Portfolio Foundations	0	11		IM2490 Interactive Motion Scripting (Prereq. IM2470)	4	60
Second Quarter				Seventh Quarter		
GD1403 Typography for Digital Media (Prereq. GD1400)	4	60		IM3420 Advanced Scripting Languages** (Prereq. IM2420)	4	60
GD1420 Image Manipulation (Prereq. GD1400)	4	60		PA3480 Project Management	4	60
IM1480 Fundamentals of Interactive Design** (Prereq. GD1400)	4	60		PA4485 Portfolio Preparation ** (Prereq. All previous quarters)	4	60
				TOTAL	112	1,511

Web Design & Interactive Media Course Descriptions

GRAPHIC DESIGN COURSES

GD1400 - Computer Applications: This course is designed to introduce students to the world of computers through lecture and laboratory sessions. Lectures will introduce the conceptual framework of computer systems and how they work, as well as the implications of computer technology in our contemporary environment. The laboratory sessions will provide hands-on skills on a specific computer system and will teach functions within a computer environment to complete projects. (No prereq. required) 4 Credits

GD1401 - Fundamentals of Design: This course will introduce the basic principles of design. Using a variety of materials and techniques, the creative process will be introduced and developed. An exploration of design elements and relationships will establish a basic aesthetic sensitivity. (No prereq. required) 4 Credits

GD1402 - Drawing & Perspective: Visual awareness is expanded through the observation and translation of 3-D form into 2-D drawings, starting with simple forms and progressing to more complex organic forms. Students will increase their skill levels in construction techniques, composition, line quality, and human anatomy. (No prereq. required) 4 Credits

GD1403 - Typography for Digital Media: Students will investigate the relationship among letters, space, fonts, and type systems. Students' activities include copying, fitting, and styling text type; spacing and rendering display arrangements; and marking up and specifying both text and display type. Typographic attributes will be applied to enhance readability; logos will be designed; and titles for computer-animated and broadcast graphics will be storyboarded. Students will develop the ability to work within traditional and contemporary design contexts. (Prereq. GD1400 - Computer Applications) 4 Credits

GD1420 - Image Manipulation: This course is designed to examine photo retouching and image manipulation using computers. Students will use software to manipulate photographic images to the point where they no longer resemble the original artwork. (Prereq. GD1400 - Computer Applications) 4 Credits

GD1431 - Design Layout: This class will enable the student to design with type and visuals and to utilize technology in problem solving. Emphasis will be on the process of design development from roughs to comprehensives, layout and marker techniques, and the use of a grid system for multi-component layouts. (Prereq. GD1402 - Drawing & Perspective, GD1403 - Typography for Digital Media) 4 Credits

GD3445 - Marketing Design: This course is a review of popular culture as it relates to social, informational, economic, political, and educational current events. A special emphasis is placed on the relationship of trends and pop topics to advertising. Current media, including books, television, movies, tele-communications media, on-line communications, and marketing trends and strategies are reviewed. (No prereq. required) 4 Credits

GENERAL EDUCATION COURSES

GE1410 - English I: This course is the first of two courses in the composition sequence. Students are introduced to college-level writing as a process of developing and supporting a thesis in an organized essay. The use of appropriate diction and language is emphasized along with reading and responding to the writing of others. Students will adhere to the standard conventions of written

English. (Prereq. C or higher in TS094 - Transitional English OR Accuplacer English Placement score of 87 or higher) 4 Credits

GE1413 - Psychology: This course will provide the students with an introduction to the field of psychology as a science in the study of human and animal behavior. The course will survey the development and theoretical perspectives and practices from the onset of psychology at the beginning of the 20th century to today. Students will examine human development, theories of personality, cognitive process, learning, intelligence, motivation and emotion, sensation and perception as well as psychological and physiological basis of behavior. In doing so, students gain a better understanding of an individuals' interactions with the world around them. (No prereq. required) 4 Credits

GE1424 - Public Speaking: In this course, students will develop and refine oral presentation skills necessary for personal and professional life. Students will be introduced to various aspects of the communication process including: establishing credibility, identifying and applying research materials, and using appropriate audio and/or visual aides. Additionally, they will gain knowledge of audience analysis and critical listening skills. (No prereq. required) 4 Credits

GE1433 - Art History: This course combines a visual overview of art and architecture from western civilization, with interpretive projects and writing assignments. Students will learn to differentiate between artistic styles and movements. They will create relevant research projects that illustrate and combine visual aspects of artistic styles and periods. (No prereq. required) 4 Credits

GE2411 - English II: This course is the second of two in the composition sequence. Students expand their experiences reading, writing, and researching. Students write essays demonstrating their ability to analyze and evaluate the ideas of others and integrate those ideas into their own writing. The course includes an in-depth examination of research methods, the conventions of documentation, and MLA and APA styles. Students select, evaluate, and integrate a variety of sources to support a thesis in a research paper. (Prereq. GE1410 - English I) 4 Credits

GE2412 – College Mathematics: This course covers algebra and trigonometric problem solving. Topics covered include operations with real numbers, linear and polynomial functions, radicals and radical expressions, factoring polynomials, conic sections, natural logs and exponents, trigonometric definitions and identities. (Prereq. C or higher in TS095 – Transitional Math OR Accuplacer Math Placement score of 57 or higher) 4 Credits

GE2423 – Environmental Science: This course explores environmental science as an interdisciplinary study from the natural sciences (biology, chemistry, and geology) and the social sciences (ecology, politics, ethics) to gain an understanding of how nature works and how interconnections occur. The use and abuse of the environment is also examined. Students will also explore the future of the environment and what effect they can have on it. (No prereq. required) 4 Credits

GE2442 - Critical Thinking: This course assists students in becoming more effective learners through the identification and development of skills, process, and techniques for improving comprehension. This course also teaches students to apply reasoning principles for critical analysis and evaluation of thought and discourse, and to use creative and critical techniques in problem solving and decision-making. (No prereq. required) 4 Credits

MEDIA ARTS & ANIMATION COURSES

CA2430 - Introduction to Video: This course will provide an overview of the video industry and establish a foundation in broadcast technology. Basic video equipment and studio operation will be introduced, along with terminology and its application. (Prereq. GD1400 - Computer Applications) 4 Credits

PROFESSIONAL APPLICATION COURSES

PA095 - Portfolio Foundations: The creative professions require innovative individuals with clear vision. Throughout the seminar, students new to The Art Institutes International Minnesota work together to develop the vision of successful students and professionals. This course begins by welcoming students into college community and helping them integrate into this student environment. Students then get to know college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. There is no charge or credit for this class. (No prereq. required) 0 Credits

PA3480 - Project Management: Through this course, students are introduced to the fundamentals of business. The course provides students with a foundation in macroeconomics, labor relations, time management, human resources management, and basic marketing principles. The course combines this business foundation with a focus on the multimedia project management process. Students work as teams to successfully achieve multimedia project goals. The process examines the main elements required in every proposal/plan, time frame, and budget. Key areas of multimedia project teams serve to support the fundamental approach that every project team is tailored to achieve project results efficiently and effectively. (No prereq. required) 4 Credits

PA3481 - Career Development: In this course, students focus on the mechanics of the job search process (networking, resume and cover letter writing, and interviewing) and the development of the oral communication skills needed in all aspects of professional life. (Prereq. GE1410 - English I) 4 Credits

PA4485 - Portfolio Preparation: This course will prepare students for job interviews by helping them compile a portfolio. Students will demonstrate their conceptual design, craftsmanship, and other skills as they assemble and refine their portfolio pieces. Each student will select representative pieces, showcasing work that reflects a unique style. Particular emphasis is placed on identifying short and long-term professional employment goals, as well as related strategies and resources. (Prereq. all previous quarters) 4 Credits

VISUAL EFFECTS & MOTION GRAPHICS COURSES

VE2486 - Broadcast Graphics: This course introduces techniques in type design and animation using compositing software. Emphasis is on design, storytelling and technical precision. (Prereq. CA1438 - Computer Graphics) 4 Credits

WEB DESIGN & INTERACTIVE MEDIA COURSES

IM1480 - Fundamentals Of Interactive Design: The course introduces students to the history, trends, terminology, and concepts in the field of interactive design. Through materials presented in

the course, students become familiar with the roles and responsibilities of people working in the field, professional organizations, and significant organizations. Students are also introduced to the basic concepts and tools for developing interactive media applications. (Prereq. GD1400 -Computer Applications) 4 Credits

IM2420 - Fundamentals of Scripting Languages: Students develop and refine basic programming skills. Emphasis is placed on programming concepts including logic, problem solving, process flow and flowcharting, syntax and structures, and debugging and troubleshooting. Students will acquire skills needed to design, develop, and produce practical interactive applications. (Prereq. IM1480 - Fundamentals of Interactive Design) 4 Credits

IM2440 - User Centered Interface Design: This course provides students with the skills to design interactive interfaces. Emphasis is placed on examination of the information architecture, communication and business goals, media and delivery platform. Students will develop an interface prototype that meets the goals of the project. (Prereq. GD1420 - Image Manipulation) 4 Credits

IM2460 - Introduction to Authoring: This course will introduce the student to concepts and designs utilized in the development of education, sales, and marketing presentations. Students will create an integrated, interactive multimedia presentation using the basic concepts and principles of multimedia and graphic design. (Prereq. GD1400 - Computer Applications, GD1420 - Image Manipulation) 4 Credits

IM2470 - Interactive Motion Graphics: An advanced course that applies motion graphics as an integrated interactive solution; students will script interaction, sequencing, and motion for interactive projects. Optimization is a critical consideration in the creation of the user-centered experience. (Prereq. IM1480 - Fundamentals of Interactive Design) 4 Credits

IM2480 - Digital Video Production: Students will demonstrate knowledge of editing using non-linear editing software and hardware in a computer lab. Students will produce and edit video and audio using digital desktop video techniques. (Prereq. CA2430 - Intro to Video) 4 Credits

IM2490 - Interactive Motion Scripting: An advanced course that applies motion graphics as an integrated interactive solution; students will script interaction, sequencing, and motion for interactive projects. Optimization is a critical consideration in the creation of the user-centered experience. (Prereq. IM2470 - Interactive Motion Graphics) 4 Credits

IM3420 - Advanced Scripting Languages: Students will refine dynamic scripting skills to develop complex interactivity and applications (applets). The course also examines client-side forms in conjunction with server-side scripting applications. (Prereq. IM2420 - Fundamentals of Scripting Languages) 4 Credits