

1st possible start date: \_\_\_\_\_ Quarters in program: \_\_\_\_\_ Length of quarters: \_\_\_\_\_ Breaks between quarters: \_\_\_\_\_  
 Approx hours in class per week: \_\_\_\_\_ Approx times of classes: \_\_\_\_\_ Hours outside of class homework: \_\_\_\_\_ Credential: \_\_\_\_\_



# WEB DESIGN & INTERACTIVE MEDIA

## Associate of Occupational Studies

### Quarters 1-3

### Quarters 4-7

<b>Techniques and Skills</b>	Image Manipulation Introduction to Video Audio for Multimedia Video Editing Fundamentals of Authoring Design Elective Advanced Image Manipulation	Web Authoring Tools Interface Design Web Scripting Advanced Authoring Techniques Advanced Web Scripting Design Elective Authoring Systems Streaming Media and Webcasting Course Computer Animation for Multimedia Business of Multimedia Design Elective Desktop Video Internship
<b>Foundation Studies</b>	Drawing and Perspective Fundamentals of Design Survey of Media and Design Typography	Media History Career Development
<b>Liberal Studies</b>	English I Computer Applications Freshman Studies English II Quantitative Literacy	Effective Speaking Environmental Science Introduction to Psychology Sociology

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school. 04/2008

## Course Descriptions for Web Design & Interactive Media Associate of Occupational Studies

### TECHNIQUES & SKILLS COURSES

#### GD121

##### IMAGE MANIPULATION

In this course, students develop basic image manipulation skills in a raster-based computer environment. Emphasis is on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.

#### MM134

##### INTRODUCTION TO VIDEO

This course introduces students to video production technical terms, equipment, and techniques.

#### MM204

##### AUDIO FOR MULTIMEDIA

This course focuses on the principles and practices of digital audio in a multimedia setting. Students learn to use current digital audio programs for recording, editing, sequencing, and mixing for a variety of outputs and applications.

#### MM136

##### VIDEO EDITING

In this course, students gain knowledge of video post-production terms and techniques. They will also demonstrate a working knowledge of basic post-production equipment and editing concepts. At the end of the course students will complete a short, edited production.

#### MM137

##### FUNDAMENTALS OF AUTHORING

This course will introduce students 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.

#### MM139

##### ADVANCED IMAGE MANIPULATION

This course emphasizes digital imaging for interactive presentations. Students will use vector and raster-based applications for image creation and manipulation. Advanced concepts, such as animation, 3-D objects, layering, texture mapping, and archiving will be covered.

#### MM203

##### WEB AUTHORING TOOLS

This course is a study of interactive multimedia with an emphasis on the hardware, software peripherals, and interdisciplinary content required for the successful completion of interactive multimedia projects.

#### MM223

##### INTERFACE DESIGN

This course introduces the preplanning aspects of the design process. Students will formulate design projects specifically for delivery media, such as the kiosk, the World Wide Web, and the digital disk. Parameters relating to color, resolution, access, speed, and composition will mediate the design process. Students will also employ principles of interactive design appropriate for the client and/or target audience.

#### MM205

##### WEB SCRIPTING

Students will acquire the skills needed to develop, design, and produce basic web pages.

#### MM221

##### ADVANCED AUTHORING TECHNIQUES

Authoring tools and content production software are utilized in this course. Students will produce portions of websites and/or interactive CD materials. This is the first class where the students will synthesize many of the content-development skills acquired in previous coursework. There is a heavy emphasis on team skills and project management.

#### MM222

##### ADVANCED WEB SCRIPTING

Students will acquire the skills needed to develop, design, and produce complex websites.

#### MM224

##### AUTHORING SYSTEMS

This course is an introduction to multimedia authoring, with an emphasis on programming and screen design, web animation, and splash pages.

#### MM234

##### STREAMING MEDIA AND WEBCASTING COURSE

This course focuses on design strategies, research methods, and the professional standards used to provide complex, interactive websites. Students will use the different technologies for streaming video and audio over the Internet, and learn how to prepare and design media for effective and communicative websites.

#### MM232

##### COMPUTER ANIMATION FOR MULTIMEDIA

The class will emphasize the creation of animated sequences for multimedia applications.

#### MM252

##### BUSINESS OF MULTIMEDIA

In this course, students will identify the techniques used to pinpoint target markets, negotiate with clients, apply sound business management principles, and successfully self-promote. Portfolio preparation and self-marketing strategies are addressed and begun.

#### MM253

##### DESKTOP VIDEO

In this course, students will demonstrate knowledge of editing, using non-linear editing software and hardware in a computer lab. They will produce and edit video and audio using digital desktop video techniques.

#### INT201

##### INTERNSHIP

Through a field internship experience, students will be able 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 relating to their field of study. The students will gain experience needed to enter the field upon graduation.

### FOUNDATION STUDIES COURSES

#### GD101

##### DRAWING AND PERSPECTIVE

In this foundational drawing course, students gain experience with select media and techniques, learn to use a variety of drawing tools, draw 3-D objects in one-, two-, and three-point perspective, and generate drawings that explore creative approaches to visual thinking.

#### GD102

##### FUNDAMENTALS OF DESIGN

This course presents a presentation of the basic elements and principles of graphic design. Students explore design elements and visual composition strategies for a variety of problem-solving solutions in visual communications.

#### GD103

##### SURVEY OF MEDIA AND DESIGN

This course presents a survey of the computer animation, graphic design, and multimedia industries. Specifically, it focuses on entry-level jobs and responsibilities, career paths, characteristics and necessary skills for success, current trends, types of projects and products, and provides an overview of the path from concept to product in each of the industries.

#### GD112

##### TYPOGRAPHY

This course introduces lettering skills and the history and foundation of letter forms. Also studied are the placement of display and text type in a formatted space, and the relationships between the appearance and readability of letter forms. Students will work in a traditional context of hand-rendering type and also be introduced to contemporary typesetting technology.

#### MM138

##### MEDIA HISTORY

This course examines the major movements in the visual arts, music, film, architecture, and modern digital or electronic expression.

#### CD202

##### CAREER DEVELOPMENT

This course is designed for students seeking employment in their fields, including those new to the workplace, seasoned industry professionals and career changers. The focus is on developing a strategic career plan. Concepts covered include résumés, cover letters, and other written communication, as well as professional skills such as creating positive impressions and networking.

#### IN201

##### INTERNSHIP

Students will gain professional experience working in their field of study. Department Director approval may be required.

### LIBERAL STUDIES

#### GE101

##### ENGLISH I

This is the first of two courses in the composition sequence. Students will be introduced to the college-level writing process. Supporting a thesis statement and organizing an essay are covered, along with responding to the writing of others and analyzing the writing techniques of various authors. Revision and editing for content, grammar, and punctuation will also be emphasized. In addition, students will learn to adhere to the conventions of standard written English.

#### GE151

##### COMPUTER APPLICATIONS

This introductory course includes the fundamentals of computer functions, basic technological terminology, troubleshooting, and problem solving. Students are introduced to the Windows operating system, and the programs of the Microsoft Office suite: Word, Excel, and PowerPoint.

#### FS100

##### FRESHMAN STUDIES

This noncredit course introduces students to the general culture of The Art Institute of New York City. Through discussion, guest speakers, and homework assignments, students will be introduced to strategies for success and models of professional behavior. In addition, students will garner information designed to facilitate excellence in all academic programs.

#### GE102

##### ENGLISH II

This is the second of two courses in the composition sequence. Students continue to develop writing, reading, and critical thinking skills. Students will also write essays demonstrating their ability to analyze and evaluate a world of ideas before integrating them into their own writing. In addition, this course introduces students to research and documentation methods, reinforces the conventions of standard written English, and focuses on effective ways to support a thesis.

#### GE121

##### QUANTITATIVE LITERACY

This course expands students' problem-solving and analytical skills beyond the basic principles of mathematics. Coursework initially focuses on arithmetical problems and pre-algebra and then progresses to college-level mathematics. In addition, students are introduced to real-world applications of the course's material.

#### GE122

##### EFFECTIVE SPEAKING

The purpose of this course is to enable students to develop and improve their presentation skills within a variety of contexts. Students learn how to structure material in ways to meet their audiences' demands in order to convey ideas in useful and appropriate ways.

#### GE160

##### ENVIRONMENTAL SCIENCE

This course explores environmental science as an interdisciplinary study of natural sciences (e.g., biology, chemistry, and geology) and social sciences (e.g., ecology, politics, and ethics). The use and abuse of the environment are examined along with an exploration of what effect students can have on the future of environment.

#### GE103

##### INTRODUCTION TO PSYCHOLOGY

This course focuses on developing a working knowledge of human sensory processes and their subsequent perceptual and behavioral manifestations. Topics include learning, memory, consciousness, and cognitive behaviors.

#### GE106

##### SOCIOLOGY

In this course, students will examine group interaction within human society. Through texts, lectures, videos, and discussions, students will learn about the variety of ways sociologists view human culture and society. Topics covered include gender, class, subcultures, education, as well as sociological research methods.

### ELECTIVE COURSES

\*Electives vary by major and can include both general education and design courses. Department Director approval may be required and prerequisites must be met.