



# CATALOG ADDENDUM

Catalog 2009-2010  
Publication date: October 2010

**1. CATALOG ADDITIONS**  
**New Diploma Program Offerings**

Digital Image Management – Diploma  
Fashion Retailing – Diploma  
Web Design & Development – Diploma  
Web Design & Interactive Communications – Diploma

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5099 E. Grant Road, Suite 100, Tucson, AZ 85712 ♦ 520-318-2700 ♦ 866-690-8850

Catalog Addendum  
Digital Image Management  
Diploma

Addendum Effective June 2011.

## Digital Image Management – Diploma

48 Credits, Four 11-week quarters, or 44 weeks

The Digital Image Management diploma program will prepare students to obtain positions in their chosen field and function as assistants for a professional photographer. Students are primarily focused on the creation of digital photography and videos, the development of websites, publishing electronic images for print and the web, and basic business principles.

Students will gain knowledge in the key functions of digital photography and video; this involves the basics of how to produce digital photographs and videos that effectively communicate their ideas, the techniques of digital editing, asset management, and publishing and printing of digital files. Students will be taught business principles including how to keep financial records, market their work, and the basic knowledge of licensing, copyright laws, contracts, and negotiation. Student will develop an online portfolio that demonstrates their skills learned to effectively transition them into the workplace.

The general objectives for the program are:

- Demonstrate knowledge and control of the photographic process, including image manipulation, photo retouching, color management, printing, network use and digital asset management
- Demonstrate knowledge of the workings of a large, multi-functional commercial photographic studio, its business and operations, including key concepts of business plans, competitive business strategies, human resources, database management, and financial principles
- Create advanced market research including branding, competitive analysis, and direct marketing

## DIPLOMA IN DIGITAL IMAGE MANAGEMENT

Typical Course Sequence

Subject to change without notice at the discretion of the school.

		Lecture Hrs.	Lab Hrs.	Externship Hrs.	Contact Hrs.	Credits
AR131	Principles of Photography◇	22	22	0	44	3
CG131	Image Manipulation◇	22	22	0	44	3
CG215	Advanced Image Manipulation◇	22	22	0	44	3
CG233	Design for Interactive Media◇	22	22	0	44	3
DF121	Intermediate Video Production◇	22	22	0	44	3
GR221	Digital Layout◇	22	22	0	44	3
PH136	Color Management◇	22	22	0	44	3

PH146	Printing◇	22	22	0	44	3
PH324	Business of Photography◇	22	22	0	44	3
PH344	Special Topics I◇	22	22	0	44	3
PH354	Special Topics II◇	22	22	0	44	3
PH444	Business Operations and Management◇	22	22	0	44	3
PH446	Digital Photographic Portfolio◇	22	22	0	44	3
MW125	Fundamentals of Marketing◇	22	22	0	44	3
VP111	Video Camera & Lighting Techniques◇	22	22	0	44	3
WS110	Web Page Scripting◇	22	22	0	44	3
	Totals	352	352	0	704	48

◇ = Area of Concentration

Course Sequence-Subject to change at the discretion of the school.

QTR	A	B	C	D
1	MW125 Fundamentals of Marketing Prereq: None	CG131 Image Manipulation Prereq: satisfactory score on placement exam	PH136 Color Management Prereq: CG131 or AD approval	VP111 Video Camera & Lighting Prereq: None
2	CG215 Advanced Image Manipulation Prereq: CG131	PH146 Printing Prereq: CG131	DF121 Intermediate Video Production Prereq: VP111	AR131 Principles of Photography Prereq: CG131
3	GR221 Digital Layout Prereq: CG135 or AD approval	WS110 Web Page Scripting Prereq: None	PH324 Business of Photography Prereq: None	PH344 Special Topics I Prereq: AD approval
4	CG233 Design for Interactive Media Prereq: WS110	PH444 Business Operations and Management Prereq: None	PH446 Digital Photographic Portfolio Prereq: GR422	PH354 Special Topics II Prereq: AD approval

## **COURSE DESCRIPTIONS**

### **AR131 PRINCIPLES OF PHOTOGRAPHY**

3 Credits

*Prerequisite or Concurrent: CG131 Image Manipulation*

This course introduces beginning students to the technical aspects of photography. Students complete photographic assignments related to basic camera operation and exposure control through the use of traditional and digital photographic techniques. This course does not include darkroom experience.

### **CG131 IMAGE MANIPULATION**

3 Credits

*Prerequisite: Satisfactory score on Institute placement exam*

This course is designed to examine photo-retouching and image manipulation using computers. Employing software applications to scan original artwork, photos, or public domain images from CD-ROMs, students will use filtering capabilities, interactive brightness and contrast controls, and other image manipulation tools to enhance and retouch the images.

### **CG215 ADVANCED IMAGE MANIPULATION**

3 Credits

*Prerequisite: CG131 Image Manipulation*

This course is designed to further enhance the skills acquired in previous image manipulation and technology-based classes. Emphasis will be placed on advanced applications in the appropriate selection of variables for the project. Integration of programs to achieve a required product will also be emphasized.

### **CG233 DESIGN FOR INTERACTIVE MEDIA**

3 Credits

*Prerequisite: WS110 Web Page Scripting*

Interactive computer animation programs can integrate text, sound, images, and full-motion video into interactive products such as games, edutainment, infotainment, simulated virtual reality, locally-based entertainment, computerbased training, and the Internet. This course will allow the student to explore the role of 2D animation in the production of interactive projects. Students will fine-tune their skills in scripting and storyboarding, and they will design an animated prototype using interactive multimedia software.

### **DF121 INTERMEDIATE VIDEO PRODUCTION**

3 Credits

*Prerequisite: VP111 Video Camera & Lighting Techniques*

This course introduces the student to the digital video camera as a technical and creative tool for communication. Students will recognize the principles of visual design for motion pictures, develop their ability to evaluate the visual potential of locations, interpret the technical requirements of motion picture photography, and operate professional video cameras.

## **GR221 DIGITAL LAYOUT**

3 Credits

*Prerequisites: CG135 Traditional Typography*

Traditional and electronic designs are utilized in exploration of graphic solutions. Graphic elements including typography, simplified imagery, and abstract shapes will be utilized to quickly visualize comparisons, convey instructions, or clarify data.

## **MW125 FUNDAMENTALS OF MARKETING**

3 Credits

*Prerequisite: None*

This course addresses the fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing.

## **PH136 COLOR MANAGEMENT**

3 Credit

*Prerequisite: CG131 Image Manipulation*

Students examine and apply the techniques of digital color management to photographic production. Through assignments, students build and apply color profiles for input and output devices.

## **PH146 PRINTING**

3 Credit

*Prerequisite: CG131 Image Manipulation*

This course explores a variety of digital printing techniques. Students refine their skills in digital file preparation, resolution selection, print-profiling, paper selection, and soft-proofing techniques.

## **PH324 BUSINESS OF PHOTOGRAPHY**

3 Credit

*Prerequisite: None*

In this course students explore the basic concepts and principles of operating a photographic-related business. This course emphasizes the legal and pricing aspects that are specific to the photographic industry.

## **PH344 SPECIAL TOPICS I**

3 Credit

*Prerequisite: Academic Director approval.*

This course includes presentations, demonstrations, and field trips. Students have the opportunity to explore new trends, technologies, and developments in photography.

## **PH354 SPECIAL TOPICS II**

3 Credit

*Prerequisite: Academic Director approval.*

This course includes presentations, demonstrations, and field trips. Students have the opportunity to explore new trends, technologies, and developments in photography.

### **PH444 BUSINESS OPERATIONS AND MANAGEMENT**

3 Credit

*Prerequisite: None*

Important business management skills and a range of practical, legal, and ethical issues for the self-employed professional photographer form the basis of this course. Students learn how to set up a business, research potential clients and contacts, put together price lists and invoices, and gain a general recognition of client needs. Course material includes promotion, pricing, accounting, studio overhead, and the development of a business plan.

### **PH446 DIGITAL PHOTOGRAPHIC PORTFOLIO**

3 Credit

*Prerequisite: GR422 Digital Portfolio*

This course focuses on the individual student's digital presence in the market place. Utilizing skills from prior courses, students will explore and develop their digital portfolio while focusing on developing a style, area of specialization, marketing strategy, unique selling advantage, and digital presentation formats.

### **VP111 VIDEO CAMERA & LIGHTING**

3 Credit

*Prerequisite: None*

This course introduces students to various technical aspects of this dynamic and versatile career path. Students examine the basic techniques of preproduction and production including lighting, cameras, lenses, mounting equipment, framing and composition, videotape, VCRs, studio facilities, and personnel. Using video recorders and players, the techniques of dubbing, assembling, and inserting visuals and sound from source to source are also practiced.

### **WS110 WEB PAGE SCRIPTING**

3 Credits

*Prerequisite: Satisfactory score on Institute placement exam*

The increasing use of the Internet has created a growing market for individuals who can integrate aesthetic design principles coupled with Web page scripting skills. Students will create Web pages utilizing HTML, the basic scripting language of Web documents. Other effects, extension scripts, and software packages available for that medium will also be used.



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## Catalog Addendum

### FASHION RETAILING

DIPLOMA – 48 CREDITS

Four 11-week quarters, or 44 weeks

Addendum Effective June 2011.

## Fashion Retailing – Diploma

48 Credits, Four 11-week quarters, or 44 weeks

The Fashion Retailing Diploma program teaches students how to use their combined creative and business skills to display, market, and sell fashion merchandise. The well-trained student will be able to effectively understand and meet the customer's needs, and ultimately encourage sales. This is accomplished by having a keen awareness to the changing needs of the consumer, learning how to identify and predict new style trends, and by being able to conceptualize and promote fashion displays and sales campaigns. Individuals in fashion retailing will learn how to evaluate apparel construction, identify appropriate characteristics and uses of different textiles. They will also gain knowledge of consumer behavior, retail operations, visual merchandising, the larger marketplace, and business skills.

The general objectives for the program are:

- Define retailing, to include “bricks-and-mortar”, “clicks-and-mortar”, direct marketers with clicks-and-mortar retailing operations, and bricks-and-mortar retailers, relate them to the marketing concept with an emphasis on the total retail experience.
- Discuss why customer and channel relationships must be nurtured in today's highly competitive marketplace.
- Explain the steps in strategic planning for retailers, to include: situation analysis, objectives, and identification of consumers, overall strategy, specific activities, control and feedback.

## DIPLOMA IN FASHION RETAILING

Typical Course Sequence

Subject to change without notice at the discretion of the school.

		<b>Lecture Hrs.</b>	<b>Lab Hrs.</b>	<b>Externship Hrs.</b>	<b>Contact Hrs.</b>	<b>Credits</b>
AD341	Brand Strategy and Marketing	22	22	0	44	3
AD391	Public Relations	22	22	0	44	3
AD451	Consumer Behavior	22	22	0	44	3
FD337	Current Designers	22	22	0	44	3
FM111	Trends and Concepts in Apparel	22	22	0	44	3
FM211	Textiles	22	22	0	44	3
FM220	Cost and Line Specifications	22	22	0	44	3
FM224	Visual Techniques I	22	22	0	44	3

FM250	Apparel Evaluation & Construction	22	22	0	44	3
FM260	Retail Buying I	22	22	0	44	3
FM301	Inventory and Stock Control	22	22	0	44	2
FM332	In-House Promotions	22	22	0	44	3
FM334	Professional Selling	22	22	0	44	3
FM402	Retail Store Management	22	22	0	44	3
MW125	Fundamentals of Marketing	22	22	0	44	3
PD201	Fundamentals of Business	22	22	0	44	3
Totals		352	352	0	704	48

QTR	A	B	C	D
1	PD201 Fundamentals of Business Prereq: None	FM211 Textiles Prereq: None	FM111 Trends and Concepts in Apparel Prereq: FM100	MW125 Fundamentals of Marketing Prereq: None
2	FM260 Retail Buying I Prereq: MAT104	FM250 Apparel Evaluation & Construction Prereq: FM211	FD337 Current Designers Prereq: None	AD341 Brand Strategy and Marketing Prereq: MW125 or AD211
3	FM301 Inventory and Stock Control Prereq: None	FM220 Cost and Line Specifications Prereq: None	FM224 Visual Techniques I Prereq: None	AD451 Consumer Behavior Prereq: None
4	FM402 Retail Store Management Prereq: None	FM332 In-House Promotions Prereq: None	FM334 Professional Selling Prereq: None	AD391 Public Relations Prereq: ENG101 or AD approval

Course Sequence-Subject to change at the discretion of the school.

## **COURSE DESCRIPTIONS**

### **AD341 BRAND STRATEGY AND MARKETING**

3 Credits

*Prerequisite: MW125 Fundamentals of Marketing or AD211 Fundamentals of Advertising*

Although good brands are easy to identify, they are hard to create. This course addresses the factors which make a brand successful, and then approaches the factors—like price pressure, fragmented markets and media, and proliferating competition—that businesses must control to build a strong, successful brand. Marketing strategists need to learn how to create an identity for their products and services, and how to use that identity to support sales. This course is an introduction to the essential concepts and skills of brand strategy and marketing.

### **AD391 PUBLIC RELATIONS**

3 Credits

*Prerequisite: ENG101 English Composition or Academic Director approval*

Public Relations plays a crucial role in today's business and communication industries. Students will learn to understand Public Relations, how it relates to them, business, communities, and the media. In addition, building relationships, strategizing, and crisis-solving for all aspects of Public Relations will also be explored.

### **AD451 CONSUMER BEHAVIOR**

3 Credits

*Prerequisite: None*

This course examines the cultural, social, and individual variables involved in consumer behavior. Persuasive techniques are also examined. Among the topics covered are framing effect, emotional hot buttons, mass appeal, snob appeal, subliminal messages, and the bandwagon effect. Students use various media to learn to use predictable consumer behavior and conditions to achieve a desired effect on an audience.

### **FD337 CURRENT DESIGNERS**

3 Credits

*Prerequisite: None*

The study of the design characteristics, contemporary markets, and lifestyles of leading designers.

### **FM111 TRENDS AND CONCEPTS IN APPAREL**

3 Credits

*Prerequisite: FM100 Survey of the Fashion Industry*

A comprehensive study of trend forecasting, demographics, and social issues that affect fashion and related industries. Students will analyze the importance of clothing with an emphasis on the twentieth century.

### **FM211 TEXTILES**

3 Credits

*Prerequisite: None*

This course explores natural and synthetic fibers, their production uses, and characteristics. Content includes discussion of yarns, fabrics, design methods, aesthetic applications, and ordering specifications.

**FM220 COST AND LINE SPECIFICATIONS**

3 Credits

*Prerequisite: None*

Develop costing and industry specifications and standards for given products. Production methods, materials, and labor are analyzed to develop product costs.

**FM224 VISUAL TECHNIQUES AND DESIGN I**

3 Credits

*Prerequisite: None*

This survey course explores creative and technical approaches to window and interior store displays. Students work in a laboratory setting creating three-dimensional displays as they familiarize themselves with standard innovative techniques.

**FM250 APPAREL EVALUATION AND CONSTRUCTION**

3 Credits

*Prerequisite: FM211 Textiles*

This course analyzes construction standards and techniques used in the ready-to-wear market. Research serves as the foundation for developing skills in garment specifications, assembly, and finishing.

**FM260 RETAIL BUYING I**

3 Credits

*Prerequisite: MAT104 College Algebra*

This course provides a foundation for the study of retail buying. Theories are analyzed through the study of merchandise classifications and the calculation of open-to-buys.

**FM301 INVENTORY AND STOCK CONTROL**

3 Credits

*Prerequisites: None*

An advanced course in the study of stock control and managing open-to-buys, which provides a practicum in buying, utilizing computer spreadsheets for data analysis.

**FM332 IN-HOUSE PROMOTIONS**

3 Credits

*Prerequisite: None*

Students develop an understanding of retail special events requiring the planning and implementation of an actual event.

**FM334 PROFESSIONAL SELLING**

3 Credits

*Prerequisite: None*

This course will focus on the application of professional selling and sales management techniques to real life situations. The emphasis is placed on selling products and services outside of the retail store arena.

**FM402 RETAIL STORE MANAGEMENT**

3 Credits

*Prerequisite: None*

Students explore retail store planning and space management including merchandising, fixture selection, budgeting, and site selection.

**MW125 FUNDAMENTALS OF MARKETING**

3 Credits

*Prerequisite: None*

This course addresses the fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing.

**PD201 FUNDAMENTALS OF BUSINESS**

3 Credits

*Prerequisite: None*

This course introduces business functions, operations, and organization. It includes ownership and management, forms of organization, finance, business ethics, personnel and labor-management relations, and marketing.



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Catalog Addendum  
Web Design & Development  
Diploma

Addendum Effective June 2011.

# WEB DESIGN & DEVELOPMENT DIPLOMA – 48 CREDITS

## Four 11-week quarters, or 44 weeks

The objective of the Web Design & Development 4-quarter Diploma program at The Art Institute of Tucson is to prepare students to obtain positions in their field and to function as trained professionals. Students are primarily focused on the efficient and effective design and development of Web sites and mobile device applications in order to best convey the transmission and sharing of information through the Web.

The Web Design & Development diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites. This involves developing a design that effectively communicates the ideas being promoted by the Web sites, and focusing on the ways in which the Web sites function for optimum information delivery. The program also focuses on the design and development of mobile device applications.

Students have the opportunity to develop abilities in aspects of Web design, computer languages, and multimedia skills, along with developing a professional portfolio as a formal transition into the workplace. Students also learn to adapt the most up-to-date programs, techniques and standards in a field that is quickly and continuously changing.

Graduates enhance their ability to stay current on industry trends in Web design and development, and increase their knowledge level and skills.

Objectives: Upon completion of the program, graduates will be able to:

- utilize a variety of Web design and multimedia skills to create efficient and effective Web site designs.
- work as a professional team member.

# DIPLOMA IN WEB DESIGN AND DEVELOPMENT

## Typical Course Sequence

Subject to change without notice at the discretion of the school.

		Lecture Hrs.	Lab Hrs.	Externship Hrs.	Contact Hrs.	Credits
CG131	Image Manipulation ◊	22	22	0	44	3
CG141	Digital Typography ◊	22	22	0	44	3
IM130	Introduction to Scripting◊	22	22	0	44	3
IM132	Digital Illustration◊	22	22	0	44	3
IM220	Introduction to Authoring◊	22	22	0	44	3
IM221	Design Layout◊	22	22	0	44	3
IM222	User Centered Design◊	22	22	0	44	3
IM223	Digital Visual Composition◊	22	22	0	44	3
IM230	Intermediate Scripting ◊	22	22	0	44	3
IM240	Intermediate Authoring ◊	22	22	0	44	3
IM241	Concepts in Motion Design◊	22	22	0	44	3
IM243	Audio for Interactive Design◊	22	22	0	44	3
IM330	Advanced Scripting◊	22	22	0	44	3
IM341	Interactive Motion Design◊	22	22	0	44	3
IM351	Design for Mobile Devices◊	22	22	0	44	3
PD420	Portfolio	22	22	0	44	3
	Totals	352	352	0	704	48

◊ = Area of Concentration

### Web Design & Development, Diploma - Ai Tucson

Qtr	A	B	C	D
1	CG131 Image Manipulation Prereq: satisfactory placement score	IM130 Introduction to Scripting Prereq: Academic Director Approval	IM222 User Centered Design Co-requisite: IM130	CG141 Digital Typography Prereq: AR111 or Academic Director approval
2	IM132 Digital Illustration Prereq: AR181 or AD approval	IM230 Intermediate Scripting Prereq: IM130	IM243 Audio for Interactive Design Pre-req: None	IM221 Design Layout Prereq: CG141
3	IM223 Digital Visual Composition Prereq: IM132	IM330 Advanced Scripting Prereq: IM230	IM220 Introduction to Authoring Prereq: IM130	IM241 Concepts in Motion Design Co-requisite: IM220
4	IM341 Interactive Motion Design Pre-req: IM241	IM351 Design for Mobile Devices Prereq: IM220	IM240 Intermediate Authoring Prereq: IM220	PD420 Portfolio Prereq: Academic Director approval

Course Sequence-Subject to change at the discretion of the school.

## Course Description

### **CG131 IMAGE MANIPULATION**

3 Credits

*Prerequisite: satisfactory score on Institute placement exam*

This course is designed to examine photo retouching and image manipulation using computers. Employing software applications to scan original artwork, photos, or public domain images from CD-ROMs, students will use filtering capabilities, interactive brightness and contrast controls, and other image manipulation tools to enhance and retouch images.

### **CG141 DIGITAL TYPOGRAPHY**

3 Credits

*Prerequisite: AR111 Fundamentals of Design*

Students work with computer-generated type in design applications. Typefaces, type arrangements, and typographic trends are used in the realization of these design solutions.

### **IM130 INTRODUCTION TO SCRIPTING**

3 Credits

*Prerequisite: Academic Director Approval*

Students will develop skills to produce Web pages utilizing HTML, the basic scripting language of Web documents. Other effects, extension scripts, and software packages available for that medium will also be used.

### **IM132 DIGITAL ILLUSTRATION**

3 Credits

*Prerequisite: AR181 Color Theory*

This course will help students communicate and design with the computer as a professional tool. Using vector software applications, the student will demonstrate an understanding of electronic illustration. The course will explore vector-based graphic applications that are considered to be industry standard.

### **IM220 INTRODUCTION TO AUTHORING**

3 Credits

*Prerequisite: IM130 Introduction to Scripting*

This course will introduce the student to concepts and software utilized in the development of integrated, interactive media. Students will create an integrated, interactive media presentation.

### **IM221 DESIGN LAYOUT**

3 Credits

*Prerequisite: IM131 Design Concepts*

This course will enable the student to better design with type and visuals, and utilize technology in problem solving. Emphasis will be placed on the process of design development from roughs to comprehensives, layout and maker techniques, and the grid system for multi-component layouts.

### **IM222 USER CENTERED DESIGN**

3 Credits

*Prerequisite: IM130 Introduction to Scripting, AR111 Fundamentals of Design or Academic Director approval*

This course introduces students to the concepts and processes of developing interactive media projects (such as Web sites) which have as a primary goal addressing and solving user needs. By exploring the process step-by-step, students will identify where user issues are raised and how they are answered. During the course, students either physically create a Web site or a prototype. Students present and defend their decisions.

### **IM223 DIGITAL VISUAL COMPOSITION**

3 Credits

*Prerequisite: IM131 Design Concepts, IM132 Digital Illustration*

This course introduces students to the fundamental terminology, concepts, and techniques of digital visual composition for both static and moving images. Instruction is given on basic techniques of production, including digital still camera, as well as camcorder orientation, lighting, set-up, and operation. It focuses on the principles of

using color, composition, lighting, and other techniques for overall thematic and visual effects of moving and static images.

### **IM230 INTERMEDIATE SCRIPTING**

3 Credits

*Prerequisite: IM130 Introduction to Scripting*

Students will refine scripting skills to produce dynamic Web sites. Students will also acquire skills needed to design, develop, and produce practical applications (applets).

### **IM240 INTERMEDIATE AUTHORING**

3 Credits

*Prerequisite: IM220 Introduction to Authoring*

This course will build on the skills taught in the Introduction to Authoring class. Students will design production quality interactive media presentations using intermediate-level scripting techniques, focusing on good user interface design and usability.

### **IM241 CONCEPTS IN MOTION DESIGN**

3 Credits

*Prerequisite: IM220 Introduction to Authoring*

This course is an introduction to motion design, concepts, and techniques. Students create interactive motion using basic principles of design for timeline-based media.

### **IM243 AUDIO FOR INTERACTIVE DESIGN**

3 Credits

*Prerequisite: None*

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

### **IM330 ADVANCED SCRIPTING**

3 Credits

*Prerequisite: IM230 Intermediate Scripting*

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.

### **IM341 INTERACTIVE MOTION DESIGN**

3 Credits

*Prerequisite: IM241 Concepts in Motion Design*

Interactive Motion Design is an intermediate level course focusing on motion graphics as an interactive design solution.

### **IM351 DESIGN FOR MOBILE DEVICES**

3 Credits

*Prerequisite: IM220 Introduction to Authoring*

Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student-designed interfaces.

### **PD420 PORTFOLIO**

3 Credits

*Prerequisite: PD405 Projection Preparation or Academic Director approval.*

This course is a review for, and preparation of, individual portfolios. Students' individual strengths and preferences will be showcased by a collection representative of their studies.

## **POLICY REVISIONS**

*(The following policy is added to the APPLICATION REQUIREMENTS section on pages 59-60 of The Art Institute of Tucson 2010-2011 Catalog)*

### **ADMISSIONS POLICY**

#### **ADMISSIONS REQUIREMENTS – DIPLOMA PROGRAMS**

The Web Design & Development diploma program is intended for students who have career or formal educational experience in web design and development or in a related field, and who have developed a rudimentary aesthetic sensitivity and critical analysis capability as applied to web design and development. Students may demonstrate their preparation for the program by submitting a college transcript showing relevant courses, by submitting a portfolio, or by writing a brief essay (250) words) in response to the following prompt:

‘Please identify a web site that you think provides an outstanding experience to the user. Please identify the elements of the site that add to the experience in a positive manner and describe how those elements add to the experience of the site. Your essay should address line, shape, value, texture, and color.’

Students who do not meet these criteria will be advised to enroll in either the bachelor or associate degree program in order to develop their aesthetic sensibility and analytic skills by taking courses such as Fundamentals of Design and Color Theory.



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Catalog Addendum  
Web Design & Interactive  
Communications  
Diploma

Addendum Effective June 2011.

# WEB DESIGN & INTERACTIVE COMMUNICATIONS

## DIPLOMA – 48 CREDITS

Four 11-week quarters, or 44 weeks

The Web Design & Interactive Communications diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites with a specific emphasis on professional standards and practical deployment. This course of study extends foundation principles in visual communications and interactive media as related to dynamic delivery through multiple channels including mobile technologies. Students will develop abilities in computer languages, usability principles and information architecture in a team oriented environment that prepares them for the professional world. Students will also be trained in current web technologies and in project management on assignments that will enhance their personal portfolio. According to the Bureau of Labor Statistics (BLS), Web designers and developers need to stay current on industry trends for continued success, and increasing knowledge level and skills is important in maintaining a career advantage.

The general objectives for the program are:

- Demonstrate the use of appropriate visual elements and visual communication skills for interactive media.
- Create applications that solve specified problems through a variety of scripting techniques.
- Critique and evaluate appropriate design solutions.
- Design and develop media marketing and business plans.

# DIPLOMA IN WEB DESIGN & INTERACTIVE COMMUNICATIONS

## Typical Course Sequence

Subject to change without notice at the discretion of the school.

		Lecture Hrs.	Lab Hrs.	Externship Hrs.	Contact Hrs.	Credits
IM132	Digital Illustration◇	22	22	0	44	3
IM220	Introduction to Authoring◇	22	22	0	44	3
IM221	Design Layout◇	22	22	0	44	3
IM222	User Centered Design◇	22	22	0	44	3
IM223	Digital Visual Composition◇	22	22	0	44	3
IM230	Intermediate Scripting ◇	22	22	0	44	3
IM232	Writing for Interactive Design	22	22	0	44	3
IM240	Intermediate Authoring ◇	22	22	0	44	3
IM243	Audio for Interactive Design◇	22	22	0	44	3
IM330	Advanced Scripting◇	22	22	0	44	3
IM341	Interactive Motion Design◇	22	22	0	44	3
IM430	Design for Dynamic Websites◇	22	22	0	44	3
IM440	Design for Server Side Technologies◇	22	22	0	44	3
IM441	Interactive Motion Scripting◇	22	22	0	44	3
IM470	Special Topics for Interactive Media◇	22	22	0	44	3
PD420	Portfolio	22	22	0	44	3
	Totals	352	352	0	704	48

◇ = Area of Concentration

## Web Design & Interactive Communications, Diploma - Ai Tucson

Qtr	A	B	C	D
1	IM132 Digital Illustration Prereq: AR181	IM220 Introduction to Authoring Prereq: IM130	IM222 User Centered Design Prereq: IM130, AR111	IM221 Design Layout Prereq: IM131
2	IM232 Writing for Interactive Design Prereq: None	IM230 Intermediate Scripting Prereq: IM130	IM240 Intermediate Authoring Prereq: IM220	IM223 Digital Visual Composition Prereq: AR111

3	IM430 Design for Dynamic Websites Prereq: IM330	IM330 Advanced Scripting Prereq: IM230	IM341 Interactive Motion Design Prereq: IM241	IM243 Audio for Interactive Design Pre-req: IM223
4	IM440 Design for Server Side Technologies Pre-req: IM430	IM470 Special Topics for Interactive Media Prereq: Academic Director approval	IM441 Interactive Motion Scripting Prereq: IM341	PD420 Portfolio Prereq: PD405 or Academic Director approval

Course Sequence-Subject to change at the discretion of the school.

## COURSE DESCRIPTIONS

### IM132 DIGITAL ILLUSTRATION

3 Credits

*Prerequisite: AR181 Color Theory*

This course will help students communicate and design with the computer as a professional tool. Using vector software applications, the student will demonstrate an understanding of electronic illustration. The course will explore vector-based graphic applications that are considered to be industry standard.

### IM220 INTRODUCTION TO AUTHORING

3 Credits

*Prerequisite: IM130 Introduction to Scripting*

This course will introduce the student to concepts and software utilized in the development of integrated, interactive media. Students will create an integrated, interactive media presentation.

### IM221 DESIGN LAYOUT

3 Credits

*Prerequisite: IM131 Design Concepts*

This course will enable the student to better design with type and visuals, and utilize technology in problem solving. Emphasis will be placed on the process of design development from roughs to comprehensives, layout and maker techniques, and the grid system for multi-component layouts.

### IM222 USER CENTERED DESIGN

3 Credits

*Prerequisite: IM130 Introduction to Scripting, AR111 Fundamentals of Design*

This course introduces students to the concepts and processes of developing interactive media projects (such as Web sites) which have as a primary goal addressing and solving user needs. By exploring the process step-by-step, students will identify where user issues are raised and how they are answered. During the course, students either physically create a Web site or a prototype. Students present and defend their decisions.

### **IM223 DIGITAL VISUAL COMPOSITION**

3 Credits

*Prerequisite: AR111 Fundamentals of Design*

This course introduces students to the fundamental terminology, concepts, and techniques of digital visual composition for both static and moving images. Instruction is given on basic techniques of production, including digital still camera, as well as camcorder orientation, lighting, set-up, and operation. It focuses on the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of moving and static images.

### **IM230 INTERMEDIATE SCRIPTING**

3 Credits

*Prerequisite: IM130 Introduction to Scripting*

Students will refine scripting skills to produce dynamic Web sites. Students will also acquire skills needed to design, develop, and produce practical applications (applets).

### **IM232 WRITING FOR INTERACTIVE DESIGN**

3 Credits

*Prerequisite: None*

This is a specialized writing course for interactive design. Students will learn the unique characteristics and techniques of Internet, intranet, and other media writing and apply them to interactive media production. Students will also learn to conduct research for media writing projects.

### **IM240 INTERMEDIATE AUTHORIZING**

3 Credits

*Prerequisite: IM220 Introduction to Authoring*

This course will build on the skills taught in the Introduction to Authoring class. Students will design production quality interactive media presentations using intermediate-level scripting techniques, focusing on good user interface design and usability.

### **IM243 AUDIO FOR INTERACTIVE DESIGN**

3 Credits

*Prerequisite: IM223 Digital Visual Composition*

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

### **IM330 ADVANCED SCRIPTING**

3 Credits

*Prerequisite: IM230 Intermediate Scripting*

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.

### **IM341 INTERACTIVE MOTION DESIGN**

3 Credits

*Prerequisite: IM241 Concepts in Motion Design or Academic Director approval*

Interactive Motion Design is an intermediate level course focusing on motion graphics as an interactive design solution.

### **IM430 DESIGNING FOR DYNAMIC WEB SITES**

3 Credits

*Prerequisite: IM330 Advanced Scripting*

Students will apply user-centered design principles, database structures, and server-side scripting to create dynamic Web sites. Particular attention will be paid to design issues relating to the display of dynamic content on the screen and how that dynamic content will be delivered.

### **IM440 DESIGNING FOR SERVER SIDE TECHNOLOGIES**

3 Credits

*Prerequisite: IM430 Designing for Dynamic Web Sites*

Students will build on the skills taught in the Designing for Dynamic Web Sites class. Students will design and develop Web content for server-based dynamic delivery. Focus will be on incorporating server-side solutions into user-centered Web design in order to provide an exchange of information between client and server.

### **IM441 INTERACTIVE MOTION SCRIPTING**

3 Credits

*Prerequisite: IM341 Interactive Motion Design*

An advanced course that applies motion graphics as an integrated interactive solution; students will script interaction, sequencing, and motion for interactive projects.

### **IM470 SPECIAL TOPICS FOR INTERACTIVE MEDIA**

3 Credits

*Prerequisite: Academic Director Approval*

Rapidly evolving technologies dictate continual research of the past and present in order to predict future trends. In this course, students will explore futuristic technology scenarios as well as experiment with recent innovations in scripting products and techniques for interactive media applications.

### **PD420 PORTFOLIO**

3 Credits

*Prerequisite: PD405 Project Preparation or Academic Director approval*

This course is a review for, and preparation of, individual portfolios. Students' individual strengths and preferences will be showcased by a collection representative of their studies.