

DIGITAL MEDIA ART–GRAPHIC DESIGN

School of Fine Arts

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CURRICULUM

The curriculum includes courses in digital media arts, typography, publication design, web design, and graphic design history, as well as a cooperative work experience course which allows students to intern in the field. Studio courses teach students to expand both their basic design and digital design skills and develop a portfolio in preparation for working in the field or transferring to a four-year college or university. All courses in the curriculum are intended to develop the student's understanding and appreciation of the artist's technical and aesthetic concerns; an awareness of the forces that continually reshape popular design; and familiarity with the job opportunities and work environments available to graphic designers.

MAJOR

Students majoring in digital media arts at the lower division level concentrate on learning the elements of design and the principles of composition and then applying these in integrated, completed projects for both print and electronic output. Students focus on art theory as it relates to two-dimensional design and color theory, and on color systems specific to computer-generated imagery. Basics are taught sequentially so that students may best develop their potential as artists and technicians. Students are encouraged to experiment with new ideas to create projects that relate to traditional styles and the postmodern design of the new millennium. The digital media arts major includes courses that may be applied to upper division programs at transfer institutions. The certificate program prepares the student to begin a career in print, advertising, web design or commercial art.

CAREER OPTIONS

Examples of career opportunities in digital media art–graphic design include the following:

- Brand Identity Designer
- Freelance Graphic Designer
- Graphic Design Production Artist
- Layout Artist
- Logo Designer
- Photo Editing/Photoshop Artist
- Pre-press Technician
- Web Interface Graphic Designer

ASSOCIATE DEGREE

- **Associate in Arts Degree in Digital Media Art**

Students must complete a minimum of 60 units of credit, including the courses in the major ("Major Requirements") and general education requirements (pages 43–49), with an overall GPA of 2.0 or better, and a grade of "A," "B," "C," or "P" in all courses to be counted toward the major. A minimum of 12 units must be completed at Irvine Valley College. See pages 33–34 for further information.

CERTIFICATE

- **Certificate of Achievement in Digital Media Art**

Students must complete all courses in the certificate program ("Major Requirements") with a grade of "A," "B," "C," or "P." A minimum of 12 units in the certificate program must be completed at Irvine Valley College. See page 30 for further information.

TRANSFER PREPARATION

Courses that fulfill major requirements for an associate degree at Irvine Valley College may not be the same as those required for completing the major at a transfer institution offering a bachelor's degree. Students who plan to transfer to a four-year college or university should schedule an appointment with an IVC counselor to develop a plan of study before beginning their program. It may be helpful to meet with the department faculty at IVC.

**ASSOCIATE IN ARTS DEGREE OR CERTIFICATE OF ACHIEVEMENT
MAJOR REQUIREMENTS: DIGITAL MEDIA ART**

This program is occupational in nature. While most of the courses are transferable to CSU and some to UC, students should consult with their counselors or the Transfer Center to determine the extent to which courses may apply to specific programs at four-year institutions.

Complete the following courses:		Units
DMA 51	Digital Photography	3
DMA 55	Graphic Design I	3
DMA 65	Typography	3
DMA 140	2-D Design and Color Theory	3
DMA 160	Graphic Design II	3
DMA 175	Corporate Identity: Trademarks and Logos	3

Complete a total of 6 units from the following courses:		Units
DMA 150	History of Graphic Design	3
DMA 170	Publication Design and Prepress	3
DMA 180	Graphic Design for the Internet	3
DMA 252	Intermediate Digital Imaging	3
TOTAL UNITS:		24

Recommended electives:
DMA 145, DMA 200L

COURSES

**CWE 168: COOPERATIVE WORK
EXPERIENCE: DIGITAL MEDIA ART**

1-4 Units

1-4 hours lecture

Transfers: CSU

Prerequisite: Student must have taken or must be currently taking a course in college-level digital media art.

Limitation: Students must be concurrently enrolled in 7 units, including **CWE**. Application must be approved by **CWE** coordinator.

This course provides students an opportunity for supervised work experience. Students extend their classroom-based learning by working at a job related to their major and to their occupational goal. Student, instructor, and employer will cooperatively develop a minimum of three learning objectives. One unit of credit will be awarded for each 75 hours of paid or 60 hours of volunteer employment for successful completion of learning objectives, and for attendance at scheduled seminar sessions. A maximum of four units may be applied toward major requirements for a certificate. R-I-3

DMA 51: DIGITAL PHOTOGRAPHY

3 Units

2 hours lecture, 4 hours lab

Transfers: CSU, UC

Recommended Preparation: Phot 50

This is an introductory course in the use of the computer as a tool to create and manipulate photographic imagery. Students explore photographic theory and technique using digital programs to enhance and alter images. They learn to use flatbed scanners, slide scanners, and digital cameras to produce an artistic portfolio. Digital Media Art 51 is also listed as Photography 51; credit will be given in either area, not both. R-E-2

DMA 55: GRAPHIC DESIGN I

3 Units

2 hours lecture, 4 hours lab

Transfers: CSU, UC

Recommended Preparation: CIM 104.1, Art 4 and Art 40

This course focuses on the use of the computer as a tool for creating graphic designs. Students explore and integrate basic graphic elements (line, shape, texture, and color) and principles (unity, balance, and gestalt) with typography and scanned images to produce completed designs. Course discussions address the history and the role of computer-generated imagery in fine arts and graphic design. R-A-3

DMA 65: TYPOGRAPHY

3 Units

2 hours lecture, 4 hours lab

Transfers: CSU, UC

Recommended Preparation: CIM 104.1, Art 4, Art 40 and DMA 55

This course is designed to create a greater understanding of typography as a visual form of communication and its function within graphic design. Each student will explore typographic form through a series of fundamental design exercises. The course provides a historical basis for the development of letterforms, tracing the progression from Gutenberg to the computer. R-E-3

**DMA 140: 2-D DESIGN
AND COLOR THEORY**

3 Units

2 hours lecture, 4 hours lab

Transfers: CSU

This is a basic course in two-dimensional design and color theory using the computer as a tool for artistic expression. Students learn to organize visual elements of line, shape, color, value, and texture according to established principles of art. The course discusses the formal elements of color theory as well as specific issues in the use of additive and subtractive color systems in computer-generated images. Practical instruction is combined with theoretical perspective to stress the impact of visual computing on the design process. NR

**DMA 145: INTRODUCTION TO
DIGITAL MEDIA**

3 Units

2 hours lecture, 4 hours lab

Transfers: CSU

Recommended Preparation: Art 4

This is an introductory survey of visual technologies commonly used by artists and designers. Projects explore software applications as they relate to current methods of digital art production. Emphasis is on the development of fundamental computer skills and approaches specific to fine arts. Historical precedents examine the relationship between computer imaging and visual design. The course is designed for students with little or no experience in computer applications. Students learn the latest versions of raster and vector imaging software. R-E-1

DMA 150: HISTORY OF GRAPHIC DESIGN**3 Units****3 hours lecture****Transfers: CSU***Recommended Preparation: Art 4, Art 25 and Art 26*

This concise history traces the development of graphic design from the invention of writing to the computer graphics revolution. The course explores the origins of printing and book design from early medieval manuscripts to Renaissance, Victorian and art nouveau graphics; and the evolution of twentieth century design styles and theories from the modernist era through postmodernism and the digital age. NR

DMA 160: GRAPHIC DESIGN II**3 Units****2 hours lecture, 4 hours lab****Transfers: CSU***Recommended Preparation: CIM 104.1 and Art 4*

This advanced course takes students through the design-planning process, from identifying a client's priorities and alternatives to completing sketches, models, and reports. Projects emphasize techniques for developing visual and verbal skills. Design skills focus on complex sequencing such as multipage assignments or sets of materials meant to be used together. Studio work includes the layout and production of designed formats and the application of conceptualization techniques used in the field. R-A-3

DMA 170: PUBLICATION DESIGN AND PREPRESS**3 Units****2 hours lecture, 4 hours lab****Transfers: CSU***Recommended Preparation: DMA 55 and DMA 65*

This course will focus on the creation of publications such as magazines and annual reports with an emphasis on the preparation of camera-ready art. Students will learn the processes involved in the translation from digital files to print media and file transfer protocol. NR

DMA 175: CORPORATE IDENTITY: TRADEMARKS AND LOGOS**3 Units****2 hours lecture, 4 hours lab****Transfers: CSU***Recommended Preparation: DMA 55, DMA 65 and DMA 160*

This digital media arts course focuses on creating an integrated series of designs to establish a corporate identity. Analyzing case studies, students learn the process a designer follows to ensure the success of trademarks and logos. Students gain a deeper knowledge of how to incorporate computer and digital processes into the creation of an identity. NR

DMA 180: GRAPHIC DESIGN FOR THE INTERNET**3 Units****2 hours lecture, 4 hours lab****Transfers: CSU***Recommended Preparation: DMA 55 and CIM 104.1*

This course provides comprehensive instruction and training in designing a web site. Students learn how to prepare graphics for maximum efficiency and consistency across platforms. The course presents a basic history of the Internet and covers the entire site development process: identifying goals; designing the interface, including page architecture, typography, photography, writing and illustration; using programming and scripting tools, including navigation graphics and image maps; and testing, registering and publishing the site. Students create flow charts and storyboards, produce and refine a preliminary design, and complete a final graphical interface that may be used for an actual web site. NR

DMA 200L: DIGITAL MEDIA ART LAB**0.5 Units****1.5 hours learning center****Corequisite: Student must be enrolled in any digital media art course.**

This course is for students enrolled in digital media art courses who need access to the computer lab to develop specific skills and to complete course assignments. Students may use the lab on a first-come, first-served basis. Students are required to complete 24 hours during a semester. This course is open-entry/open-exit and is graded on a pass/no-pass basis only. R-E-3

DMA 201: INTRODUCTION TO DIGITAL CAMERAS**1.5 Units****1.5 hours lecture**

This is an introductory-level course in the use of digital cameras. The course covers basic camera controls—f-stops, shutter speeds, focus, and depth of field—and terms and concepts specific to digital imaging, including resolution, file formats, storage media, white balance, and organization of digital files. Students must provide their own digital camera. No printing is involved in this course. DMA 201 is also listed as Phot. 201; credit will be given in either area, not both. R-A-3

DMA 252: INTERMEDIATE DIGITAL IMAGING**3 Units****2 hours lecture, 4 hours lab***Recommended Preparation: DMA/Phot. 51*

This intermediate-level course in digital imaging provides further training in the use of application tools. Students learn more sophisticated techniques in scanning, color correcting, layering, blending, and composite imaging. Specific focus will be on principles of design, visual hierarchy, and the integration of text and image. Relevant technical and aesthetic developments and issues will be discussed in depth. Students will develop a portfolio of creative digital images using a variety of electronic resources. R-E-3