# DIGITAL MEDIA ARTS (DMA)

**DMA 402 | INTRO TO VISUAL COMMUNICATIONS PRINCIPLES | 4 quarter hours**
**(Graduate)**
This course introduces visual communication principles including, but not limited to, typography, color, movement and composition for print and screen applications. Students will create multiple projects and participate in class critiques to help build industry specific vocabulary, critical assessment, and familiarity with presenting creative work. Relevant creative methodologies and software used to prepare media for print and digital applications will also be covered. PREREQUISITE(S): None.

**DMA 405 | INTRO TO VISUAL COMMUNICATION TOOLS | 4 quarter hours**
**(Graduate)**
This course introduces visual communication tools including, but not limited to, Adobe Illustrator, Photoshop, InDesign, and website building tools (CMS), like Wordpress or Squarespace. Throughout the course, students will use these tools to create a personal portfolio website.

**DMA 410 | DESIGN WORKSHOP | 4 quarter hours**
**(Graduate)**
This course is an intensive study of the world of visual design with a specific focus on contemporary graphic design theories and practices expressing ideas and messages to specific audiences. It expands on the design skills developed in the introductory class (GD 200) including communication, conceptualization, typography, color, form, and structure. Students will study both commercial and artistic approaches producing projects that integrate designed graphics, photographs, illustration and text, and their intersection with moving technologies. Students will have the opportunity to produce sophisticated printed matter on state-of-the-art printing equipment or digital presentation for the web, screen or mobile devices. PREREQUISITE(S): None.

**DMA 415 | AUDIO WORKSHOP | 4 quarter hours**
**(Graduate)**
This course is an introduction to the world of interactive audio communication for multimedia. Students will study various uses of sound and music on stand-alone applications, mobile devices, and the internet. Students will learn to create and edit podcasts, deliver multimedia presentations, upload audio in various standard formats and attach audio files to social media platforms. Emerging hardware and software technologies will also be introduced. The course will also cover current trends and legalities of digital media. PREREQUISITE(S): None.

**DMA 420 | DIGITAL MEDIA ARTS SURVEY | 4 quarter hours**
**(Graduate)**
Introduces the field of Digital Media through a weekly focus on various media arts themes (for example, UX, video production, design management, etc.). Panel discussions where faculty members and industry professionals will share their work and answer questions will occur weekly. This class encourages students to clarify their course of study and build connections with faculty, professionals, and students with similar interests. In addition to panel discussions, students will also complete a series of trend reports and presentations that align with the weekly themes. PREREQUISITE(S): None.

**DMA 425 | STILL IMAGE WORKSHOP | 4 quarter hours**
**(Graduate)**
This course develops and expands the digital imaging skills introduced in the introductory class (DC 225), with a specific focus on their application in contemporary photographic practice. Advanced color correction, retouching, and compositing techniques are covered and complemented by further development of digital capture (scanning and digital cameras) and printing techniques. Assignments incorporate the technical aspects of specific skills while emphasizing their conceptual application. Digital acquisition and output utilizes ever-changing technology providing an understanding of advanced digital workflow and new processes as they apply to individual artistic practice. Students gain a wealth of technical understanding on topics such as color calibration and device profiling, file types and file management, and advanced color correction terms and techniques (gamma, color space, raster image processing and profile printing). Output methodologies and materials, including dye-based and pigment-based color inkjet prints, carbon-based black and white inkjet prints, digital color coupler printing, and a variety of experimental materials are explored. Assignments facilitate students' research and exploration of new techniques in the conception and production of their own work. PREREQUISITE(S): None.

**DMA 445 | 360 VIDEO PRODUCTION | 4 quarter hours**
**(Graduate)**
This class will focus on the development, production and post-production of live-action 360 video. The medium of virtual reality will be analyzed within the context of the evolution of time-based and interactive media. Experimental projects will offer students the opportunity to tell stories in new ways while exploring the affordances and challenges of the evolving medium.

**DMA 475 | MOVING IMAGE WORKSHOP | 4 quarter hours**
**(Graduate)**
This course introduces students to more sophisticated forms of image/sound manipulation, editing, and theory. Pre-production planning (storyboards, scripting, budgeting), further refinement of digital editing techniques, and basic post-production/visual effects are covered, as well as studio production techniques, such as chroma-keying and work with advanced cameras. Students are expected to achieve a level of technical competence and confidence necessary to undertake more ambitious independent work. The class views and discusses key contemporary works and related critical writings. PREREQUISITE(S): None.

**DMA 480 | WEB/MEDIA DELIVERY WORKSHOP | 4 quarter hours**
**(Graduate)**
This course is an intensive exploration of the opportunities and constraints of social media platforms for the distribution and curation of digital media artifacts. We will explore both commercial and academic platforms to develop an understanding of how different designs support different models of curation and distribution. As a project, students will select 2 platforms and create original digital installations using media they have authored in order to examine how the design of a social media platform influences how audiences interact with their installations. PREREQUISITE(S): None.

**DMA 490 | PORTFOLIO | 4 quarter hours**
**(Graduate)**
This course assists students preparing to enter the job market and emphasizes assembling a professional quality portfolio through workshops on advanced modeling and rendering techniques, visual composition, portfolio layout, design communication and presentation skills. Portfolio reviews by invited professionals are an integral component of this course. PREREQUISITE(S): None.

**DMA 495 | SPECIAL TOPICS IN DIGITAL MEDIA ARTS WORKSHOP | 1-4 quarter hours**
**(Graduate)**
Specific topics selected by the instructor. Topic varies with teach offering. Contact instructor for more information. Credit counts towards DMA Advanced Workshop requirement. Prerequisite(s): See syllabus.

**DMA 521 | DESIGN MANAGEMENT WORKSHOP | 4 quarter hours**
**(Graduate)**
In this course students learn to infuse design thinking into the business strategies of organizations, develop creative leadership, and refine project management planning skills. Based on a topic selected for the class, the outcome of the design process is manifested in a concept that satisfies the needs of the customer, market, producer and organization. Through documentation and a formal project presentation, students demonstrate their understanding of the design process and resolution of conflicting issues related to innovation and delivering digital media. PREREQUISITE(S): None.

**DMA 525 | FOUNDATION OF DIGITAL MEDIA | 4 quarter hours**
**(Graduate)**
This introductory course will provide students with a detailed practical introduction to the technological practices, skills, and tools of digital communication. Students will engage with digital technology with the goals of learning and practicing technical skills across a range of technologies, including video, audio, graphic design, and human-computer interaction. Students work with still images, moving images and sound using integrated digital media applications. The course focuses on the technical, social and cultural competencies required to traverse media in online convergence environments. This class provides students a hands-on approach to digital communication. This course will also prepare students to work with digital technology at future jobs.

**DMA 527 | CREATIVE PROCESS AND STRATEGY | 4 quarter hours**
**(Graduate)**
This course focuses on developing a creative process rooted in iteration, exploration and user-centered methodologies. Students will develop project concepts following the steps of research, analysis, ideation and prototyping to help establish an understanding of strategic creative planning and management. Concept documentation and critical assessment will also be practiced through regular class presentations and critiques. Students will explore and experiment with their own creative processes throughout the course.
**DMA 405 is a prerequisite for this class.**

**DMA 530 | DESIGN THINKING AND STORYTELLING | 4 quarter hours**
**(Graduate)**
The course is an exploration of design as a form of storytelling. Design thinking and the human-centered design process will be examined, practiced and employed over the course of the quarter, culminating in a significant project. Groups will develop their quarter-long projects by utilizing the tools and approaches of design thinking through the lens of interactive design. Students learn the basics of conceptualizing for interactive media as well as gain proficiencies in using various tools to create interactive experiences.

**DMA 535 | STORYTELLING ACROSS MEDIA | 4 quarter hours**
**(Graduate)**
This course introduces students to the theory and practice of multi-modal storytelling, i.e. the strategic use of two or more communication modes to make meaning, such as image, gesture, music, spoken and written language. While the application areas of storytelling may remain the same - from artistic expression to advertising, PR, journalism, documentary, activism and other persuasive forms - our means of meaning making are changing dramatically due to technological innovation, availability of digital media production tools, and the potential of immediate and universal online publication. Changing technological affordances demand an increased media literacy that includes a deep understanding of the specific strengths and weaknesses of various communication modes and their manifestation in digital media formats, so we can leverage them intentionally to create impactful, cohesive and emotionally compelling multi-modal texts and trans-media stories.
**DMA 525 is a prerequisite for this class.**

**DMA 555 | DIGITAL MEDIA STUDIO | 4 quarter hours**
**(Graduate)**
Students explore studio-based collaborative creation of media arts projects and work processes. The course will include different methods and approaches rather than a discipline-specific focus. Depending on student interest, the projects will include image production and design through animation, film, sound, design, interactivity and photography. The computer is used as a creative solution to producing innovative projects emphasizing the construction of a portfolio of work. PREREQUISITE(S): None.

**DMA 599 | INDEPENDENT STUDY | 1-4 quarter hours**
**(Graduate)**
Independent study supervised by an instructor. Independent study form required. Can be repeated for credit. Variable Credit. Prerequisite(s): Instructor and dean approval.

**DMA 695 | THESIS I | 4 quarter hours**
**(Graduate)**
The thesis courses provide an opportunity for students to apply the skills they have learned to a professionally developed project of their interest. The project will be accompanied by a written analysis of the concept and documentation of the process. Students have the choice to work individually or in small teams. In Thesis I, students will be guided through in depth precedent and user research, surveying the field to develop a unique concept that will challenge their skills and understanding of the medium, while also seeking to contribute to the advancement of the field. Students will create a project plan and a series of prototypes and/or rough drafts to help develop and refine their concepts. Regular presentations with peers will be held weekly to prepare for a final concept presentation to a professional panel.
**DMA 525 and DMA 527 are prerequisites for this class.**

**DMA 698 | THESIS II | 4 quarter hours**
**(Graduate)**
The thesis courses provide an opportunity for students to apply the skills they have learned to a professionally developed project of their interest. The project will be accompanied by a written analysis of the concept and documentation of the process. Students have the choice to work individually or in small teams. In Thesis II, students will work in a studio format to refine the concept developed in Thesis I. Concept development will consistent of on-going analysis and critique of the concept through user/audience testing to result in creation of a professional quality digital media piece or high-fidelity prototype. Students will have regular presentations to prepare them to defend their final thesis project before a panel of faculty and industry professionals.
**DMA 695 is a prerequisite for this class.**