

Digital Media (DMGA)

Courses

DGMA 2317 Fundamentals of Digital Imaging: 3 semester hours.

Introduction to basic image manipulation and vector-based graphic creation with emphasis on technical proficiency, artistic mastery, aesthetic judgment, photographic enhancement and multi-image composition.

Prerequisites: ARTS 1316 or ARTS 1153.

DGMA 2318 Fundamentals of Interactive Media: 3 semester hours.

This course is an introduction design principles of interactive website design with an emphasis on technical proficiency, interface design, usability, and aesthetic appeal.

Prerequisites: DGMA 2317 or DGMA 2173.

DGMA 2399 Independent Study: 1-3 semester hour.

Individual studies in Digital Media Arts.

DGMA 3312 Layout I: 3 semester hours.

Introduction to functionality of basic page design with emphasis on design process, grid hierarchy, and conceptual integration of type and image.

Prerequisites: (ARTS 1311 or ARTS 1113) and (ARTS 1312 or ARTS 1123) and (ARTS 1316 or ARTS 1153) and (ARTS 2311 or ARTS 2353) and (ARTS 2336 or ARTS 2363).

Co-requisites: DGMA 3332, DGMA 3334.

DGMA 3313 Layout II: 3 semester hours.

Further development of ability to work conceptually with design problems using multi-page layouts. Topics include concept development, complex sequencing and collateral work.

Prerequisites: DGMA 3312 or DGMA 3123.

Co-requisites: DGMA 3333, DGMA 3335.

DGMA 3332 Typography I: 3 semester hours.

Study and exploration into the history of type expressive qualities of letterforms, and visual arrangement of type to support content.

Prerequisites: (ARTS 1311 or ARTS 1113) and (ARTS 1312 (may be taken concurrently) or ARTS 1123 (may be taken concurrently)) and (ARTS 1316 or ARTS 1153) and (ARTS 2311 or ARTS 2353) and (ARTS 2336 or ARTS 2363).

Co-requisites: DGMA 3312, DGMA 3334.

DGMA 3333 Typography II: 3 semester hours.

Continuation of Typography I incorporating more advanced and complex problems.

Prerequisites: DGMA 3323.

Co-requisites: DGMA 3313, DGMA 3335.

DGMA 3334 Branding: 3 semester hours.

Examination of corporate brand identity development. Topics include logo development, product packaging, marketing collateral, web and social media branding, and broadcast advertising development.

Prerequisites: (ARTS 1311 or ARTS 1113) and (ARTS 1312 or ARTS 1123) and (ARTS 1316 or ARTS 1153) and (ARTS 2311 or ARTS 2353) and (ARTS 2336 or ARTS 2363).

Co-requisites: DGMA 3312, DGMA 3332.

DGMA 3335 Interactive Media: 3 semester hours.

Focus on web-based visual communication strategies through the design and creation of interactive projects.

Prerequisites: DGMA 3334 or DGMA 3343.

Co-requisites: DGMA 3313, DGMA 3333.

DGMA 3399 Independent Study: 1-3 semester hour.

Individual studies in Digital Media Arts.

DGMA 4314 Problems in Media Arts I: 3 semester hours.

Advanced examination of visual communication combining theoretical studies with applied problems in graphic design.

Prerequisites: DGMA 3313 or DGMA 3133.

Co-requisites: DGMA 4316, DGMA 4318.

DGMA 4315 Problems in Media Arts II: 3 semester hours.

Advanced examination of visual communication combining theoretical studies with applied problems in graphic design.

Prerequisites: DGMA 4314 or DGMA 4143.

Co-requisites: DGMA 4317, DGMA 4321.

DGMA 4316 Advanced Interactive Media: 3 semester hours.

Examination of essential methodologies, conceptual skills, and technical knowledge vital to the design, programming and implementation of interactive digital media.

Prerequisites: DGMA 3335 or DGMA 3353.

Co-requisites: DGMA 4314, DGMA 4318.

DGMA 4317 Social Media Design: 3 semester hours.

Continuation of DGMA 4316 with an emphasis on applying the principles and practices of social media design to the development of social media campaigns and problems in graphic design.

Prerequisites: DGMA 4316 or DGMA 4163.

Co-requisites: DGMA 4315, DGMA 4321.

DGMA 4318 Motion Graphics: 3 semester hours.

Introduction to fundamental concepts for motion graphics with an emphasis on graphic storytelling, storyboarding and screen composition.

Prerequisites: DGMA 3333.

Co-requisites: DGMA 4314, DGMA 4316.

DGMA 4321 Senior Studio Thesis: 3 semester hours.

Emphasis on preparing students for Senior Art Exhibition.

Prerequisites: DGMA 4318 or DGMA 4183.

Co-requisites: DGMA 4315, DGMA 4317.

DGMA 4399 Independent Study: 1-3 semester hour.

Individual studies in Digital Media Arts.