

APP DIGITAL MEDIA AND PRINTING

ADM-1

Introduction to Applied Digital Media and Printing

3.00 units

CSU

Prerequisite: None

Description: Introduction to the Applied Digital Media and Printing program and the graphic communications industry. Provides an introduction to basic graphic design, typography, digital media, commercial printing, and production. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-2A

Color Systems and File Management

2.00 units

CSU

Prerequisite: None.

Description: A course in color systems, digital media technology, and computer file management for graphic designers. This includes color theory, color gamut, color profiles, file formats, digital imaging hardware and software technology for graphic communications. 27 hours lecture and 27 hours laboratory. (Letter grade only)

ADM-2B

Pre-Press and Printing Substrates

2.00 units

CSU

Prerequisite: None.

Description: A course in basic print production pre-press, pre-flight and printing substrates for graphic communications. This includes process and spot color separations, subtractive ink, paper and other substrates for professional print production. 27 hours lecture and 27 hours laboratory. (Letter grade only)

ADM-2C

Ethics and Legalities for Graphic Designers

1.00 unit

CSU

Prerequisite: None.

Description: An introductory course in the ethical and legal standards of conduct for graphic designers. This includes topics such as copyright law, contract negotiation, responsible image manipulation, and internet ethics. 18 hours lecture. (Letter grade only)

ADM-55

Business Management for Graphic Communications

3.00 units*Prerequisite: None*

Description: Introductory course in business administration and management principles for graphic communications. This includes instruction in freelance practices, design services, sales, marketing, estimating, planning, budgeting, personnel management, safety and environmental issues. 54 hours lecture. (Letter grade only)

ADM-62

Typography and Graphic Design

3.00 units

CSU

Prerequisite: None.

Description: This course is a study of the fundamentals of typography including type anatomy, design, hierarchy, and aesthetic expression. Emphasis is placed on the process of design development from roughs to comprehensives, layout, and the use of type for effective visual communication. Industry standard software is used in the development of typographic and graphic design solutions appropriate for print and digital media. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-63A

Design for Print Publication

3.00 units

CSU

Prerequisite: None.

Description: Beginning page layout and design for professional print publishing using Adobe InDesign. A course for graphic designers, production artists, and pre-press technicians. Integrates seamlessly with Adobe's other industry standard applications providing a consistent design environment. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-63B
Design for Electronic Publication **3.00 units**
CSU

Prerequisite: None

Advisory: ADM-63A

Description: Advanced page layout and graphic design using Adobe InDesign. This course emphasizes the design and the production of interactive and multimedia documents in a variety of formats intended for electronic publishing. This includes digital media, web, mobile and tablet devices. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-67
Multimedia Animation **3.00 units**
CSU

Prerequisite: None.

Description: A comprehensive course exploring the digital techniques, methods and software tools used by the industry to develop digital animation suitable for motion graphics, web design, film, video and multimedia platforms. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-68A
3D Animation With Maya I **3.00 units**
CSU

Prerequisite: None

Description: A beginning course for animators, designers, and artists in 3D modeling, animation and computer graphics using the industry standard software, Maya. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-68B
3D Animation With Maya II **3.00 units**
CSU

Prerequisite: ADM-68A.

Description: An intermediate course for animators, designers, and artists in 3D modeling, animation and computer graphics using the industry standard software, Maya. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-69
Motion Graphics and Special Effects with After Effects **3.00 units**

Prerequisite: None

Description: An introductory course that focuses on the methods and techniques used to design motion graphics and special effects for video, film, and animated projects using Adobe After Effects. The students will develop an understanding of the principles of typography, type in motion, animation, and digital special effects for creative visual communication and effective motion graphics. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-70
Project Production and Portfolio **3.00 units**

Prerequisite: ADM-1 and ADM-62 and ADM-71A or CIS-78A or ART-36A.

Advisory: ADM-63A, ADM-77A.

Description: Portfolio exit course for graduating students in graphic communications that covers career planning in various fields such as graphic design, multimedia art, production, advertising, and commercial printing. Includes job skills preparation, self-promotion techniques, production experience and personal portfolio and website development for job applications. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-71A
Adobe Photoshop for Image Manipulation **3.00 units**
CSU

Prerequisite: None.

Description: An introductory course in image manipulation for graphic designers using Adobe Photoshop. This includes image editing, retouching, color correction, compositing, painting, and file preparation for various media applications including print, digital and web design. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-71B
Adobe Photoshop, Advanced **3.00 units**
CSU

Prerequisite: ADM-71A or ART-36A or PHO-18 or CIS-78A or CAT-78A.

Description: An advanced course in image manipulation for graphic designers using Adobe Photoshop. This includes advanced instruction in image editing, retouching, color correction, compositing, painting, and file preparation for various media applications including print, digital and web design. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-74A
Web Design **3.00 units**
UC, CSU

Prerequisite: None.

Description: Basic web design and the fundamentals of web technology for graphic designers. Students will be introduced to various user-friendly web-building software applications. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-74B
Web Design with Dreamweaver **3.00 units**
CSU

Prerequisite: None.

Advisory: ADM-74A.

Description: Intermediate web design course including contemporary web technology and trends for graphic designers. Students will be introduced to professional grade website building software like Adobe Dreamweaver including basic coding and scripting. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-77A
Adobe Illustrator for Graphic Art **3.00 units**
CSU

Prerequisite: None.

Description: An introductory course in the use of Adobe Illustrator for graphic design, typography, digital illustration and vector art creation for graphic communications and commercial art. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-77B
Adobe Illustrator, Advanced **3.00 units**
CSU

Prerequisite: ADM-77A or CIS-79 or CAT-79.

Description: A course including advanced techniques using Adobe Illustrator for graphic design, typography, digital illustration and vector art creation for graphic communications and commercial art. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-84A
Screen Printing **3.00 units**
CSU

Prerequisite: None.

Description: Basic elements and methods of screen printing. Students produce single and two-color designs applied to fabric and paper. Set up techniques may include a variety of stencil making methods such as film generation and photo-emulsion exposure and screen application. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-84B
Screen Printing, Advanced **3.00 units**
CSU

Prerequisite: ADM-84A.

Description: Advanced techniques in commercial screen printing. Students produce professional quality multicolored designs applied to fabric and paper using spot color separations and image registration. Set up techniques may include a variety of stencil making methods such as film generation and photo-emulsion exposure and screen application. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-85A
Commercial Printing **3.00 units**

Prerequisite: None.

Description: Introductory course in the set-up and operation of commercial printing equipment including: offset printing presses, digital printers, large format, screen printing and promotional printing equipment. This includes prepress, binding and finishing operations. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-85B**Commercial Printing, Advanced****3.00 units**

CSU

Prerequisite: ADM-85A

Description: Advanced instruction in the set-up and operation of commercial printing equipment including: offset printing presses, digital printers, large format, screen printing and promotional printing equipment. This includes prepress, binding and finishing operations. 36 hours lecture and 72 hours laboratory. (Letter grade only)

ADM-200**Applied Digital Media Work Experience****1.00 - 4.00 units**

CSU

*Prerequisite: None**Advisory: Students should have paid or voluntary employment.*

Description: Work Experience is designed to coordinate the student's on-the-job training with workplace skills designed to assist the student in developing successful professional skills. Each student will establish measurable learning objectives appropriate for their job and discipline. Students may earn up to four (4) units each semester, for a maximum of 16 units of work experience total. 60 hours of volunteer work or 75 hours of paid work during the semester are required for each unit. No more than 20 hours per week, out of the 60 or 75 requirement, may be applied toward the work requirement. The course consists of an 18 hours of orientation/professional skills development and 60 hours of volunteer work experience per unit with a maximum of 240 for four units per semester OR 75 hours of paid work experience per unit, with a maximum of 300 for four units per semester. (Letter Grade or Pass/No Pass option)