

# Digital Media for Video and Motion Graphics AS degree

Effective Fall 2008



Valencia Community College  
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Semester 1 (14 credits)

**DIG 2000C Intro to Digital Media and Design**  
5 credit/7 contact  
An introduction to computers and application programs currently used in the industry for visual communication projects. Students will apply principles of design and typography to plan, produce and present individual and group projects typical of those used in the graphics and digital media industry. (Special Fee)  
Major Topics  
• Utilize a personal computer and software current in the graphics or digital media industry  
• Apply principles of design and typography to projects appropriate for client solutions  
• Plan, produce and present projects as group and individually

**TPA 1380 Survey of Entertainment Technology**  
2 credits

**DIG 2100C Web Essentials**  
2 credit/3 contact  
Students become familiar with essential concepts used to create standards compliant web sites. Students also learn the importance of usability, accessibility, and web standards when creating projects.  
Major Topics  
• Understand how target audiences, usability, accessibility, and web standards affect how projects are created.  
• XHTML syntax  
• CSS syntax  
• Internet browsers & platforms  
• Troubleshooting projects across platforms and browsers  
• Project planning and organization  
• Validation

**GRA 1413 Professional Development for Designers**  
1 credit  
Students will learn basic job hunting skills, how to prepare a resume, prepare for a job interview, learn to write a cover letter and learn how to develop and present a portfolio.  
• Learn basic job hunting and interviewing skills specific to the graphic design industry.  
• Learn to prepare a cover letter and resume suitable for the graphic design industry.  
• Learn what is needed in a portfolio in order for it to be a successful job-lending tool.

General Education requirement  
Freshman Comp (3 credit)

Semester 2 (12 credits)

**DIG 2106C Digital Imaging Fundamentals**  
3 credit/4 contact  
Minimum grade of C in DIG 2000C and ART 1300C or department approval.  
Introduction to the concepts and principles of digital imaging and the tools and techniques of image capture, creation, manipulation, and integration of still images. Understand composition, layout, color theory.  
Major Topics  
• Image capture, and output using industry-standard software.  
• Image acquisition from a variety of sources.  
• Image manipulation.  
• Image resolution and optimization  
• File formats, management, and distribution.

**ART 1300C Drawing I**  
(3 credit/6 contact)

**DIG2430 Digital Storytelling**  
3 credit/3 contact  
Minimum grade of C in ART 1300C or department approval.  
The course focuses on the use of narrative forms in interactive media and other new technologies. Students will explore and create non-linear and interactive story structures.  
Major Topics  
• The role of narrative structure in new and emerging  
• Narrative structure in a digital media project  
• Types of narrative structure (linear, non-linear, interactive).  
• Storyboarding

**GRA 1206C Fundamentals of Typography**  
3 credit/4 contact  
Minimum of C in GRA1142C or DIG2000C and GRA1413 or department approval.  
Includes the history and classification of type. Contemporary type usage will be explored. Projects in type design and production include the use of a personal computer and industry-standard software. (Special Fee)  
Major Topics:  
• Typographic terminology and classification  
• Typographic editing - including measuring, spacing, copyfitting and proofreading.  
• Current usage of typography in various visual communication environments

General Education requirement  
Math or Science (3 credit)

Semester 3 (12 credits)

**DIG 2341C Intro to Motion Graphics**  
3 credit/4 contact  
Minimum grade of C in DIG 2109C and GRA 1206C or department approval.  
Students will learn basic concepts of motion graphics creation for various distribution formats.  
Major Topics  
• Identify motion graphics fundamentals.  
• Utilize motion graphics and animated type.  
• Utilize authoring software.  
• Output motion graphics and motion graphic elements

**DIG 2303C Digital Video and Sound**  
3 credit/4 contact  
Minimum grade of C in DIG 2430 and DIG 2109C or GRA 2201C or department approval.  
Introduction to the concepts, principles, tools and techniques of producing, assembling and mixing digital video and audio. Understand story, creativity, planning and organizational skills as part of the production process.  
Major Topics  
• Creative control of lighting, composition and exposure.  
• Shooting, capturing and editing digital video and audio  
• Previsualization, collaboration and production reporting

**MUM2630C Sound for Media**  
3 credit/4 contact  
An introduction to the principles of sound recording with an emphasis on media applications. Students will work on practical projects that will familiarize them with the basic hardware and software used in professional settings.  
Major Topics:  
• Basic acoustic principles: The sound wave, speed of sound, frequency, amplitude, power.  
• Microphones, sound boards and signal flow  
• Basic principles of digital audio: Sample rate, bit depth, dynamic range, aliasing.  
• Basic studio procedures: Handling microphones, stands and cables. Basic recording system hookup.  
• Audio software: ProTools 101  
• Optimizing sound: Equalization, compression, limiting, time-based effects  
• Integrating sound and video: Lip synchronization.  
• Stems • Putting it together

**GRA 2156C Adobe Illustrator**  
3 credit/4 contact  
Minimum grades of C in ART 1300C and DIG 2000C or GRA 1142C or department approval  
A course covering the concepts of electronic publishing and the ability to create and manipulate full color graphic illustrations. Students will receive training on Adobe Illustrator or the most current  
Encapsulated Postscript illustration program standard in the industry. Class lecture will be supported with handouts and demonstrations.  
• Object oriented drawing and encapsulated postscript language software  
• File formats, management and optimization  
• Project planning and production

General Education requirement  
Intro to Humanities or Art History (3 credit)

Semester 4 (12 credits)

**DIG 2342C Adv Motion Graphics**  
3 credit/4 contact  
Minimum grade of C in DIG N015C or department approval.  
Advanced motion graphics concepts and techniques will be taught enabling students to produce sophisticated motion graphics projects. Students will explore programming and input devices used to create more complex motion graphics.  
Major Topics  
• Programming for motion graphics.  
• Utilization of input devices.  
• Incorporation of motion graphics and effects into web, multimedia and motion picture projects.

**DIG 2284C Advanced Digital Video and Sound**  
3 credit/4 contact  
Minimum Grade of C in DIG 2303C and MUM 2630C or department approval  
Develops creative and organizational skills needed for advanced digital video production. Requires participation in a group video production.  
Major Topics  
• Advanced production procedures.  
• Image correction.  
• Image compositing.  
• Distribution of content.

**DIG 2500C Fundamentals of Interactive Design**  
3 credit/4 contact  
Minimum grades of C in GRA1206C and DIG2202C or DIG 2109C or GRA2201C or GRA2156C or department approval  
Implement the foundations of interactive media including user interface design concepts, optimization/performance issues, resources and tools. Students combine audio, video, imaging, animation, and other media formats to construct an interactive product using industry-standard software.  
Major Topics  
• Examine examples of interactive design which combine audio, video, imaging, animation, and other media  
• Interactive design concepts, principles and communication methods  
• Project planning and production  
• Learn industry standard software to create an interactive design project  
• Understand usability of interactive design project and how it affects human interaction  
• Create and test interactive design projects across platforms.  
• File management  
• File optimization  
• Animation, Video, Sound  
• Interactive design authoring languages

General Education requirement  
US Government (2 credit)

Semester 5 (12 credits)

**DIG 2301C Intro to 3D Motion Graphics**  
3 credit/4 contact  
Minimum grade of C in DIG 2303C and GRA 2156C or department approval.  
Students will learn fundamental concepts for the creation of three-dimensional motion graphics.  
Major Topics  
• 3D fundamentals  
• Logo animation  
• Lighting  
• Behaviors

**DIG 2900C Digital Media Project**  
3 credit/4 contact  
Minimum of C in DIG2284C and DIGN019C or department approval  
Student will participate in selected projects for clients internal and external to the college creating video and motion graphic content.  
Major topics  
• Client interaction.  
• Teamwork.

General Education requirement  
Gen Psychology (3 credit)

Semester 6 (2 credits)

**DIG2580C Digital Media Portfolio Review**  
1 credit/2 contact  
Minimum of a C in DIGN014C (Digital Media Project) and GRA1413 or dept. approval  
Creation by the student of a final digital portfolio summarizing the student's body of work. The student will design and complete a resume, self promotional piece and undergo a formal interview with industry professionals. Students will be expected to earn a C or higher on a comprehensive exam using industry-standard software and procedures.  
Major topics:  
• Development of an interactive on-screen portfolio/reel.  
• Development and improvement of work in individual student portfolios and organizing content of portfolios so that understanding of design, typography, creativity, concept development and technical proficiency is demonstrated in all pieces.  
• Perfecting the content of resumes and designing resumes for traditional and digital environments.  
• Designing personal identity system to correlate with design of resume; including letterhead and business card.  
• Designing a self-promotional piece as a send-ahead or a leave-behind.  
• Comprehensive Exam  
• Interviewing techniques specific to the industry, how to present an interactive portfolio/reel and common mistakes made during their interview process to avoid.

**DIG 2943 Internship in Digital Media**  
1 credit  
Satisfactory completion of required college prep courses; 12 VCC college level courses, including minimum grade of C in DIG N014C (Digital Media Project) and GRA 1413.  
Minimum of 2.0 GPA and Program Chair approval. (Special Fee \$10.00)

Technical Certificates

**Digital Media Development - 12 credit hours**  
DIG 2100C Web Essentials  
GRA 1413 Prof Dev for Designers  
DIG 2500C Fund of Interactive Design  
DIG 2430 Digital Storytelling  
DIG 2106C Digital Imaging Fundamentals

**Digital Video Production - 12 credit hours**  
DIG 2430 Digital Storytelling  
DIG 2303C Digital Video and Sound  
DIG 2284C Advanced Digital Video and Sound  
DIG 2341C Introduction to Motion Graphics

**Digital Video Fundamentals - 12 credit hours**  
DIG 2000C Intro to Digital Media and Design  
GRA 1413 Prof Dev for Designers  
DIG 2303C Digital Video and Sound  
MUM 2630C Sound for Media

**Digital Media Production - 15 credit hours**  
DIG 2000C Intro to Digital Media and Design  
GRA 1413 Prof Dev for Designer  
MUM 2630C Sound for Media  
DIG 2109C Digital Imaging Fundamentals  
DIG 2303C Digital Video and Sound

**Digital Media Web Production - 15 credit hours**  
DIG 2100C Web Essentials  
GRA 1413 Prof Dev for Designer  
DIG 2109C Digital Imaging Fundamentals  
DIG 2500C Fund of Interactive Design  
DIG 2341C Intro to Motion Graphics  
DIG 2303C Digital Video and Sound

**Digital Video Editing and Post-Production - 24 credit hours**  
DIG 2000C Intro to Digital Media and Design  
GRA 1413 Prof Dev for Designers  
DIG 2109C Digital Imaging Fundamentals  
DIG 2430 Digital Storytelling  
DIG 2303C Digital Video and Sound  
DIG 2284C Advanced Digital Video and Sound  
DIG 2342C Introduction to Motion Graphics  
DIG 2341C Advanced Motion Graphics