DMAD 1500 (F/S) Introduction to Web Presence and Social Media Strategy. This course will introduce students to the practice of web publishing, the basic principles of social media strategy, and web integration. Students will explore how to effectively utilize current digital media tools and applications for communication and content curation on the Internet. Furthermore, the proper use of web publishing tools, content management systems, and multimedia software will be demonstrated at an introductory level..............................4 s.h.

DMAD 2900 (F/S) Project Lab I. This course gives students the opportunity to research and create work to build a portfolio that exemplifies their technical skill and their identity as an artist. Students will conceptualize and produce bodies of work centered around personal vision and creating identity .................................................................2 s.h.

DMAD 3000 (S) B&W Darkroom. This course offers an introduction to silver-based black & white photography and darkroom practices. Through multiple and varied class projects, lectures, critiques, and demonstrations, the course is designed to give students a basic understanding of black & white film capture as well as photographic silver gelatin printing techniques. Students will explore the medium of analog photography while improving their skills in composition, image capture, and printing .................................................4 s.h. Prerequisite: PHOT 1010 or PHOT 2010

DMAD 3020 (F) Digital Photography II. This course explores the production, presentation, and publishing of advanced media elements through project-based scenarios. Students will study advanced digital video capture, audio capture, editing, and various venues for release of finished products .................................................................4 s.h. Prerequisites: PHOT 2010, PHOT 3010

DMAD 3030 (S) Advanced Lighting I. This course presents advanced theory and technical application of photographic lighting as it applies to imaging and video. Topics include location and studio management, professional application, and personal creative vision .................................................................4 s.h. Prerequisites: PHOT 2010, PHOT 3010

DMAD 3200 (S) Imagery in Society. This course is an introduction to imagery in the mediums of photography, web, video, and animation as they relate to digital media’s impact on society through the exploration of concepts and technique..............................4 s.h.

DMAD 3210 (F) Contemporary Media Studies. This course is an advanced study of the uses, styles and influences of contemporary media formats as an art, commercial product, and communications tool. Emphasis will be placed on contemporary issues as they relate to the student’s personal vision and collective responsibilities ........................................4 s.h.

DMAD 3220 (S) Visual Rhetoric for Digital Media Artists. This course exposes students to the concept of visual rhetoric, invites them to create their own working definition of that term, and demands that they demonstrate their understanding of both traditional concepts of
rhetoric with words that use implied visuals and 21st century concepts of rhetoric that incorporate explicit visuals. The course touches on semiotics, design theory, and classical rhetoric as well as explores the meaning of visual literacy and how that skill/awareness changes communication, persuasion, and story-telling. Students will analyze texts on pages and screens and design texts for print and digital application to show their developing understanding of human communication through media .......................................................... 4 s.h.

**DMAD 3410 (F) Graphic Design I.** This course is an introduction to procedures to create, plan, and produce visual communication design. Emphasis is on acquiring and working with visual vocabulary to gain mastery of conceptual and creative procedures by learning technical skills that translate ideas and concepts into visual design and graphic imagery .......................................................... 4 s.h.
Prerequisite: DMAD 3220 or TCOM 2630

**DMAD 3420 (S) Graphic Design II.** In this course, students will apply graphic design theory to create conceptual approaches for communicating ideas visually. Through a series of assignments, students will plan, develop, manage, and execute projects for multiple platforms including print and digital media. The emphasis of the course is to create practical design materials while developing a professional portfolio .......................................................... 4 s.h.
Prerequisite: DMAD 3410

**DMAD 3520 (F) Video I.......................................................... 4 s.h.**

**DMAD 3530 (S) Video II.......................................................... 4 s.h.**

**DMAD 3640 (F) Managing the Digital Media Firm.** This course is an introduction to the management of a digital media company. Students will be introduced to basic business concepts, including the legal formation of a business, financial management tools and techniques, and the organization and planning of a firm .......................................................... 4 s.h.

**DMAD 3650 (S) Entrepreneurship for the Digital Media Professional.** This course examines the development, marketing, and management of the digital media business venture. Topics include the innovation idea, the development of business and financial plans, feasibility studies, alternative models of financing, marketing the creative enterprise, and the launching of the digital media business. The goal of this course is to develop entrepreneurial and managerial skills necessary to conceive, launch, and manage a sustainable digital media enterprise in the increasingly complex economic environment of contemporary art-making .......................................................... 4 s.h.

**DMAD 3900 (F/S) Project Lab II.** This course gives students the opportunity to research and create work to build a portfolio that exemplifies their technical skill and their identity as an artist. Students will conceptualize and produce bodies of work centered around personal vision and creating .......................................................... 2 s.h.
Prerequisite: DMAD 2900

**DMAD 4020 (S) Web Portfolio.** This course covers development of logical and efficient site structures, importation and use of a variety of graphic file formats, color management for online publication and successful utilization of typography. Using HTML and CSS, students will design, construct and publish a portfolio web site. Emphasis is placed on successful publishing and management of the student’s own work. Students will become familiar with Content Management software and the integration of JavaScript for animation and interactive elements .......................................................... 4 s.h.
**DMAD 4900 (F/S) Project Lab III.** This course gives students the opportunity to research and create work to build a portfolio that exemplifies their technical skill and their identity as an artist. Students will conceptualize and produce bodies of work centered around a personal vision and creating identity ........................................................2 s.h.

Prerequisites: DMAD 2900, DMAD 3900

**DMAD 4990 Comprehensive Assessment.** Comprehensive assessment in Digital Media Art & Design demonstrates competency in the graduating student’s major field and/or specialization with a capstone project and an exhibition. Students must earn a grade of C- or higher on the capstone project ..........................................................0 s.h.