# Digital Media

***A.A. Degrees and Certificates of Achievement***

Digital Art and Imaging Option
Digital Audio/Video Option
Interactive Media & Authoring Option

***Certificates of Proficiency***

Digital Imaging/Graphics Production Specialist
Digital Print Production Specialist
Digital Video Editor Specialist
Web Page Production Specialist

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Image created in DM 110 by student, Kori Westfall

Digital Media is the use of computer technology in communication: to create, manipulate, and combine different media whether it be text (words, equations), graphics (photography, art and design images, charts and graphs, animation), audio (spoken words, music, sound effects) and video (motion picture/film, animation, visual effects) sometimes with links (connections) that let the user navigate, interact, create, and communicate.

Gavilan College has developed this Digital Media program complete with state of the art technology and studio to provide students with the opportunity to acquire or enhance job skills in this contemporary art, satisfy major requirements for transferring to a college or university, or for personal enrichment in an exciting technology-based field that is changing our lives on a daily basis.

Gavilan students studying Digital Media learn fundamental concepts and complex techniques applicable to digital media; related programs in multimedia, new media, digital film/video, digital art; and almost any other work situation in this technologically equipped world in which we live. A variety of degree and certificate options are provided so that one may pursue their desired specialty within this truly multidisciplinary field.

## DIGITAL MEDIA CORE COURSES

The following core courses are required for the Digital Art and Imaging, Digital Audio/Video and Interactive Media and Authoring Associate's Degree and Certificate of Achievement options. Additional requirements for each option are listed alphabetically on the following pages.

**Program Learning Outcomes:** After completing the A.A. degree or Certificate of Achievement in Digital Media a student will:

- analyze the relationship of aesthetics, content, user needs and/or interactivity of projects suitable for implementing and using digital media or order to synthesize a design, produce development guidelines incorporating techniques such as storyboards and flow charts and render their design using good design principles and contemporary digital technology.
- be able to perform and communicate ideas within a team environment and contribute significant work related to their option area of study.

**CORE COURSES**

| | |
|---|---|
| CSIS/DM 77 | Introduction to Digital Media (3 units) |
| ART 11 | Creativity, Imagination, and Innovation (3 units) |
| CSIS/DM 75 | PhotoShop I - Adobe PhotoShop (3 units) |
| CSIS/DM 107 | Digital Media Design (2 units) |
| CSIS/DM 114 | Digital Media Team Production (2 units) |

Choose one:

| | |
|---|---|
| CSIS/DM/LIB 6 | Web Page Authoring I (2 units) |
| CSIS/DM 85 | Web Design I: Dreamweaver (2 units) |

Total Core: 15 Units

## Digital Art and Imaging Option

*A.A. Degree or Certificate of Achievement*

This degree or certificate of achievement will enable a graduate to obtain jobs as a digital photographer, animator, or graphic designer/artist for computer games, motion graphics, the web, CD-ROMs, DVDs, and digital print.

**Program Learning Outcome:** After completing this option a student will demonstrate an ability to use Digital Media technology and concepts to design, produce, and integrate aesthetically pleasing 2D/3D visual and animated material for film, video, web pages, CD/DVDs, video games or digital print.

**To receive an ASSOCIATE DEGREE** complete:

- **CORE COURSES** (see page 111).
- **REQUIRED COURSES** listed below.
- **GENERAL EDUCATION REQUIREMENTS**,

**To receive a CERTIFICATE OF ACHIEVEMENT** complete the:

- **CORE COURSES** (see page 100).
- **REQUIRED COURSES** listed below.

**CORE COURSES** (see page 100): 15 units

**ADDITIONAL REQUIREMENTS:**

Choose 9 units from the following list:

| | |
|---|---|
| ART 2A | Two Dimensional Design (3 units) |
| CSIS/DM 74 | Advanced Photoshop (3 units) |
| CSIS/DM 76 | Digital Illustration (3 units) |
| CSIS/DM 80 | Digital Photography (3 units) |
| CSIS/DM 110 | Interactive Animation: Flash (3 units) |
| CSIS/DM 117 | Visual Effects/Motion Graphics (3 units) |

Elective course in any other DM option area: (3 units)

Total units required: 27 units

**General Education requirements:** A student may complete the Gavilan College A.A./A.S. general education, the CSU-GE Breadth or the IGETC pattern, plus sufficient electives to meet a 60 unit total. See pages 50-57 or see a counselor for details.

**NOTE:** A course may be used to satisfy both general education and major courses. See "Double Counting Rule" on page 47.

## Digital Audio/Video Option

*A.A. Degree or Certificate of Achievement*

This degree or certificate of achievement will enable a graduate to obtain jobs as a digital audio/video editor, web streaming media producer, podcast specialist, videographer, or sound designer for games, animation, or film/video.

**Program Learning Outcomes:** After completing this option a student will be able to:

- create and produce time-based visual art and sound.
- analyze project definitions (including scripts or storyboards) in order to (using digital technology) creatively and logically edit video; design sound and motion graphics for broadcast or to be incorporated into web sites, CD/DVDs, video/film, video games, or cell phones.

The certificate will enable a graduate to obtain entry level jobs as a digital audio/video producer/director, video or sound editor, web streaming media designer/producer.

**To receive an ASSOCIATE DEGREE** complete:

- **CORE COURSES** (see page 111)
- **REQUIRED COURSES** listed below.
- **GENERAL EDUCATION REQUIREMENTS**,

**To receive a CERTIFICATE OF ACHIEVEMENT** complete the:

- **CORE COURSES** (see page 100).
- **REQUIRED COURSES** listed below.

**CORE COURSES** (15 units)

**ADDITIONAL REQUIREMENTS:**

Choose 9 units from the following list:

| | |
|---|---|
| ART 2A | Two Dimensional Design (3 units) |
| DM 111 | Sound Design for Digital Media (3 units) |
| CSIS/DM 113 | Introduction to Digital Video (3 units) |
| CSIS/DM 116 | DVD Authoring (2 units) |
| CSIS/DM 117 | Visual Effects/Motion Graphics (3 units) |
| HUM 25A | Film Production (3 units) |
| MUS 21 | Electronic Music/Sound Design (3 units) |
| THEA/MCTV 16 | History and Culture of Television, Film and New Media (3 units) |
| THEA/MCTV 17A or THEA/MCTV 17B | Television and Video Workshop (3 units) |
| THEA 98 | Special Topics: TV Production (1-2 units) |

Elective course in any other DM option area (3 units)

Total units required: 27 units

# Interactive Media and Authoring

*A.A. Degree or Certificate of Achievement*

This degree or certificate of achievement will enable a graduate to obtain jobs as a web designer, web architect, information designer, webmaster; CD-ROM, DVD, or video game designer/developer.

**Program Learning Outcomes:** After completing this option a student will be able to:

- analyze requirements and proposals for an interactive project.
- describe the relationship of content elements and synthesize aesthetic interactive projects such as video games, web sites, CD/DVD, educational multimedia, or interactive TV in line with current theories in human cognition.

The certificate will enable a graduate to obtain entry level jobs as a web designer, web architect, information designer, webmaster; CD-ROM, DVD, or video game designer/developer.

**To receive an ASSOCIATE DEGREE** complete:

- **CORE COURSES** (see page 100).
- **REQUIRED COURSES** listed below.
- **GENERAL EDUCATION REQUIREMENTS**,

**To receive a CERTIFICATE OF ACHIEVEMENT** complete the:

- **CORE COURSES** (see page 100).
- **REQUIRED COURSES** listed below.

**CORE COURSES** (see page 100) (15 units)

**ADDITIONAL REQUIREMENTS:**

Choose 9 units from the following:
CSIS/DM 110 Interactive Animation: Flash (3 units)
CSIS/DM 116 DVD Authoring (2 units)
CSIS 24 Java Programming I (4 units)
CSIS 45 C++ Programming I (4 units)
CSIS 84 JavaScript Programming (2 units)
CSIS 151 Introduction to XML Authoring (3 units)

Choose only one of the following two courses:
CSIS/DM 85 Web Design I: Dreamweaver (2 units)
CSIS/DM 7 Web Page Authoring II (2 units)

Elective course in any other DM option area (3 units)

Total units required: 27 units

**General Education requirements:** A student may complete the Gavilan College AA/A.S. general education, the CSU-GE Breadth or the IGETC pattern, plus sufficient electives to meet a 60 unit total. See pages 50-57 or see a counselor for details.

**NOTE:** A course may be used to satisfy both general education and major courses. See "Double Counting Rule" on page 47.

# Digital Imaging/Graphics Production Specialist

*Certificate of Proficiency*

This certificate will enable a graduate to obtain jobs preparing graphics, touching up photos, and working with other artwork for print, video, animation, or web use

Does NOT require completion of core courses.

**REQUIREMENTS:**
ART 2A Two Dimensional Design (3 units)
CSIS/DM 75 PhotoShop I - Adobe PhotoShop (3 units)
CSIS/DM 76 Digital Illustration (3 units)
CSIS/DM 77 Introduction To Digital Media (3 units)

Choose one:
CSIS/DM 114 Digital Media Production (2 units)
JOUR 18A Print and Digital News I (3 units)

Choose one:
ART 8A Beginning Photography from Analog to Digital (3 units)
CSIS/DM 80 Digital Photography (3 units)
CSIS/DM 110 Interactive Animation: Flash (3 units)
CGD 110 Computer Graphics Lab (3 units)

Total units required for Certificate of Proficiency: 17 units

# Digital Print Production Specialist

*Certificate of Proficiency*

This certificate will enable a graduate to obtain jobs working with graphic designers preparing content and printing brochures, posters, catalogs, books, and other advertising material

Does NOT require completion of core courses.

**REQUIREMENTS:**
CSIS/DM 77 Introduction to Digital Media (3 units)
CSIS/DM 73 Desktop Publishing - Adobe InDesign (3 units)
CSIS 126 Word Processing - MS Word (2 units)
CSIS 132 Intermediate Word Processing - MS Word (2 units)

Choose one:
CSIS/DM 114 Digital Media Production (2 units)
JOUR 18A Print and Digital News I (3 units)

Choose one:
CSIS/DM 75 PhotoShop I - Adobe PhotoShop (3 units)
CSIS/DM 76 Digital Illustration (3 units)

Total units required for Certificate of Proficiency: 15 units

## Digital Video Editor Specialist

*Certificate of Proficiency*

This certificate will enable a graduate to obtain jobs working as a video/film editor's assistant, sound mixer, or visual effects assistant

Does NOT require completion of core courses.

**REQUIREMENTS:**

| | |
|---|---|
| CSIS/DM 77 | Introduction to Digital Media (3 units) |
| CSIS/DM 113 | Digital Video/Audio (3 units) |
| THEA 98 | Special Topics: TV Production (1-2 units) |

Choose one:

| | |
|---|---|
| CSIS/DM 117 | Visual Effects/Motion Graphics (3 units) |
| CSIS/DM 110 | Interactive Animation: Flash (3 units) |
| MUS 21 | Electronic Music/Sound Design (3 units) |
| THEA/MCTV 16 | History and Culture of Television, Film and New . . . Media (3 units) |

Choose one:

| | |
|---|---|
| THEA/MCTV 17A | Television and Video Workshop (3 units) |
| THEA/MCTV 17B | Television and Video Workshop (3 units) |

Total units required for Certificate of Proficiency: 13-14 units

## Web Page Production Specialist

*Certificate of Proficiency*

This certificate will enable a graduate to obtain jobs maintaining web sites or assisting web designer/developer

Does NOT require completion of core courses.

**REQUIREMENTS:**

| | |
|---|---|
| CSIS/DM/LIB 6 | Web Page Authoring I (2 units) |
| CSIS/DM 77 | Introduction to Digital Media (3 units) |
| CSIS/DM 110 | Interactive Animation: Flash (3 units) |
| CSIS 126 | Word Processing - MS Word (2 units) |

Choose one:

| | |
|---|---|
| CSIS/DM 114 | Digital Media Production (2 units) |
| JOUR 18A | Print and Digital News I (3 units) |

Choose one:

| | |
|---|---|
| CSIS/DM 7 | Web Page Authoring II (2 units) |
| CSIS/DM 85 | Web Design I: Dreamweaver (2 units) |

Choose one:

| | |
|---|---|
| CSIS/DM 75 | Photoshop I - Adobe PhotoShop (3 units) |
| JOUR 16A | Writing for Print and Digital Media (3 units) |

Total units required for Certificate of Proficiency: 17 units