

# Art New Media

Degree: A.A. - Art New Media  
 A.A. - Technical Communication

Certificates: Graphic Design  
 Illustration  
 3D Animation  
 Web Graphics  
 Technical Communication

Area: Fine & Applied Arts  
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Art New Media at American River College is a course of study that emphasizes the visual arts produced in a digital environment. Besides a degree, the program also offers certificates in graphic design, illustration, multimedia, and web graphics.

## Career Opportunities

People trained in digital graphics have a number of career options, including custom multimedia software development, computer-based training, entertainment and computer games, website design, and animation. Businesses need designers to build marketing presentations and electronic catalogs on CD-ROM and the Internet. Corporations with large-scale training needs, publishing companies, and educational institutions need courseware designers and qualified training specialists. The development of computer games will continue to be a growing field of employment. So will website design, which is much in demand as a skill. Finally, computer animation serves many markets, including all the areas above, plus film and television production. Each area of specialization has somewhat different qualifications, but all demand a solid foundation of design skills and a good working knowledge of important graphic software applications.

The graphic designer has the responsibility for communicating a message primarily through visual means (posters, signs, packaging, corporate symbols, advertisements). Illustrators may work from their original designs or take a concept from another person and bring it to life. Graphic designers and illustrators work for themselves, or for design, advertising, or marketing firms, or in design offices in large corporations.

## Art New Media

**Requirements for Degree Major: 41.5 Units**

Core Requirements	Units
ART 300	3
ART 320/ART New Media 310	3
ART 323	3
ARTH 310	3
ARTNM 302	1.5
ARTNM 305	3
ARTNM 495	1

**Concentration Requirements Units**

### 24 units from the following:

Repeatable courses may be taken no more than twice in order to apply toward AA degree or certificate.

ARTNM 320	3
ARTNM 324	3
ARTNM 326	3
ARTNM 328	3
ARTNM 330	3
ARTNM 332	3
ARTNM 350	3
ARTNM 352	3
ARTNM 354	3
ARTNM 356	3
ARTNM 370/ART 314	3
ARTNM 402	3
ARTNM 404	3
ARTNM 406/CISW 470	3
ARTNM 420	3
ARTNM 421	3
ARTNM 450	1
ARTNM 480	3
ARTNM 497	4
CISW 300 /INDIS 410	3

### Recommended Electives:

ART 322, 370, 411; MUFHL 300, 310, 311; PHIL 300; TA 300, 302, 304, 312, 314, 315; CISW 310

### General Education Graduation Requirements:

Students must also complete the general education graduation requirements for an A.A. degree. See Graduation requirements.

**Graphic Design Certificate**

**Requirements for Certificate:** 34.5 units

Courses Required	Units
ART 320 or ARTNM 310	3
ART 323	3
ARTNM 300	1
ARTNM 302	1.5
ARTNM 305	3
ARTNM 324	3
ARTNM 328	3
ARTNM 330	3
ARTNM 350	3
ARTNM 352	3
ARTNM 354	3
ARTNM 356	3
ARTNM 450	1
ARTNM 497	1

**Illustration Certificate**

**Requirements for Certificate:** 33.5 Units

Courses Required	Units
ART 300	3
ART 304	3
ART 314 or ARTNM 370	3
ART 320 or ARTNM 310	3
ART 323	3
ART 327 or ART 336	3
ARTH 310	3
ARTNM 300	1
ARTNM 302	1.5
ARTNM 324	3
ARTNM 326	3
ARTNM 404	3
ARTNM 450	1

**3D Animation Certificate**

**Requirements for Certificate** 34.5 Units

Courses Required:	Units
ART 300	3
ART 304	3
ART 375	3
ART 411	3
ARTNM 300	1
ARTNM 302	1.5
ARTNM 320	3
ARTNM 324	3
ARTNM 326	3
ARTNM 328	3
ARTNM 420	3
ARTNM 421	3
ARTNM 446	1
ARTNM 497	1

**Web Graphics Certificate**

**Requirements for Certificate:** 37.5 Units

Courses Required	Units
ART 320 or ARTNM 310	3
ARTNM 300	1
ARTNM 302	1.5
ARTNM 305	3
ARTNM 328	3
ARTNM 330	3
ARTNM 338	3
ARTNM 352	3
ARTNM 402	3
ARTNM 404	3
ARTNM 406/CISW 470	3
ARTNM 450	1
ARTNM 497	1
ENGWR 342	3
INDIS 410/CISW 300	3

**Technical communication**

**Requirements for Degree Major:** 41.5 Units

Core Requirements	Units
ART 320	3
ART 323	3
ARTNM 350	3
CISA 300	1
CISA 301	1
CISA 302	1
CISC 320	1
CISW 300 or INDIS 410	3
ENGWR 342	3
ENGWR 352	3
<i>and 1.5 units selected from :</i>	
ENGWR 344	1.5
ENGWR 348	1.5
ENGWR 350	1.5

**Concentration Requirements** Units

<i>12 units selected from:</i>	
ARTNM 352 or	3
CISA 330 and CISA 331 or	
CISA 335 and CISA 336	or 4
ARTNM 324	3
ARTNM 328	3
ARTNM 330	3
ARTNM 354	3
ARTNM 402	3
ARTNM 404	3
CISA 310	1
CISA 340	1
CISW 310	4
<i>and six units selected from:</i>	
ENG CW 450	3
ENG CW 451	3
ENGWR 330	3
ENGWR 331	3
ENGWR 354	1
ENGWR 356	1
ENGWR 358	1
JOUR 300	3
JOUR 401	2
SPEECH 321 or 331	3

**Technical Communication Certificate**

**Requirements for Certificate:** **19.5 units**

Courses Required	Units
ARTNM 352 or CISA 330 and CISA 331 or CISA 335 and CISA 336	3 or 4 or 4
CISA 300	1
CISA 301	1
CISA 302	1
ENGWR 342	3
ENGWR 352	3
and 1.5 units selected from:	
ENGWR 344	1.5
ENGWR 348	1.5
ENGWR 350	1.5
and 6 units selected from:	
ARTNM 324	3
ARTNM 328	3
ARTNM 330	3
ARTNM 402	3
ARTNM 404	3
CISA 340	1
CISW 300	3
CISW 310	4

**ARTNM 300 Careers in Multimedia 1 Unit**

Formerly: ARTNM 6  
Prerequisite: None  
Course Transferable to CSU  
Hours: 18 hours LEC

This course presents the trends in the current market of multimedia and areas in which multimedia titles are developed. Topics included production roles, technical skills, assessing, the job search.

**ARTNM 302 Digital Basics for Art New Media 1.5 Units**

Prerequisite: None  
Course Transferable to CSU  
Hours: 18 hours LEC; 27 hours LAB

This course is an introduction to the digital environment for Art New Media. Topics of MAC OS, digital vocabulary, scanning, saving and file formats will be included. Distinctions between vector, bitmap, and page layout applications will be made using Adobe Illustrator, Adobe Photoshop, and Adobe InDesign.

**ARTNM 305 History of Graphic Design 3 Units**

Formerly: ARTNM 3  
Prerequisite: None  
Course Transferable to CSU  
Hours: 54 hours LEC

This course is a history of graphics and the graphic object from ancient Egypt to contemporary times, with an emphasis on commercial graphics from the 1880s to current multi-media design. An analysis of graphics from a wide range of cultures will also be a primary focus. CSU area C1; AA/AS area B

**ARTNM 310 Design: Fundamentals 3 Units**

Prerequisite: None  
Advisory: ARTNM 302; ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320, ESLL 320, and ESLW 320 with a grade of "C" or better; OR placement through assessment process.  
Course Transferable to UC/CSU  
Hours: 36 hours LEC; 54 hours LAB

This course focuses on the fundamentals of design, developing a visual and verbal vocabulary essential to understanding and appreciating art and design esthetics. The fundamentals of line, shape and form, spatial relationships, and value and color will be analyzed. Nine weeks of this course will be taught in the computer lab.

**ARTNM 320 Facial Expression and Anatomy (same as ART 306) 3 Units**

Prerequisite: None  
Advisory: ART 304.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course covers human facial expression and anatomy using live models, anatomical references and imagination. Issues of expression as it relates to skeletal and muscular anatomy will be addressed through a series of 2D and 3D projects. Not open to students who have taken Art 306.

**ARTNM 324 Digital Design 3 Units**

Formerly: ARTNM 20  
Prerequisite: None  
Advisory: ART 300 or 320 and CISC 300 (Macintosh) and ENGWR 102 or 103 and ENGRD 116 or ESLR 320, ESLL 320, ESLW 320, or placement through assessment process.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course is an introduction to computer based design using the basic operating principals of Adobe Illustrator. Design skills and the tools of the software application will be applied to produce individual portfolio quality projects. A field trip is required. This course may be taken four times on different versions.

**ARTNM 326 Digital Painting 3 Units**

Formerly: ARTNM 22  
Prerequisite: None  
Advisory: CISC 300 (Macintosh), ART 300.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course introduces the basic operating principles of MetaCreation Painter to create and manipulate images. The fundamental skills of drawing and painting will be applied to individual portfolio quality projects. This course may be taken four times for credit on a different version.

**ARTNM 328 Digital Photo Imagery - PhotoShop Basics 3 Units**

Formerly: ARTNM 24A  
Prerequisite: None  
Advisory: ART 320, CISC 300 (Macintosh), ENGWR 102 or 103 and ENGRD 116 or ESLR 320, ESLL 320, ESLW 320, or placement through assessment process.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course is an introduction to computer-based photographic imaging using the basic operating principles of Adobe PhotoShop. Topics of color field variation, retouching, and the integration of graphics and photographs will be included. The tools of the software application will be applied to produce individual portfolio quality projects. This course may be taken four times for credit on a different version.

**ARTNM 330 Intermediate Digital Imaging 3 Units**

Formerly: ARTNM 24B  
Prerequisite: ARTNM 328.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course addresses the intermediate techniques of Adobe Photoshop. Topics include features of the action and history palettes, threshold selections, mask channels, and combining filters with layers and blend modes. Personal photos will be required for creative projects. This course may be taken four times for credit on a different software package or version.

**ARTNM 332 Digital Video 3 Units**

Prerequisite: None  
Advisory: Art New Media 302 and 328.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB

This course applies the principles of cinematography to the production of digital video. Software applications such as Adobe Premiere and Adobe After Effects, will be employed to capture/import, edit and produce high-end visual productions. The course includes transitions, multiple layers, alpha channels and composite blue screen segments. Evaluation of multimedia projects containing video segments in terms of design esthetics and technical and technical competence will also be included. This course may be taken four times on a different software package or version.

### **ARTNM 350 Fundamentals of Graphic Design 3 Units**

Formerly: ARTNM 15

Prerequisite: None

Corequisite: Art 320.

Advisory: ENGWR 102 or 103 and ENGRD 116 or ESLR 320, ESLL 320, ESLW 320, or placement through assessment process.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course introduces visual communication through the historical development of graphic design and typography. The design process will be applied to a series of non-computer based individual projects with an emphasis on clear communication and portfolio quality presentation. The terminology and visual language of graphic design will be applied through the creation and evaluation of individual projects.

### **ARTNM 352 Design for Publication 3 Units**

Formerly: ARTNM 16

Prerequisite: None

Advisory: ARTNM 350, ART 320 and CISC 300 (Macintosh).

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course introduces the basic operating principles of the digital page layout software Quark Express interfacing with related software. The principles of typography and page design will be applied to individual portfolio quality projects. Areas of focus include promotionals such as fliers, posters, and brochures and publications such as newsletters, journals, and catalogues. This course may be taken four times on different software versions.

### **ARTNM 354 Digital Prepress 3 Units**

Formerly: ARTNM 18

Prerequisite: None

Advisory: ARTNM 350 and CISC 300 (Macintosh).

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course introduces digital prepress for graphic design. Areas of focus will include desktop production for one-color and multi-color printing as well as the language necessary to properly communicate with service bureaus and commercial printers. Field trips are required.

### **ARTNM 356 Advanced Projects in Graphic Design 3 Units**

Formerly: ARTNM 25

Prerequisite: None

Advisory: ARTNM 324, 328, and 352.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course covers project development and multiple software applications. Emphasis will be placed on project analysis, research, production, and presentation. Projects will be produced through the integration of major graphics applications in page layout, vector based graphics and digital imaging. A portfolio of professional level projects will be developed and presented.

### **ARTNM 370 Introduction to Illustration (same as Art 314) 3 Units**

Prerequisite: ART 300 with a grade of "C" or better.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course will survey the history of the art of illustration. The course defines areas of specialization and the illustrator's role in visual communication. This

course will evaluate the appropriate use of materials, tools and methods. Illustration will be analyzed as a method of visual problem solving through a series of projects with varied applications. Not open to students who have taken Art 047A.

### **ARTNM 400 Imaging for the Web 1 Unit**

Formerly: ARTNM 31

Prerequisite: None

Advisory: CISW 300 or CISC 306.

Course Transferable to CSU

Hours: 18 hours LEC; 18 hours LAB

This course takes an in-depth look at designing graphics for the Web. Industry standard graphic software is used to create original graphics as well as to manipulate found imagery. Topics include developing graphic elements for a Web site using a visual theme, creating buttons and intuitive navigational elements, making background textures and images, understanding Web file formats, scanning, presenting to a client, and simple animation. May be taken twice for credit on a different platform or graphics software package. Not open to students who have completed CISW 350.

### **ARTNM 402 Graphic Design for the Web 3 Units**

Formerly: ARTNM 42

Prerequisite: ARTNM 328 with a grade of "C" or better.

Advisory: Art New Media 302 and INDIS 410 or CISW 300.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course applies the principles of graphic design to publishing on the World Wide Web. Software applications such as Macromedia Dreamweaver and Adobe ImageReady, will be employed to process, design, and adapt content for this medium. Projects include image preparation, producing fully functional web pages and sites including text, graphics and multimedia content. Web delivery methods for sound, video animation, and interactive content will also be presented. This course may be taken four times on a different software package or version.

### **ARTNM 404 Dynamic Design with Flash 3 Units**

Formerly: ARTNM 32

Prerequisite: None

Advisory: ARTNM 402, CISW 300, CISC 306.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course covers the creation of vector-based graphics, animation and interactivity within the Web environment. Emphasis will be placed on applying design principles to the elements of motion and interactivity. The basic operating principles of Macromedia Flash will be applied in order to create Web sites with animation, interactive buttons and sound. Issues of optimal delivery will be covered. A portfolio of professional level projects will be developed and presented. This course may be taken four times on different software versions.

### **ARTNM 406 Web Team Projects 3 Units**

Formerly: ARTNM 45

Prerequisite: CISW 300, CISW 310, or ARTNM 402 with a grade of "C" or better.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course focuses on web development in a team setting. Emphasis will be placed on the project development cycle including design specification, research, production, modification, and presentation. Web projects assigned in the class will be multifaceted, approaching the complexity that individuals would be expected to encounter in the web development industry. Not open to students who have completed CISW 470.

**ARTNM 420 Introduction to Digital 3-D Modeling  
3 Units**

*Formerly: ARTNM 26A*

*Prerequisite: None*

*Advisory: CISC 300 (Macintosh), ART 300 or 320.*

*Course Transferable to CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This course introduces computer based three dimensional rendering and animation, using the basic operating principles of Lightwave. Areas of focus include the construction of three dimensional forms, surface textures, lighting effects and animation of completed forms. The tools of the software application will be applied to produce images for use in fine art, design, multimedia, and World Wide Web environments. This course may be taken four times for credit on different software versions.

**ARTNM 421 Intermediate Digital Modeling 3 Units**

*Formerly: ARTNM 26B*

*Prerequisite: ARTNM 420.*

*Course Transferable to CSU*

*Hours: 36 hours LEC; 54 hours LAB*

This course builds from the foundation laid by ARTNM 420. More complex modeling, lighting and mapping techniques will be explored. Creation of 3D characters using inverse kinematics will be included as well as QuickTime editing issues relating to animation. May be taken four times on different software packages or versions.

**ARTNM 450 Digital Portfolio 1 Unit**

*Formerly: ARTNM 44*

*Prerequisite: CISC 300 for the Macintosh.*

*Course Transferable to CSU*

*Hours: 9 hours LEC; 27 hours LAB*

This course provides the fundamentals of designing and assembling a digital portfolio of art and/or graphic works. Digital techniques for presenting and photo-documenting the work, and for developing a resume are included.

**ARTNM 496 Teaching Assistant in Art New Media  
1-3 Units**

*Prerequisite: Completion with "C" or better in the course which the student will tutor.*

*Course Transferable to CSU*

*Hours: 12-36 hours LEC; 18-54 hours LAB*

This course provides opportunities to develop an in-depth understanding of some facet of Art New Media such as graphic design, web graphics or 3D Animation. Teaching assistants will work with individuals and/or small groups. May be taken four times for credit up to maximum of 6 units.

**ARTNM 497 Internship in Art New Media 1-4 Units**

*Formerly: ARTNM 43*

*Prerequisite: Completion of 12 units of Art New Media (ARTNM) courses with a "C" or better.*

*Course Transferable to CSU*

*Hours: 18 hours LEC; 60-240 hours LAB*

This course provides supervised internship in the field of Art New Media-work in co-operating businesses utilizing graphic design, multimedia and web graphics. Essential aspects of project development and management are covered.