Art New Media Degree

The Art New Media program emphasizes visual arts produced in a digital environment. While all new media are intimately linked to new technology, it is essential for a designer or artist to have a strong foundation in the fundamentals of visual art. Course work includes a wide spectrum of studies in traditional and new media fundamentals relevant to art and design.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

• analyze design principles relevant to new media technology
• combine various technical skills in the field of art new media
• create visual images utilizing traditional and/or digital media
• synthesize concepts of modern art history and apply them to illustration, animation, graphic design and web design
• conceive visual solutions for successful visual communication
• critique new media works

Requirements for Degree 40.5 Units

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>ART 300</td>
<td>Elementary Drawing and Composition</td>
<td>3</td>
</tr>
<tr>
<td>ART 320</td>
<td>Design: Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>or ARTNM 310</td>
<td>Design: Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>ART 323</td>
<td>Design: Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>ARTH 310</td>
<td>Modern Art</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 302</td>
<td>Digital Basics for Art New Media</td>
<td>1.5</td>
</tr>
<tr>
<td>ARTNM 305</td>
<td>History of Graphic Design</td>
<td>3</td>
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And a minimum of 24 units from the following: 24

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>ART 306</td>
<td>Facial Expression and Anatomy</td>
<td>3</td>
</tr>
<tr>
<td>or ARTNM 320</td>
<td>Facial Expression and Anatomy</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 303</td>
<td>Graphic Design: Typography</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 324</td>
<td>Digital Design</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 325</td>
<td>Intermediate Digital Design</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 326</td>
<td>Digital Painting</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 328</td>
<td>Digital Photo Imagery - Photoshop Basics</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 330</td>
<td>Intermediate Digital Photo Imagery</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 332</td>
<td>Digital Video</td>
<td>3</td>
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<tr>
<td>ARTNM 352</td>
<td>Design for Publication</td>
<td>3</td>
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<tr>
<td>ARTNM 354</td>
<td>Digital Prepress</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 356</td>
<td>Advanced Projects in Graphic Design</td>
<td>3</td>
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<tr>
<td>ARTNM 358</td>
<td>College Magazine: Art Selection and Editing</td>
<td>1</td>
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<tr>
<td>ARTNM 359</td>
<td>College Magazine: Design and Production</td>
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<tr>
<td>ARTNM 370</td>
<td>Introduction to Illustration</td>
<td>3</td>
</tr>
<tr>
<td>or ART 314</td>
<td>Introduction to Illustration</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 401</td>
<td>Introduction to Web Development and Design</td>
<td>3</td>
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<tr>
<td>or CISW 307</td>
<td>Introduction to Web Development and Design</td>
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<tr>
<td>ARTNM 402</td>
<td>Intermediate Web Design</td>
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<td>ARTNM 404</td>
<td>Interactive Multimedia Basics</td>
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<td>ARTNM 405</td>
<td>Digital 2D Animation</td>
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<td>ARTNM 410</td>
<td>Interactive Multimedia Projects</td>
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<tr>
<td>ARTNM 420</td>
<td>Introduction to 3D Modeling</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 421</td>
<td>3D Character Modeling and Rigging</td>
<td>3</td>
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<tr>
<td>ARTNM 422</td>
<td>3D Character Animation</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 423</td>
<td>Special Effects and Texturing in 3D Animation</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 431</td>
<td>3D Short Production</td>
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</table>

ARTNM 450 Portfolio for Art New Media | 3 |
CISW 300 Web Publishing | 3 |
WEXP 498 Work Experience in (Subject) | 1 - 4 |

Requirements for Certificate 38.5-41.5 Units

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ART 323</td>
<td>Design: Color Theory</td>
<td>3</td>
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<tr>
<td>ARTNM 302</td>
<td>Digital Basics for Art New Media</td>
<td>3</td>
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<tr>
<td>ARTNM 303</td>
<td>Graphic Design: Typography</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 305</td>
<td>History of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>ARTNM 310</td>
<td>Design: Fundamentals</td>
<td>3</td>
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<tr>
<td>or ART 320</td>
<td>Design: Fundamentals</td>
<td>3</td>
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<tr>
<td>ARTNM 324</td>
<td>Digital Design</td>
<td>3</td>
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<tr>
<td>ARTNM 325</td>
<td>Intermediate Digital Design</td>
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</tr>
<tr>
<td>ARTNM 328</td>
<td>Digital Photo Imagery - Photoshop Basics</td>
<td>3</td>
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<tr>
<td>ARTNM 330</td>
<td>Intermediate Digital Photo Imagery</td>
<td>3</td>
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<tr>
<td>ARTNM 332</td>
<td>Digital Video</td>
<td>3</td>
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<tr>
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<td>Design for Publication</td>
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<td>Digital Prepress</td>
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<td>ARTNM 356</td>
<td>Advanced Projects in Graphic Design</td>
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<tr>
<td>ARTNM 450</td>
<td>Portfolio for Art New Media</td>
<td>3</td>
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<tr>
<td>WEXP 498</td>
<td>Work Experience in (Subject)</td>
<td>1 - 4</td>
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Associate Degree Requirements: The Art New Media Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

Graphic Design Certificate

The Graphic Design certificate offers a curriculum utilizing software applications, industry-standard hardware as well as developing the typographic/fundamental and technical skills necessary for today’s workplace. This certificate focuses on visual communication through layout design, typography, and the dynamic relationship between image and type; it meets current marketplace demands by incorporating print/non-print media and the effect new technologies have on a changing communications field. Students are encouraged to continue their studies in graphic design at a four year college, or encouraged to choose an entry level position in the graphic design industry.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

• analyze and formulate visual communication ideas using graphic design principles and standards
• justify the historical role of typography as a communication device and know how the graphic design field fits into today’s multimedia environment
• create and assemble two-dimensional media projects taking into account form, composition, color and hierarchy of information
• manage and use technological tools used by the graphic design industry, being able to use the right tool for the right job
• evaluate problems generated by clients and execute visual responses through research, thumbnails, roughs, design development and presentation

Requirements for Certificate 38.5-41.5 Units

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<td>History of Graphic Design</td>
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<td>Design: Fundamentals</td>
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<td>or ART 320</td>
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American River College Catalog 2011-2012
Illustration Certificate
The Illustration certificate combines a strong foundation of traditional fine arts courses and courses using digital media. Illustration skills are used in animation and concept and character development as well as the traditional areas of editorial, advertising, technical and book illustration. This certificate focuses on drawing and painting skills in both the traditional and digital environments. Students are encouraged to continue their studies in illustration at a four year college, or encouraged to choose an entry level position in the illustration industry.

Student Learning Outcomes
Upon completion of this program, the student will be able to:
• create drawn and painted objects and the human figure from direct observation
• analyze the principles of color theory
• assess the most effective color harmony to enhance the viewer's understanding of the content of an illustration or animation
• synthesize concepts of modern art history and apply them to illustrations and animation effectively communicate within contemporary culture
• create images utilizing traditional and/or digital media
• conceive visual solutions for a client within a defined timeframe

Requirements for Certificate 37.5 Units
ART 300 Elementary Drawing and Composition ...........................................3
ART 304 Figure Drawing and Composition .................................................3
ART 323 Design: Color Theory ....................................................................3
ART 327 Painting (3) .................................................................................3
or ART 336 Watercolor Painting (3)
ARTH 310 Modern Art ..............................................................................3
ARTNM 302 Digital Basics for Art New Media ...........................................1.5
ARTNM 310 Design: Fundamentals (3) ......................................................3
or ART 320 Design: Fundamentals (3)
ARTNM 324 Digital Design ........................................................................3
ARTNM 326 Digital Painting ........................................................................3
ARTNM 370 Introduction to Illustration (3) .................................................3
or ART 314 Introduction to Illustration (3)
ARTNM 404 Interactive Multimedia Basics ............................................3
ARTNM 405 Digital 2D Animation .............................................................3
ARTNM 450 Portfolio for Art New Media ..................................................3

3D Animation Certificate
The 3D Animation certificate combines a strong foundation of traditional fine arts courses and courses using digital media. 3D animation skills are used in the film, game, broadcast, and web industries. This certificate focuses on drawing, sculptural, and photographic skills in the traditional and digital environments. Students are encouraged to continue their studies in 3D animation at a four year college or to choose an entry level position in the 3D animation industry.

Student Learning Outcomes
Upon completion of this program, the student will be able to:
• create digital models from direct observation
• analyze traditional sculpture and photography techniques
• analyze the principles of animation
• assess the most effective harmony of space and form to enhance the viewer's understanding of the content of a 3D digital stage or animation
• synthesize concepts of modern art history and apply them to 3D short films
• synthesize contemporary 3D animation techniques

Requirements for Certificate 40.5-43.5 Units
ART 300 Elementary Drawing and Composition ...........................................3
ART 304 Figure Drawing and Composition .................................................3
ART 375 Figure Sculpture .........................................................................3
ART 422 Film Making ...............................................................................3
ARTNM 302 Digital Basics for Art New Media ...........................................1.5
ARTNM 320 Facial Expression and Anatomy (3) ........................................3
or ART 306 Facial Expression and Anatomy (3)
ARTNM 326 Digital Painting ......................................................................3
ARTNM 328 Digital Photography - PhotoShop Basics ...............................3
ARTNM 420 Introduction to 3D Modeling ..................................................3
ARTNM 421 3D Character Modeling and Rigging ......................................3
ARTNM 422 3D Character Animation .......................................................3
ARTNM 423 Special Effects and Texturing in 3D Animation ..................3
ARTNM 431 3D Short Production ..............................................................3
ARTNM 450 Portfolio for Art New Media ..................................................3
WEXP 498 Work Experience in (Subject) ..................................................1 - 4

Web Design Certificate
The Web Design certificate incorporates graphic design, multimedia, and web technology through the fundamentals of design and industry standard software applications. This certificate focuses on the visual aspect of web design. Web design skills are used in business, government, educational institutions, and the entertainment industry. Students are encouraged to continue their studies in interactive design at a four year college, or encouraged to choose an entry level position in the web design industry.

Student Learning Outcomes
Upon completion of this program, the student will be able to:
• assemble complex static and dynamic web pages/web sites using current technology
• design complex static and dynamic web pages/web sites using visual design concepts
• evaluate content needs for target audience
• assess the most effective navigation flow
• create digital layout utilizing traditional and/or digital methods
• conceive visual solutions for a client within a defined timeframe

Requirements for Certificate 42.5-45.5 Units
ARTNM 302 Digital Basics for Art New Media ...........................................1.5
ARTNM 310 Design: Fundamentals (3) ......................................................3
or ART 320 Design: Fundamentals (3)
ARTNM 324 Digital Design ........................................................................3
ARTNM 325 Intermediate Digital Design ..................................................3
ARTNM 328 Digital Photography - PhotoShop Basics ...............................3
ARTNM 330 Intermediate Digital Photo Imagery .....................................3
ARTNM 332 Digital Video .........................................................................3
ARTNM 352 Design for Publication ...........................................................3
ARTNM 401 Introduction to Web Development and Design (3) .............3
or CISW 307 Introduction to Web Development and Design (3)
ARTNM 402 Intermediate Web Design ....................................................3
ARTNM 404 Interactive Multimedia Basics (3) ........................................3
or CISW 365 Interactive Multimedia Basics (3)
ARTNM 410 Interactive Multimedia Projects (4) ......................................4
or CISW 471 Interactive Multimedia Projects (4)
ARTNM 450 Portfolio for Art New Media ..................................................3
CISW 300 Web Publishing ........................................................................3
WEXP 498 Work Experience in (Subject) ..................................................1 - 4
Technical Communications Degree
The Technical Communications degree program is an interdisciplinary course of study designed to prepare students for employment as professional writers and communicators in a variety of media intended to instruct and inform audiences. The degree program includes substantial course work in writing, information design, editing, page design, online help development, web site creation, and the use of industry standard applications.

Career Opportunities
Technical communicators may be employed in a variety of occupations in government, scientific firms, nonprofits, natural resources, finance, education, and high tech.

Student Learning Outcomes
Upon completion of this program, the student will be able to:
• analyze audience information needs and propose solutions to aid the audience.
• design technical communication solutions for a variety of industry and government purposes.
• design and create web sites and help systems with effective visual design, navigation, and written content.
• design and publish printed pages with effective design, organization, content, and indexing.
• compose professional prose for a variety of audiences with a variety of purposes.
• compose and edit professional documents in grammatically correct, concise English.
• create and use style templates in a variety of industry standard software.

Requirements for Degree 32 Units
CISA 305 Beginning Word Processing .............................................. 2
CISW 300 Web Publishing .......................................................... 3
ENGWR 342 Introduction to Technical/Professional Communication ... 3
ENGWR 344 Technical/Professional Communication: Writing Reports ... 1.5
ENGWR 348 Technical/Professional Communication: Plain English ...... 1.5
ENGWR 350 Technical/Professional Communication: Proposal Writing .................................................. 1.5
ENGWR 352 Technical/Professional Communication: Writing Technical Manuals .................................................. 3
ENGWR 353 Technical/Professional Communication: Developing Help Systems .................................................. 1.5
JOUR 300 Newswriting and Reporting ........................................... 3
And a minimum of 12 units from the following: ................................ 12
ARTNM 328 Digital Photo Imagery - Photoshop Basics (3)
ARTNM 330 Intermediate Digital Photo Imagery (3)
ARTNM 352 Design for Publication (3)
or CISA 330 Desktop Publishing (2)
and CISA 331 Intermediate Desktop Publishing (2)
ARTNM 401 Introduction to Web Development and Design (3)
or CISW 307 Introduction to Web Development and Design (3)
ARTNM 402 Intermediate Web Design (3)
ARTNM 404 Interactive Multimedia Basics (3)
CISW 310 Advanced Web Publishing (4)

Associate Degree Requirements: The Technical Communications Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

Technical Communications Certificate
Description: The Technical Communications certificate offers an interdisciplinary program of courses in writing, Art/New Media, and Computer Information Systems to prepare students for a variety of technical writing and professional communication careers. The certificate includes the theory, writing skills, design background, and computer applications knowledge needed for jobs in technical communication.

Career Opportunities
Technical communicators find employment in medical, scientific, high tech, business, university, and government settings. They may write white papers, tutorials, reference and procedure manuals, help systems, user assistance video scripts, grants and proposals, and more.

Student Learning Outcomes
Upon completion of this program, the student will be able to:
• analyze audience information needs.
• compose concise, clearly written professional documents organized with the audiences’ needs in mind.
• design printed pages and online screens that communicate organizations’ values, enhance readability, and are easy to use.
• demonstrate basic skills in the use of key word processing, page design, help development, and web design applications.
• evaluate organizations’ communication goals with technical writing ethics in mind.

Requirements for Certificate 21.5-22.5 Units
ARTNM 352 Design for Publication (3) ........................................... 3-4
or CISA 330 Desktop Publishing (2)
and CISA 331 Intermediate Desktop Publishing (2)
CISA 305 Beginning Word Processing ........................................... 2
CISW 300 Web Publishing .......................................................... 3
ENGWR 342 Introduction to Technical/Professional Communication ........ 3
ENGWR 352 Technical/Professional Communication: Writing Technical Manuals .................................................. 3
ENGWR 353 Technical/Professional Communication: Developing Help Systems .................................................. 1.5
And a minimum of 6 units from the following: ................................ 6
ARTNM 328 Digital Photo Imagery - Photoshop Basics (3)
ARTNM 330 Intermediate Digital Photo Imagery (3)
ARTNM 401 Introduction to Web Development and Design (3)
ARTNM 402 Intermediate Web Design (3)
ARTNM 404 Interactive Multimedia Basics (3)
CISW 307 Introduction to Web Development and Design (3)
CISW 310 Advanced Web Publishing (4)
ARTNM 302 Digital Basics for Art New Media 1.5 Units
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 303 Graphic Design: Typography 3 Units
Course Transferable to CSU
Hours: 36 hours LEC; 54 hours LAB
Graphic design is the art of visual communication and this course introduces the tools and concepts of visual thinking, with an emphasis on the potential of typography as an effective communications tool. Historical overviews, portfolio development and client presentation paired with the terminology and visual language of design are applied through the creation and evaluation of individual projects.

ARTNM 305 History of Graphic Design 3 Units
General Education: AA/AS Area F; CSU Area C7
Course Transferable to CSU
Hours: 54 hours LEC
This course covers the history of visual communications as developed by ancient cultures through the present with an emphasis on commercial design, illustration, typographic development and technological invention. It includes modern graphic design movements of the 20th century through the expansive media innovations of today. An analysis of design from a wide range of sources and cultures is a primary focus.

ARTNM 310 Design: Fundamentals 3 Units
Same As: ART 320
Advisory: ENGWR 102 and ENGRD 116; OR ESLR 320 and Eslw 320
General Education: AA/AS Area F; CSU Area C1
Course Transferable to UCCS CU
Hours: 36 hours LEC; 54 hours LAB
This course focuses on the fundamentals of design, establishing a foundation for intermediate and advanced art courses as well as developing a visual and verbal vocabulary essential to understanding and appreciating art and design esthetics. Design principles are applied through a series of studio projects that are derived from the study of both historical schools of art as well as contemporary theory. The elements of line, shape, form, spatial relationships, value and color are analyzed in concert with their use by artists throughout history. Projects utilize a wide range of tools, media, and presentation techniques. This course is not open to students who have completed ART 320.

ARTNM 320 Facial Expression and Anatomy 3 Units
Same As: ART 306
Prerequisite: ART 300 with a grade of “C” or better
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. This course is not open to students who have taken ART 306.

ARTNM 324 Digital Design 3 Units
Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of “C” or better; OR ESLR 320 and Eslw 320 with a grade of “C” or better; OR placement through assessment process; and ART 300 or 320 and ARTNM 302
Course Transferable to CSU
Hours: 36 hours LEC; 54 hours LAB
This course is an introduction to fundamental design principles using the basic tools of Adobe Illustrator. Design skills and the tools of the software application are applied to produce individual portfolio quality projects. This course may be taken four times on different versions.

ARTNM 325 Intermediate Digital Design 3 Units
Prerequisite: ARTNM 324 with a grade of “C” or better.
Course Transferable to CSU
Hours: 36 hours LEC; 54 hours LAB
This course is a continuation of ARTNM 324. It defines the elements of graphic design, such as typography, gestalt, dominance, hierarchy, balance, and color. These issues are applied to the typographic tools and imaging capabilities of Adobe Illustrator. Concepts emphasize typographic design and the relationship between type and image.

ARTNM 326 Digital Painting 3 Units
Advisory: ARTNM 302, ART 300.
Course Transferable to CSU
Hours: 36 hours LEC; 54 hours LAB
This course introduces the basic operating principles of Corel 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 on different platforms.

ARTNM 328 Digital Photo Imagery - PhotoShop Basics 3 Units
Advisory: ART 320; CISC 300 (Macintosh); ENGWR 102 or 103, and ENGRD 116 with a grade of “C” or better; OR ESLR 320 and Eslw 320 with a grade of “C” or better; 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 include color field variation, retouching, and the integration of graphics and photographs. The tools of the software application are applied to produce individual portfolio quality projects. This course may be taken four times for credit on a different platform.

ARTNM 330 Intermediate Digital Photo Imagery 3 Units
Prerequisite: ARTNM 328 with a grade of “C” or better; or placement through the assessment process.
Course Transferable to UCCS CU
Hours: 36 hours LEC; 54 hours LAB
This course addresses the intermediate techniques of digital photo imaging. Topics include the terminology of digital photo imaging, intermediate masking, channel and curve techniques, photomontage history and techniques, intermediate black and white techniques, issues surrounding dynamic range, color correction, features of the Action and History palettes, exploration of Layer Blending Modes, printing and/or transferring images onto various different media, working with large format images and commercial printers. This course may be taken four times for credit on a different software package or version.
ARTNM 331  Media Studio I: Pigment-Based Media  3 Units
Same As: ART 339
General Education: AA/AS Area I (effective Summer 2010)
Course Transferable to CSU
Hours: 36 hours LEC; 54 hours LAB
This course combines the materials and techniques used in both new media technology and traditional art practices and explores a wide variety of ideas, tools, and resources associated with pigment-based media. Topics include history, theory, and practice surrounding digital and traditional image generation, as well as image manipulation, image transfer, and material exploration. The course emphasizes developing unique forms of portfolio quality projects demonstrating new approaches and methods of integrating digital media with traditional media forms. ARTNM 331 and/or ART 339 may be taken a total of 4 times for credit using different techniques.

ARTNM 332  Digital Video  3 Units
Advisory: ART 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 352  Design for Publication  3 Units
Advisory: ART 320 or ARTNM 310 AND ARTNM 302.
Course Transferable to CSU
Hours: 36 hours LEC; 54 hours LAB
This course introduces the basic operating principles of digital page layout software using Adobe InDesign. Principles of typography and the development of the printed page are applied to individual portfolio-quality projects. Areas of focus include book, magazine, and newspaper design, as well as publications such as newsletters, journals, and catalogs. An overview of promotional pieces, such as fliers, postcards, and brochures is also included. This course may be taken four times on different software versions.

ARTNM 354  Digital Prepress  3 Units
Prerequisite: ARTNM 352 with a grade of “C” or better
Advisory: ART 302 AND ENGWR 102 and ENGRD 116 OR ESLR 320 and ESLW 320
Course Transferable to CSU
Hours: 36 hours LEC, 54 hours LAB
This course introduces digital prepress for graphic design using industry standard software, like Adobe InDesign. Areas of focus include desktop production for commercial offset printing, preparation of print-ready digital files, proof selection, and the language necessary to properly communicate with commercial printers. Field trips may be required. This course may be taken four times for credit on different software or software versions.

ARTNM 356  Advanced Projects in Graphic Design  3 Units
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 358  College Magazine: Art Selection and Editing  1-2 Units
Advisory: ARTH 300 and ARTNM 302
Course Transferable to CSU
Hours: 12-24 hours LEC; 16-36 hours LAB
This course introduces production techniques and evaluation criteria for art submissions for a college level magazine. Techniques for print quality photography of art are demonstrated. Criteria for the selection of artwork are defined and applied to the editing process. Art works such as drawing, painting, photography, sculpture, jewelry, ceramics and digital media are selected and digitized for production. These images are used as visual content for the American River Review. This course may be taken two times for credit.

ARTNM 359  College Magazine: Design and Production  3 Units
Advisory: ARTNM 302, 324, 328, 352, or 354.
Course Transferable to CSU
Hours: 36 hours LEC; 54 hours LAB
This course is for the design and production of the American River Review. It incorporates creative writing from the English program and visual art from Fine Arts and Art New Media as the content for the college magazine, American River Review. Practical experience with layout is offered, establishing an esthetic relationship between the literary content and the visual image. Print production issues are addressed through the digital preparation of the magazine for print distribution. This course may be taken twice for credit.

ARTNM 370  Introduction to Illustration  3 Units
Same As: ART 314
Prerequisite: ART 300 with a grade of “C” or better
Course Transferable to CSU
Hours: 36 hours LEC; 54 hours LAB
This course is a survey of the history of illustration, defining areas of specialization and the illustrator's role in visual communication. The appropriate use of materials, tools and methods is evaluated. Illustration is analyzed as a method of visual problem solving through a series of projects with varied applications. This course is not open to students who have taken ART 314.

ARTNM 372  Character Design  3 Units
Same As: ART 317
Prerequisite: ART 302 with a grade of "C" or better
Advisory: ART 304 and ARTNM 302
Course Transferable to CSU
Hours: 36 hours LEC; 54 hours LAB
This course introduces the visual development of characters including anatomical structure, environment, social and psychological concerns, and costume. Both digital and traditional media are applied. This course covers the graphical development of characters for animation, games, comics, graphic novels, children's books, and illustrated novels. ARTNM 372 and/or ART 317 may be taken two times for credit covering different characters.

ARTNM 401  Introduction to Web Development and Design  3 Units
Same As: CISW 307
Course Transferable to CSU
Hours: 36 hours LEC; 54 hours LAB
This course covers strategies for the development and design of Web sites. Using an industry-standard Web authoring tool, the course integrates both artistic and technical concepts. Topics include assembling, designing, and publishing Web pages using strategies, principles, and processes universally practiced by professionals in this field. CISW 307 and/or ARTNM 401 may be taken a total of 4 times on different platforms or software versions.
ARTNM 402  Intermediate Web Design  3 Units  
Prerequisite: ARTNM 328, ARTNM 401, or CISW 307 with a grade of "C" or better; or placement through the assessment process.  
Advisory: ART 300 and CISW 300  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course covers production and intermediate design processes for the web with an emphasis on visual design. Various industry standard software applications are employed to create original graphics, control layout and type, process images, and publish professional web pages and/or sites. Topics include an in-depth discussion on the processes and the strategies of combining text, images, animation, video and audio elements to create compelling visual experiences for web users. This course may be taken four times on a different software package or version.

ARTNM 404  Interactive Multimedia Basics  3 Units  
Same As: CISW 365  
Advisory: ARTNM 402, ARTNM 402, CISW 300, or CISW 310  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course introduces the design and the development of Flash-based interactive web sites, and its unique design workflow. Topics include the creation of simple vector-based graphics, buttons, animation and movies, and the integration of sound, raster graphics, and video. Visual design principles and interface design concepts are integrated into making portfolio-quality rich media projects. CISW 365 and/or ARTNM 404 may be taken a total of 4 times on different platforms or software versions.

ARTNM 405  Digital 2D Animation  3 Units  
Advisory: ART 300 and ARTNM 302.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
The course studies techniques in 2D animation and 2D character animation incorporating sound and effects, using industry standard software. Animation topics include 2D animation structure and concepts on the development of a story and storyboard, the use of the timeline and stage, the development of content, imagery and graphics, frame by frame animation (cell animation), rotoscope, digital tweening, camera moves, camera angles, cuts and transitions. Character animation techniques include movement and walk cycles, facial expressions and lip-sync. Projects can be published on the Web, CD-Rom, and video. The course may be taken four times for credit on a different software version.

ARTNM 410  Interactive Multimedia Projects  4 Units  
Same As: CISW 471  
Prerequisite: ARTNM 402, ARTNM 404, CISW 300, CISW 310, or CISW 365 with a grade of "C" or better  
Advisory: ARTNM 328, CISW 410, and CISW 420  
Course Transferable to CSU  
Hours: 54 hours LEC; 54 hours LAB  
This course focuses on interactive multimedia project development. Emphasis is placed on the project development cycle including design specification, research, production, modification, and presentation. Projects assigned are multifaceted, approaching the complexity that individuals would be expected to encounter in the interactive multimedia development industry. This course is not open to students who have completed CISW 471.

ARTNM 420  Introduction to 3D Modeling  3 Units  
Advisory: ART 320, ART 370, ARTNM 302, ARTNM 310, or ARTNM 370  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course introduces computer 3D modeling, lighting, and rendering, using industry standard software. The primary focus of this course is modeling using polygons, surfaces, and curves. Other areas of focus include studio lighting and simulated lighting, such as global illumination and color bleeding, to produce quality demo red renders of the models. Software application tools are applied to produce images for use in fine art, design, broadcast, film, games, and the Web. This course may be taken four times for credit on different software versions.

ARTNM 421  3D Character Modeling and Rigging  3 Units  
Prerequisite: ARTNM 420 with a grade of "C" or better.  
Advisory: ART 375.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course is a continuation of ARTNM 420. Human character modeling techniques are analyzed and applied. Techniques for creating animation controls, commonly known as rigging, are applied to create a digital marionette. Full body and facial character animation controls are examined. Industry issues, such as the topology flow of human anatomy and rig interfacing for animators, are developed. This course may be taken four times for credit on different software packages or versions.

ARTNM 422  3D Character Animation  3 Units  
Prerequisite: ARTNM 420 with a grade of "C" or better.  
Advisory: ART 375 and DANCE 330  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course provides character animation techniques using industry standard software. The traditional principles from the golden years of Disney Studios are applied and translated to the computer generated 3D (CG 3D) environment; also to characters that walk, breathe, and act according to the twelve principles of animation. In addition, topics of focus are weight, thought process, and the wave principle. Technical issues, such as walking along an uneven ground and locomotion around obstacles, are addressed. This course may be taken four times for credit on different software packages or versions.

ARTNM 423  Special Effects and Texturing in 3D Animation  3 Units  
Prerequisite: ARTNM 420 with a grade of "C" or better.  
Advisory: ART 411 or 419; ARTNM 326.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course provides complex texturing techniques and special effects using industry standard software. Scenes are created using texture mapping and shader trees, and atmospheres created using particles and volumetrics. Animation topics such as explosions and the breaking of objects are included. This class may be taken four times for credit on different software packages or versions.

ARTNM 431  3D Short Production  3 Units  
Prerequisite: ARTNM 420 with a grade of "C" or better.  
Course Transferable to CSU  
Hours: 36 hours LEC; 54 hours LAB  
This course surveys and practices the pipeline of computer generated three dimensional (CG 3D) imagery based on real world short production scenarios; productions that are three minutes or less. The essential skills needed to survive in the Sacramento Valley CG 3D markets are covered. Areas of focus include a variety of real world short production scenarios, such as court room scene reenactment, work-at-home on-line markets, small business CG 3D logo, as well as visualization projects in the medical, invention, architectural, and landscaping fields.
ARTNM 450  Portfolio for Art New Media  3 Units  
Prerequisite: Completion of 9 units from one Art New Media Certificate with a grade of “C” or better.
Course Transferable to CSU
Hours: 36 hours LEC, 54 hours LAB
This course provides the fundamentals of designing and assembling an Art New Media portfolio of art and/or graphic works. Topics include techniques for presenting and photo-documenting the work and developing a resume.

ARTNM 498  Work Experience in Art New Media  1-4 Units
Advisory: ENGRD 116, ENGWR 102, ENGWR 103, ESLR 320, or ESLW 320
General Education: AA/AS Area III(b)
Enrollment Limitation: Students must be in a paid or non-paid internship, volunteer position, or job related to art new media. Students are advised to consult with the Art New Media Department faculty to review specific certificate and degree work experience requirements.
Course Transferable to CSU
Hours: 60-300 hours LAB
This course provides students with opportunities to develop marketable skills in preparation for employment or advancement within the field of art new media. It is designed for students interested in work experience and/or internships in transfer level degree occupational programs. Course content includes understanding the application of education to the workforce; completion of required forms which document the student’s progress and hours spent at the work site; and developing workplace skills and competencies. Appropriate level learning objectives are established by the student and the employer. During the semester, the student is required to fulfill a weekly orientation and 75 hours of related paid work experience, or 60 hours of unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. The weekly orientation is required for first time participants; returning participants are not required to attend the orientation weekly but are required to meet with the instructor as needed to complete all program forms and assignments. Work Experience may be taken for a total of 16 units when there are new or expanded learning objectives.