APPLIED ART AND DESIGN

Contact Information

Division
Liberal Arts

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Division Office
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Overview

Applied Art and Design is an academic discipline which focuses on the principles and practical applications of art, design, photography, computer graphics, imaging and animation. Study of the foundations of design, creative problem solving, portfolio development and internship experiences, all prepare students for transfer programs and career opportunities. Within the AA/AS degree or certificate options, students may concentrate in Graphic Design, Illustration, or Multimedia. Students who successfully complete the Applied Art and Design major can expect to find entry level employment in such areas as digital illustration, graphic design for print and internet, multimedia, animation, photographic retouching and pre-press operation.

Faculty

Angelina N. Coughlin
Assistant Professor, Applied Art and Design/Women and Gender Studies
B.F.A., Brooks Institute

Thomas Fillebrown
Professor, Applied Art and Design
B.A., Humboldt State University
M.A., Montana State University

Natalie Rishe
Professor, Applied Art and Design
B.F.A., University of Nevada, Reno
M.F.A., University of California, Davis

Randy L. Snook
Professor, Photography/Applied Art and Design
B.A., California State University, Sacramento
M.F.A., Lesley University Art Institute of Boston

Degrees/Certificates

Associate Degrees

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Applied Art and Design—Graphic Design

AA or AS Degree

Successful completion of the curriculum in Graphic Design qualifies students for entry level positions in graphic design, Web design, desktop publishing and packaging design. This option also prepares students for transfer to a four-year college program in Graphic Design. In all cases, students should consult with a counselor for more information on university admission and transfer requirements. Students must fulfill the following major requirements with grades of "C" or better, complete a minimum of 60 degree-applicable semester units (12 of which must be completed at Sierra College) with a grade point average of at least 2.0 and complete one of the following three general education patterns:

- Sierra College Associate Degree Requirements (http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/associate-degree-requirements) ;
- California State University General Education Breadth (http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/california-state-university-general-education-breadth-requirements) pattern;
- Intersegmental General Education Transfer Curriculum (IGETC) (http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/intersegmental-general-education-transfer-curriculum-igetc) .

Required Courses

Select 12 units from the following:		12
AAD 0012	Visual Communication (also COMM 0012)	
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0060	Graphic Design: Principles and Process	
AAD 0070	Introduction to Digital Design	
AAD 0075	Introduction to Digital Imaging (also PHOT 0075)	
Select 9 units from the following:		9
AAD 0052	Publication Design I	
AAD 0053	Publication Design II	
AAD 0054	Typography	
AAD 0061	Graphic Design II: Digital Design and Production	
AAD 0062	Graphic Computer Illustration	
Select 3-4 units from the following, or unused courses from preceding areas:		3-4
AAD 0020	Portfolio Development and Presentation	
AAD 0028	Independent Study	
AAD 0030	Photographing Works of Art (also PHOT 0030)	
AAD 0066	Business Practices for the Applied Arts	

AAD 0073	Digital Art Studio: Concepts and Practices (also ART 0073)	
AAD 0085	Introduction to Web Design	
AAD 0086	Intermediate Web Design	
AAD 0090	Interactivity and Animation for the Web	
AAD 0095	Internship in Applied Art and Design	
ART 0002	Two-Dimensional Design Foundations	
or ART 0006C	Color Theory	
PHOT 0060A	Elementary Photography	
or PHOT 0080	Color Photography	
Total Units		24-25

Applied Art and Design—Illustration
AA or AS Degree

Successful completion of the curriculum in Illustration qualifies students for entry level positions as digital illustrators for use in graphic design, advertising and book and card illustration. This option also prepares students for transfer to a four-year college program in Illustration. In all cases, students should consult with a counselor for more information on university admission and transfer requirements. Students must fulfill the following major requirements with grades of "C" or better, complete a minimum of 60 degree-applicable semester units (12 of which must be completed at Sierra College) with a grade point average of at least 2.0 and complete one of the following three general education patterns:

- Sierra College Associate Degree Requirements (http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/associate-degree-requirements) ;
- California State University General Education Breadth (http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/california-state-university-general-education-breadth-requirements) pattern;
- Intersegmental General Education Transfer Curriculum (IGETC) (http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/intersegmental-general-education-transfer-curriculum-igetc) .

Required Courses

Select 12 units from the following:		12
AAD 0012	Visual Communication (also COMM 0012)	
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0060	Graphic Design: Principles and Process	
AAD 0070	Introduction to Digital Design	
AAD 0075	Introduction to Digital Imaging (also PHOT 0075)	
Select 9 units from the following:		9
AAD 0055	Illustration (also ART 0055)	
AAD 0062	Graphic Computer Illustration	
AAD 0071	Introduction to Digital Painting (also ART 0071)	
AAD 0073	Digital Art Studio: Concepts and Practices (also ART 0073)	
AAD 0076	Advanced Projects in Digital Imaging (also PHOT 0076)	

AAD 0083	Introduction to Three-Dimensional Modeling	
ART 0004B	Drawing II	
or ART 0005A	Figure Drawing I	
Select 3 units from the following, or unused courses from preceding areas:		3
AAD 0020	Portfolio Development and Presentation	
AAD 0028	Independent Study	
AAD 0030	Photographing Works of Art (also PHOT 0030)	
AAD 0066	Business Practices for the Applied Arts	
AAD 0085	Introduction to Web Design	
AAD 0095	Internship in Applied Art and Design	
ART 0002	Two-Dimensional Design Foundations	
or ART 0006C	Color Theory	
ART 0007A	Oil Painting I	
or ART 0008A	Watercolor Painting I	
PHOT 0060A	Elementary Photography	
or PHOT 0080	Color Photography	
PHOT 0078	Digital Photography	
Total Units		24

Applied Art and Design—Multimedia
AA or AS Degree

Successful completion of the curriculum in Multimedia qualifies students for entry level positions as interactive media designers, computer game designers, interface designers, animators and on-line web designers. This option also prepares students for transfer to a four-year college program in Multimedia. In all cases, students should consult with a counselor for more information on university admission and transfer requirements. Students must fulfill the following major requirements with grades of "C" or better, complete a minimum of 60 degree-applicable semester units (12 of which must be completed at Sierra College) with a grade point average of at least 2.0 and complete one of the following three general education patterns:

- Sierra College Associate Degree Requirements (http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/associate-degree-requirements) ;
- California State University General Education Breadth (http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/california-state-university-general-education-breadth-requirements) pattern;
- Intersegmental General Education Transfer Curriculum (IGETC) (http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/intersegmental-general-education-transfer-curriculum-igetc) .

Required Courses

Select 12 units from the following:		12
AAD 0012	Visual Communication (also COMM 0012)	
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0060	Graphic Design: Principles and Process	
AAD 0070	Introduction to Digital Design	

AAD 0075	Introduction to Digital Imaging (also PHOT 0075)	
Select 9-11 units from the following:		9-11
AAD 0079	Introduction to Digital Filmmaking (also COMM 0031A)	
AAD 0082	Intermediate Digital Filmmaking	
AAD 0083	Introduction to Three-Dimensional Modeling	
AAD 0085	Introduction to Web Design	
AAD 0086	Intermediate Web Design	
AAD 0090	Interactivity and Animation for the Web	
AAD 0093	Introduction to Motion Graphics	
Select 3 units from the following, or unused courses from preceding areas:		3
AAD 0028	Independent Study	
AAD 0054	Typography	
AAD 0062	Graphic Computer Illustration	
AAD 0066	Business Practices for the Applied Arts	
AAD 0071	Introduction to Digital Painting (also ART 0071)	
AAD 0073	Digital Art Studio: Concepts and Practices (also ART 0073)	
AAD 0076	Advanced Projects in Digital Imaging (also PHOT 0076)	
AAD 0095	Internship in Applied Art and Design	
ART 0002 or ART 0006C	Two-Dimensional Design Foundations Color Theory	
ART 0005A	Figure Drawing I	
BUS 0122	Marketing in the Digital Age	
CSCI 0062	Web Programming I	
Total Units		24-26

Applied Art and Design—Graphic Design

Certificate of Achievement

The certificate in Graphic Design qualifies students for entry level positions in graphic design, web design, desktop publishing and packaging design. The certificate is designed to focus on providing specific career technical skills; it is not equivalent to an associate degree.

Required Courses

Select 12 units from the following:		12
AAD 0012	Visual Communication (also COMM 0012)	
AAD 0044 or ART 0004A	Sketching for Design Drawing I	
AAD 0060	Graphic Design: Principles and Process	
AAD 0070	Introduction to Digital Design	
AAD 0075	Introduction to Digital Imaging (also PHOT 0075)	
Select 12 units from the following:		12
AAD 0052	Publication Design I	
AAD 0053	Publication Design II	
AAD 0054	Typography	
AAD 0061	Graphic Design II: Digital Design and Production	

AAD 0062	Graphic Computer Illustration	
Select 8-10 units from the following, or unused courses from preceding areas:		8-10
AAD 0020	Portfolio Development and Presentation	
AAD 0028	Independent Study	
AAD 0030	Photographing Works of Art (also PHOT 0030)	
AAD 0066	Business Practices for the Applied Arts	
AAD 0073	Digital Art Studio: Concepts and Practices (also ART 0073)	
AAD 0085	Introduction to Web Design	
AAD 0090	Interactivity and Animation for the Web	
AAD 0095	Internship in Applied Art and Design (up to 3 units)	
ART 0002 or ART 0006C	Two-Dimensional Design Foundations Color Theory	
PHOT 0060A or PHOT 0080	Elementary Photography Color Photography	
Total Units		32-34

Applied Art and Design—Illustration

Certificate of Achievement

The certificate in Illustration qualifies students for entry level positions as digital illustrators for use in graphic design, advertising and book and card illustration. The certificate is designed to focus on providing specific career technical skills; it is not equivalent to an associate degree.

Required Courses

Select 12 units from the following:		12
AAD 0012	Visual Communication (also COMM 0012)	
AAD 0044 or ART 0004A	Sketching for Design Drawing I	
AAD 0060	Graphic Design: Principles and Process	
AAD 0070	Introduction to Digital Design	
AAD 0075	Introduction to Digital Imaging (also PHOT 0075)	
Select 12 units from the following:		12
AAD 0055	Illustration (also ART 0055)	
AAD 0062	Graphic Computer Illustration	
AAD 0071	Introduction to Digital Painting (also ART 0071)	
AAD 0076	Advanced Projects in Digital Imaging (also PHOT 0076)	
AAD 0083	Introduction to Three-Dimensional Modeling	
ART 0004B or ART 0005A	Drawing II Figure Drawing I	
Select 8-9 units from the following, or unused courses from preceding areas:		8-9
AAD 0020	Portfolio Development and Presentation	
AAD 0028	Independent Study	
AAD 0030	Photographing Works of Art (also PHOT 0030)	

AAD 0066	Business Practices for the Applied Arts
AAD 0073	Digital Art Studio: Concepts and Practices (also ART 0073)
AAD 0085	Introduction to Web Design
AAD 0095	Internship in Applied Art and Design (up to 3 units)
ART 0002	Two-Dimensional Design Foundations
or ART 0006C	Color Theory
ART 0007A	Oil Painting I
or ART 0008A	Watercolor Painting I
PHOT 0060A	Elementary Photography
or PHOT 0080	Color Photography
PHOT 0078	Digital Photography

| Total Units | 32-33 |

Applied Art and Design—Multimedia
Certificate of Achievement

The certificate in Multimedia qualifies students for entry level positions as interactive media designers, computer game designers, interface designers and on-line web designers. The certificate is designed to focus on providing specific career technical skills; it is not equivalent to an associate degree.

Required Courses

Select 12 units from the following:		12
AAD 0012	Visual Communication (also COMM 0012)	
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0060	Graphic Design: Principles and Process	
AAD 0070	Introduction to Digital Design	
AAD 0075	Introduction to Digital Imaging (also PHOT 0075)	
Select 12-13 units from the following:		12-13
AAD 0079	Introduction to Digital Filmmaking (also COMM 0031A)	
AAD 0082	Intermediate Digital Filmmaking	
AAD 0083	Introduction to Three-Dimensional Modeling	
AAD 0085	Introduction to Web Design	
AAD 0086	Intermediate Web Design	
AAD 0090	Interactivity and Animation for the Web	
AAD 0093	Introduction to Motion Graphics	
Select 8-9 units from the following, or unused courses from preceding areas:		8-9
AAD 0028	Independent Study	
AAD 0054	Typography	
AAD 0062	Graphic Computer Illustration	
AAD 0066	Business Practices for the Applied Arts	
AAD 0071	Introduction to Digital Painting (also ART 0071)	
AAD 0073	Digital Art Studio: Concepts and Practices (also ART 0073)	
AAD 0076	Advanced Projects in Digital Imaging (also PHOT 0076)	

AAD 0095	Internship in Applied Art and Design (up to 3 units)	
ART 0002	Two-Dimensional Design Foundations	
or ART 0006C	Color Theory	
ART 0005A	Figure Drawing I	
BUS 0122	Marketing in the Digital Age	
CSCI 0062	Web Programming I	

| Total Units | 32-34 |

Digital Illustration
Skills Certificate

Designed for students interested in becoming proficient in illustration. Valuable for those preparing for careers in illustration, animation and gaming, or for those upgrading their skills. This is a specialty skills certificate designed to provide career technical skills; it is not equivalent to an associate degree.

Required Courses

AAD 0044	Sketching for Design	3
or ART 0004A	Drawing I	
AAD 0055	Illustration (also ART 0055)	3
AAD 0062	Graphic Computer Illustration	3
AAD 0071	Introduction to Digital Painting (also ART 0071)	3

| Total Units | 12 |

Graphic Design
Skills Certificate

Designed for students interested in becoming proficient with design concepts, software and image manipulation related to creating print and publication design. Valuable for those preparing for a career as a graphic designer, or for those upgrading their skills. This is a specialty skills certificate designed to provide career technical skills for print design and publication software; it is not equivalent to an associate degree.

Required Courses

AAD 0052	Publication Design I	3
AAD 0060	Graphic Design: Principles and Process	3
AAD 0070	Introduction to Digital Design	3
AAD 0075	Introduction to Digital Imaging (also PHOT 0075)	3

| Total Units | 12 |

Video Production and Editing
Skills Certificate

Designed for students interested in becoming proficient with video production and editing techniques, software and computer manipulation related to time-based media. Valuable for those preparing for a career in the video industry, or for those upgrading their skills. This is a specialty skills certificate designed to provide career technical skills; it is not equivalent to an associate degree.

Required Courses

AAD 0044	Sketching for Design	3
or ART 0004A	Drawing I	
AAD 0075	Introduction to Digital Imaging (also PHOT 0075)	3

AAD 0079	Introduction to Digital Filmmaking (also COMM 0031A)	3
AAD 0082	Intermediate Digital Filmmaking	3
AAD 0093	Introduction to Motion Graphics	3
Total Units		15

Visual Arts and Media
Skills Certificate

Designed for students interested in understanding visual media and becoming proficient in techniques for conceptualizing and creating visual images. Valuable for those preparing for a career in the visual arts and media, providing knowledge and technical skills applicable to digital art and design, communication studies, business and marketing, or for those upgrading their skills. This is a specialty skills certificate designed to provide career technical skills; it is not equivalent to an associate degree.

Required Courses

AAD 0012	Visual Communication (also COMM 0012)	3
AAD 0044	Sketching for Design	3
or ART 0004A	Drawing I	
AAD 0070	Introduction to Digital Design	3
PHOT 0060A	Elementary Photography	3
Total Units		12

Web Design
Skills Certificate

Intended for students interested in becoming proficient with software and technologies for creating webpage design. Valuable for those preparing for a career as a web designer, or for those upgrading their skills. This is a specialty skills certificate designed to provide career technical skills; it is not equivalent to an associate degree.

Required Courses

AAD 0062	Graphic Computer Illustration	3
or AAD 0075	Introduction to Digital Imaging	
AAD 0085	Introduction to Web Design	3
AAD 0086	Intermediate Web Design	3
AAD 0090	Interactivity and Animation for the Web	4
Total Units		13

Courses

Understanding course descriptions (http://catalog.sierracollege.edu/archive/2016-2017/student-resources/course-information/understanding-course-descriptions)

AAD 0012. Visual Communication
Units: 3
Also known as COMM 12
Hours: 54 lecture
Study of visual communication including design principles, aesthetics, visual perception, non-verbal messages, relationship to verbal communication, audience analysis, mass media and persuasion. Historical overview of visual media as well as current trends and technology. (C-ID JOUR 170) (CSU, UC)

AAD 0020. Portfolio Development and Presentation
Units: 3
Advisory: Completion of AAD 70, 75, or 85 with grade of "C" or better
Hours: 72 (36 lecture, 36 activity)
Function and use of the portfolio as a marketing device for artists and designers. Styles, materials, resources in portfolio design. Evaluation of professional goals and image building. Students create and present both a print and digital portfolio of their work as a final project. For advanced students. (CSU)

AAD 0028. Independent Study
Units: 1-3
Designed for students interested in furthering their knowledge at an independent study level in an area where no specific curriculum offering is currently available. Independent study might include, but is not limited to, research papers, special subject area projects, and research projects. See Independent Study page in catalog. (CSU, UC-with unit limitation)

AAD 0030. Photographing Works of Art
Units: 0.5
Also known as PHOT 30
Hours: 13 (7 lecture, 6 laboratory)
Methods and procedures involved in reproducing works of art into digital files, prints, or slides for cataloging, portfolios, or publication. Covers equipment needed for both artificial and natural light situations, camera considerations, proper exposure, and presentation of copy work for both two-dimensional and three-dimensional art. Students must furnish digital or film camera, processing, storage and presentation materials. (CSU)

AAD 0044. Sketching for Design
Units: 3
Hours: 72 (36 lecture, 36 activity)
Introduction to concept sketching techniques for design, illustration, photography and multimedia utilizing a variety of drawing media and creative problem solving concepts. Emphasis on developing visual communication skills for advertising, graphics, illustration, product design, and storyboarding for time-based media. (CSU)

AAD 0050. Introduction to the Macintosh Computer
Units: 0.5
Hours: 13 (7 lecture, 6 activity)
Introduction to the Macintosh computer hardware and operating system. Basic skills including menu bar, opening and saving files, navigating, mouse and keyboard use. Memory, storage, and resolutions issues. Icons, terminology and common acronyms. Overview of peripherals and software used in art and design. (CSU)

AAD 0052. Publication Design I
Units: 3
Advisory: Completion of AAD 60 or AAD 70 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Introductory course in use of computer for page layout and composition. Critical application of basic computer operating principles. Emphasis on publication design and the use of type and layout as key elements in graphic communication. Covers importing text and graphics, arranging publication pages, and producing camera ready artwork for reproduction. (CSU)

AAD 0053. Publication Design II
Units: 3
Prerequisite: Completion of one of the following courses with grade of "C" or better: AAD 52, 54 or 62
Hours: 72 (36 lecture, 36 activity)
Page layout for developing and producing high-quality multi-page documents. Emphasis on publication design, production, typography, graphics, and pre-press. Includes research and application of effective magazine layout concepts, cover design, grid theory, graphics, text elements and printing standards and processes. (CSU)

AAD 0054. Typography
Units: 3
Prerequisite: Completion of one of the following with grade of "C" or better: AAD 52, 53, 61, 62, or 75
Advisory: Completion of AAD 60 with grade of "C" or better
Hours: 72 (36 lecture, 36 activity)
A professional and historical approach to understanding typographic principles and form, effects of type on the style and communication in print and screen. Includes study of historical and contemporary graphics and typographic design, conceptualizing, developing and refining typographical forms, methods for analyzing typographic usage, proper application of type in a variety of print publications and screen environments, hand drawn and computer generated typed forms. (CSU)

AAD 0055. Illustration
Units: 3
Also known as ART 55
Prerequisite: Completion of one of the following courses with grade of "C" or better: AAD 44, 60, 62, 75 or ART 4A
Hours: 72 (36 lecture, 36 activity)
Professional practices of illustration, including concept development, communication of ideas, identification and use of appropriate styles and techniques, time management, pricing and contracts, and presentation of finished artwork. (CSU)

AAD 0060. Graphic Design: Principles and Process
Units: 3
Advisory: Completion of AAD 44, AAD 70, ART 4A, or ART 6A with grade of "C" or better
Hours: 72 (36 lecture, 36 activity)
Introductory course emphasizing concept development, fundamental principles of design and design solutions. Exploration of materials and techniques for visualizing and presenting ideas, analyzing and critiquing design and combining diverse elements in effective layouts from concept through final critique. (CSU)

AAD 0061. Graphic Design II: Digital Design and Production
Units: 3
Prerequisite: Completion of one of the following with grade of "C" or better AAD 52, 62, or 75
Advisory: Completion of AAD 60
Hours: 90 (27 lecture, 63 activity)
Advanced problem solving skills in graphic design through projects and critique. Use of the computer to design and produce full color graphics and print materials, including industry standards and procedures for working with art directors, service bureaus, and printers in pre-press operations. (CSU)

AAD 0062. Graphic Computer Illustration
Units: 3
Advisory: Completion of AAD 60, AAD 70, or ART 4A with a grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Computer illustration for effective graphic communication. Emphasis on software tools and techniques in creation of graphic illustrations for use in a wide range of media including print, multimedia, and World Wide Web. Application of design principles, the use of type and layout in combination with illustrations through class projects. Covers importing text and graphics, developing and executing design concepts, and producing camera ready artwork for reproduction using appropriate file formats and standards for integration into other electronic media. (CSU, UC)

AAD 0066. Business Practices for the Applied Arts
Units: 3
Hours: 54 lecture
Introduction to business practices for graphic designers, multimedia and illustration artists and other creative service providers. Initial client contact to final billing process; basic elements of running a small studio; following an Applied Art and Design creative project from inception to completion; discussion of copyright protection; building relationships and contracts with clients and suppliers. (CSU)

AAD 0070. Introduction to Digital Design
Units: 3
Hours: 72 (36 lecture, 36 activity)
Introduction to fundamental concepts and techniques of art and design on the computer. Includes basic computer skills, digital image capture, image manipulation, drawing, page layout, and preparation of images for print, web or multimedia. Students develop creative projects using current graphics software. (C-ID ARTS 250) (CSU, UC)

AAD 0071. Introduction to Digital Painting
Units: 3
Also known as ART 71
Prerequisite: Completion of AAD 44 or ART 4A with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Introduction to drawing and painting on the computer. Exploration of tools, color palettes, brush options, paper textures, effects and manipulation of layers and masks in a digital painting program. Includes integration of off-computer drawing and painting processes and techniques with digital image development. Projects are created in preparation for printing on artist's quality papers, or for use in other digital applications. (CSU)

AAD 0073. Digital Art Studio: Concepts and Practices
Units: 3
Also known as ART 73
Prerequisite: Completion of ART 4A or AAD 44 with grade of "C" or better
Advisory: Completion of AAD 70 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Introduction to the tools, concepts, and processes for digital art creation with an emphasis on experimental animation, video, mixed media, digital imaging, installation, and new genres. Topics include integration of traditional design, color, and compositional principles with contemporary digital tools in an art studio context. (CSU, UC)

AAD 0075. Introduction to Digital Imaging
Units: 3
Also known as PHOT 75
Advisory: Completion of AAD 70 with grade of "C" or better
Hours: 72 (36 lecture, 36 activity)
Introduction to the acquisition and computer manipulation of photographs for design and photography. Analysis and critique of images from initial concept to final project creation. Basic scanning, image adjustments, retouching, compositing, and file preparation for printing and other uses. (CSU, UC)

AAD 0076. Advanced Projects in Digital Imaging
Units: 3
Also known as PHOT 76
Advisory: Completion of PHOT 75/AAD 75 and PHOT 60A with grades of "C" or better recommended
Hours: 72 (36 lecture, 36 activity)
Advanced digital project development. Creating original images from a variety of input devices including scanners and digital cameras. Speed building in editing techniques. Use of various output methods appropriate for specific projects. Evaluations and critiques of completed projects. (CSU)

AAD 0079. Introduction to Digital Filmmaking
Units: 3
Also known as COMM 31A
Hours: 90 (36 lecture, 54 laboratory)
Introduction to principles, techniques and the terminology of video production and post-production. Guided classroom exercises and projects, including pre-production planning, video and audio recording techniques, remote (field) system set-ups and studio set-ups, lighting for single camera video shoots, and basic video editing and output. (CSU)

AAD 0082. Intermediate Digital Filmmaking
Units: 3
Prerequisite: Completion of AAD 79/COMM 31A with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Examines the pre-production, production and post-production process of filmmaking at an intermediate level. Students produce advanced digital films that incorporate industry standard pre-production preparation such as script writing, storyboarding, and development of a production book. The production process incorporates sound recording, mixed soundtracks, camera work with an emphasis on visual metaphors, and detailed lighting schemes. Post-production focuses on advanced picture and sound editing techniques along with formatting for distribution. (CSU)

AAD 0083. Introduction to Three-Dimensional Modeling
Units: 3
Advisory: Completion of AAD 70 and ART 4A with grades of "C" or better
Hours: 108 (27 lecture, 81 laboratory)
Three-dimensional modeling on the computer including construction of three-dimensional forms, use of surface textures, application of lighting effects, and animation of completed constructions. Students will create original projects including environments, objects, buttons, three-dimensional texts and animations for use in fine art, graphic design, multimedia and the World Wide Web. (CSU)

AAD 0085. Introduction to Web Design
Units: 3
Advisory: Completion of AAD 70 or 75 with grade of "C" or better
Hours: 90 (36 lecture, 36 laboratory, 18 activity)
An introduction to web design, covering topics and strategies necessary for the creation and design of websites. Topics include HTML; cascading style sheets; design issues specific to web delivery; the creation and optimization of graphics and images for the web, including rollovers, banners and buttons; accessibility; search engine optimization and current industry standards. (CSU)

AAD 0086. Intermediate Web Design
Units: 3
Prerequisite: Completion of AAD 85 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Intermediate course in front-end web design. Current topics in website creation covered as they relate to visual design and user interfaces such as strategies for combining layout, graphics, text, typography, and interactivity in fully functioning websites. Special topics include coverage of industry standards and current technologies. (CSU)

AAD 0090. Interactivity and Animation for the Web
Units: 4
Prerequisite: Completion of AAD 70 with grade of "C" or better
Hours: 108 (54 lecture, 54 laboratory)
Introduction to interactive, multimedia authoring and animation for the Web. Assembly of media elements including digital images, sound, and video into cross-platform projects. Use of multimedia tools, scripts, and animation. Stylistic concerns, content development, and copyright issues studied. Students create original, interactive multimedia projects appropriate for CD and World Wide Web presentation. (CSU)

AAD 0093. Introduction to Motion Graphics
Units: 3
Prerequisite: Completion of AAD 79 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Introduction to the creation and use of motion graphics. Exploration of traditional and experimental approaches to creating dynamic visual content for use in video, design and animation. Topics include the integration of text, video, graphics, and sound into short animation pieces as well as components for larger productions. Aesthetic, conceptual and technological considerations discussed and applied. (CSU, UC)

AAD 0095. Internship in Applied Art and Design
Units: 0.5-4
Designed for advanced students to work in an area related to their educational or occupational goal. Provides new on-the-job technical training under the direction of a worksite supervisor, allowing students to expand knowledge and skills in the chosen field. Mandatory orientation session and faculty approval to determine eligibility. Students may earn up to a total of 16 units in internship courses (any course numbered 95 and PDEV 94). (CSU-with unit limitation)

Program Student Learning Outcomes (PSLOs)

- Generate design solutions integrating concept, content and form, and produce a workflow consisting of the many phases of the design process.
- Critique and communicate elements and principles of design as applied to contemporary and historical design.
- Create designs for various delivery methods such as print, web and multimedia, utilizing the appropriate formats required.

- Prove a command of industry standard software applications in preparation for the job market in the fields of design, illustration and/or multimedia.
- Develop a portfolio of work that illustrates the styles, medium and subject area interest of the student.
- Demonstrate knowledge of the key principles of copyright, fair use, public domain and the use of appropriated images and content in design projects.