APPLIED ART AND DESIGN

Contact Information

Division

Liberal Arts

Dean

Patrick Marasso

Associate Deans

Soni Verma, Maria Villasenor

Division Office

W 107, Rocklin Campus

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

Vincent Pacheco
Assistant Professor, Applied Art and Design
B.S., University of California, Davis
M.F.A., University of California, Davis

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

Angelina N. Rivers
Professor, Applied Art and Design
B.F.A., Brooks Institute
M.F.A., Mount Saint Mary's University

Applied Art and Design Advisory Committee

- Nevada County Media, Nevada County, CA
- Transform Studios, Roseville, CA
- Kalena Fields, Stockton, CA
- Elyjah Wilbur, Video and Multimedia Technician for the City of Roseville, Roseville, CA
- Sierra Studio Films, Auburn, CA
- API Marketing, Auburn, CA
- Nevada City Film Festival, Nevada City, CA

Degrees/Certificates

Associate Degrees

- Applied Art and Design—Digital Media (https://catalog.sierracollege.edu/departments/applied-art-design/#DigitalMedia-aa-as)
- Applied Art and Design—Film and Video Production (https://catalog.sierracollege.edu/departments/applied-art-design/#AADFVIDAS)
- Applied Art and Design—Graphic Design (https://catalog.sierracollege.edu/departments/applied-art-design/#graphic-aa-as)
- Applied Art and Design—Illustration (https://catalog.sierracollege.edu/departments/applied-art-design/#illustration-aa)
- Applied Art and Design—Web and Interaction Design (https://catalog.sierracollege.edu/departments/applied-art-design/#webinteractas)

Certificates of Achievement

- Applied Art and Design—Digital Media (https://catalog.sierracollege.edu/departments/applied-art-design/#DigitalMedia-certificate)
- Applied Art and Design—Film and Video Production (https://catalog.sierracollege.edu/departments/applied-art-design/#videoprodc)
- Applied Art and Design—Graphic Design (https://catalog.sierracollege.edu/departments/applied-art-design/#graphic-certificate)
- Applied Art and Design—Illustration (https://catalog.sierracollege.edu/departments/applied-art-design/#illustration-certificate)
- Applied Art and Design (https://catalog.sierracollege.edu/departments/applied-art-design/#webinteractcoa)— (https://catalog.sierracollege.edu/departments/applied-art-design/#DigitalMedia-certificate)Web and Interaction Design (https://catalog.sierracollege.edu/departments/applied-art-design/#webinteractcoa)

Skills Certificates

- Animation and Motion Graphics (https://catalog.sierracollege.edu/departments/applied-art-design/#animationmotion)
- Creative Entrepreneurship (https://catalog.sierracollege.edu/departments/applied-art-design/#creative skills)
- Graphic Design (https://catalog.sierracollege.edu/departments/applied-art-design/#graphic-skills)
- Illustration (https://catalog.sierracollege.edu/departments/applied-art-design/#digital-skills)
- Video Production and Editing (https://catalog.sierracollege.edu/departments/applied-art-design/#video-skills)
- Visual Media (https://catalog.sierracollege.edu/departments/applied-art-design/#visual-skills)
- Web Design (https://catalog.sierracollege.edu/departments/applied-art-design/#web-skills)

Applied Art and Design—Digital Media

(formerly Applied Art and Design-Multimedia)

AA or AS Degree

Successful completion of the curriculum in Digital Media 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 Digital Media. 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 (Local General Education) (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)
- (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)California General Education Transfer Curriculum (Cal-GETC) (https://catalog.sierracollege.edu/student-resources/general-education/california-general-education-transfer-curriculum-cal-getc/)
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Required Courses

Code	Title	Units
Select 9 units from the following:		**9**
AAD 0012	Visual Communication (also COMM 0012)	
or AAD 0013	History of Graphic Design	
or AAD 0088	History of Filmmaking	
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0060	Graphic Design I: Principles and Process	
AAD 0070	Graphic Design II: Introduction to Digital Design	
Select 15 units from the following:		**15**
AAD 0028	Independent Study	
AAD 0052	Publication Design I	
AAD 0062	Digital Illustration	
AAD 0071	Introduction to Digital Painting	
AAD 0073	Digital Art Studio: Concepts and Practices	
AAD 0075	Introduction to Photoshop	
AAD 0079	Introduction to Digital Filmmaking and Video Production (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 0087	Content Management Systems for Designers	
AAD 0089	Documentary Filmmaking	
AAD 0090	Interaction Design for Web Products	
AAD 0093	Introduction to Motion Graphics	
AAD 0094	Digital Animation	
AAD 0096	Portfolio Design	
ART 0006C	Color Theory	
Total Units		**24**

Applied Art and Design—Film and Video Production

AS Degree

Successful completion of the curriculum in Film and Video Production program provides a comprehensive understanding of the skills necessary for successful employment in the Film and Video Production industry. This program is designed to meet the needs of students interested in seeking entry-level positions in filmmaking and video production. Additionally, students could choose to start their own business in commercial video production after the completion of the program. 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 (Local General Education) (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)
- (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)California General Education Transfer Curriculum (Cal-GETC) (https://catalog.sierracollege.edu/student-resources/general-education/california-general-education-transfer-curriculum-cal-getc/)

Required Courses

Code	Title	Units
AAD 0079	Introduction to Digital Filmmaking and Video Production	3
AAD 0082	Intermediate Digital Filmmaking	3
AAD 0088	History of Filmmaking	3
AAD 0089	Documentary Filmmaking	3
AAD 0093	Introduction to Motion Graphics	3
PHOT 0060A	Beginning Photography	3
THEA 0010A	Acting I	3
Select 3 units from the following:		**3**
AAD 0012	Visual Communication (Also COMM 0012)	
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0075	Introduction to Photoshop	
Total Units		**24**

Applied Art and Design—Graphic Design

AA or AS Degree

The Graphic Design degree offers a comprehensive set of offerings in graphic design, branding and logo design, publication design, and packaging design. This option prepares students for transfer to a four-year college program in Graphic Design, Design Thinking, UI/UX Design, and other related fields. The program stresses the design thinking process as well as the professional and production methods currently used in the industry.

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 (Local General Education) (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)
- (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)California General Education Transfer Curriculum (Cal-GETC) (https://catalog.sierracollege.edu/student-resources/general-education/california-general-education-transfer-curriculum-cal-getc/)

Required Courses

Code	Title	Units
AAD 0052	Publication Design I	3
AAD 0053	Publication Design II	3
AAD 0054	Typography	3
AAD 0061	Graphic Design III: Branding and Production	3
AAD 0062	Digital Illustration	3
AAD 0075	Introduction to Photoshop (also PHOT 0075)	3
Select 9 units from the following:		**9**
AAD 0012	Visual Communication (also COMM 0012)	
or AAD 0013	History of Graphic Design	
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0060	Graphic Design I: Principles and Process	
AAD 0070	Graphic Design II: Introduction to Digital Design	
AAD 0085	Introduction to Web Design	
AAD 0096	Portfolio Design	
Total Units		**27**

Applied Art and Design—Illustration

AA or AS Degree

The Illustration degree offers a comprehensive set of courses in Illustration, animation and gaming, digital imaging, art foundations, digital art, and 3d modeling. This option prepares students for transfer to a four year university in illustration, graphic design, animation, and other related fields. The program stresses the design thinking process as well as the professional production currently used in the industry.

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 (Local General Education) (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)
- (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)California General Education Transfer Curriculum (Cal-GETC) (https://catalog.sierracollege.edu/student-resources/general-education/california-general-education-transfer-curriculum-cal-getc/)

Required Courses

Code	Title	Units
Select 9 units from the following:		**9**
AAD 0012	Visual Communication (also COMM 0012)	
or AAD 0013	History of Graphic Design	
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0060	Graphic Design I: Principles and Process	
AAD 0070	Graphic Design II: Introduction to Digital Design	
Select 15 units from the following:		**15**
AAD 0055	Illustration (also ART 0055)	
AAD 0062	Digital Illustration	
AAD 0071	Introduction to Digital Painting (also ART 0071)	
AAD 0073	Digital Art Studio: Concepts and Practices (also ART 0073)	
AAD 0075	Introduction to Photoshop (also PHOT 0075)	
AAD 0083	Introduction to Three-Dimensional Modeling	
AAD 0094	Digital Animation	
AAD 0096	Portfolio Design	
ART 0004B	Drawing II	
or ART 0005A	Figure Drawing I	
ART 0006C	Color Theory	
ART 0007A	Oil Painting I	
or ART 0008A	Watercolor Painting I	
Total Units		**24**

Applied Art and Design—Web and Interaction Design

AS Degree

The curriculum in the Web and Interaction Design program provides a comprehensive understanding of the skills necessary for successful transfer to a four-year program, and/or employment in the front-end Web design and development industry, including interface and experience design. The program stresses the design thinking process as well as the professional and production methods used currently in the industry.

This program is designed to meet the needs of students interested in front-end Web design and development fields, including user interaction and experience design (UI/UX), web accessibility and usability design, front-end development using HTML, CSS and JavaScript, and Content Management System 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 (Local General Education) (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)
- (https://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/)California General Education Transfer Curriculum (Cal-GETC) (https://catalog.sierracollege.edu/student-resources/general-education/california-general-education-transfer-curriculum-cal-getc/)

Required Courses

Code	Title	Units
AAD 0085	Introduction to Web Design	3
AAD 0086	Intermediate Web Design	3
AAD 0087	Content Management Systems for Designers	3
AAD 0090	Interaction Design for Web Products	3
Select 9 units from the following:		**9**
AAD 0052	Publication Design I	
AAD 0062	Digital Illustration	
AAD 0070	Graphic Design II: Introduction to Digital Design	
AAD 0075	Introduction to Photoshop (Also PHOT 0075)	
Select 6 units from the following:		**6**
AAD 0013	History of Graphic Design	
or AAD 0012	Visual Communication	
AAD 0012	Visual Communication (Also COMM 0012)	
or AAD 0013	History of Graphic Design	
AAD 0044	Sketching for Design	
AAD 0054	Typography	
AAD 0060	Graphic Design I: Principles and Process	
AAD 0096	Portfolio Design	
BUS 0280	Introduction to Marketing	
IT 0065	Data Analytics/Visualization Using Tableau	
Total Units		**27**

Applied Art and Design—Digital Media

(formerly Applied Art and Design-Multimedia)

Certificate of Achievement

The certificate in Digital Media 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

Code	Title	Units
Select 9 units from the following:		**9**
AAD 0012	Visual Communication (also COMM 0012)	
or AAD 0013	History of Graphic Design	
or AAD 0088	History of Filmmaking	
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0060	Graphic Design I: Principles and Process	
AAD 0070	Graphic Design II: Introduction to Digital Design	
Select 24 units from the following:		**24**
AAD 0028	Independent Study	
AAD 0052	Publication Design I	
AAD 0062	Digital Illustration	
AAD 0071	Introduction to Digital Painting	
AAD 0073	Digital Art Studio: Concepts and Practices	
AAD 0075	Introduction to Photoshop	
AAD 0076	Advanced Projects in Photoshop	
AAD 0079	Introduction to Digital Filmmaking and Video Production (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 0087	Content Management Systems for Designers	
AAD 0089	Documentary Filmmaking (also PHOT 0089)	
AAD 0090	Interaction Design for Web Products	
AAD 0093	Introduction to Motion Graphics	
AAD 0094	Digital Animation	
AAD 0095	Internship in Applied Art and Design (up to 3 units)	
AAD 0096	Portfolio Design	
AAD 0097	Business Practices for Creative Professionals	
ART 0006C	Color Theory	
BUS 0242	Entrepreneurship - Small Business Management	
BUS 0280	Introduction to Marketing	
Total Units		**33**

Applied Art and Design—Film and Video Production

Certificate of Achievement

Successful completion of the curriculum in Film and Video Production program provides a comprehensive understanding of the skills necessary for successful employment in the Film and Video Production industry. This program is designed to meet the needs of students interested in seeking entry-level positions in filmmaking and video production. Additionally, students could choose to start their own business

in commercial video production after the completion of the program. The certificate is designed to focus on providing specific career technical skills; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
AAD 0012	Visual Communication	3
AAD 0044	Sketching for Design	3
or ART 0004A	Drawing I	
AAD 0079	Introduction to Digital Filmmaking and Video Production	3
AAD 0082	Intermediate Digital Filmmaking	3
AAD 0088	History of Filmmaking	3
AAD 0089	Documentary Filmmaking	3
AAD 0093	Introduction to Motion Graphics	3
PHOT 0060A	Beginning Photography	3
THEA 0010A	Acting I	3
Select 6 units from the following:		**6**
AAD 0028	Independent Study	
AAD 0095	Internship in Applied Art and Design	
AAD 0097	Business Practices for Creative Professionals	
BUS 0242	Entrepreneurship - Small Business Management	
BUS 0280	Introduction to Marketing	
PHOT 0088	Business Practices for Photographers	
Total Units		**33**

Applied Art and Design—Graphic Design

Certificate of Achievement

The certificate in Graphic Design qualifies students for entry-level positions in graphic design, branding and logo design, publication design, and packaging design. The program stresses the design thinking process as well as the professional and production methods currently used in the industry.

The certificate is focused on providing a comprehensive skillset for emerging creative professionals; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
AAD 0052	Publication Design I	3
AAD 0053	Publication Design II	3
AAD 0054	Typography	3
AAD 0061	Graphic Design III: Branding and Production	3
AAD 0062	Digital Illustration	3
AAD 0075	Introduction to Photoshop (also PHOT 0075)	3
Select 15 units from the following:		**15**
AAD 0012	Visual Communication (also COMM 0012)	
or AAD 0013	History of Graphic Design	
AAD 0028	Independent Study	
AAD 0044	Sketching for Design	
AAD 0060	Graphic Design I: Principles and Process	
AAD 0070	Graphic Design II: Introduction to Digital Design	
AAD 0085	Introduction to Web Design	
AAD 0095	Internship in Applied Art and Design (up to 3 units)	
AAD 0096	Portfolio Design	
AAD 0097	Business Practices for Creative Professionals	
BUS 0242	Entrepreneurship - Small Business Management	
BUS 0280	Introduction to Marketing	
PHOT 0060A	Beginning Photography	
or PHOT 0080	Color Photography	
Total Units		**33**

Applied Art and Design—Illustration

Certificate of Achievement

The certificate in Illustration offers a comprehensive set of courses in illustration, animation and gaming, digital imaging, art foundations, digital art, and 3d modeling. The program stresses the design thinking process as well as the professional production currently used in the industry. The certificate is designed to focus on providing specific career technical skills; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
Select 9 units from the following:		**9**
AAD 0012	Visual Communication (also COMM 0012)	
or AAD 0013	History of Graphic Design	
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0060	Graphic Design I: Principles and Process	
AAD 0070	Graphic Design II: Introduction to Digital Design	
Select 24 units from the following:		**24**
AAD 0028	Independent Study	
AAD 0055	Illustration (also ART 0055)	
AAD 0062	Digital Illustration	
AAD 0071	Introduction to Digital Painting (also ART 0071)	
AAD 0073	Digital Art Studio: Concepts and Practices (also ART 0073)	
AAD 0075	Introduction to Photoshop (also PHOT 0075)	
AAD 0083	Introduction to Three-Dimensional Modeling	
AAD 0094	Digital Animation	
AAD 0095	Internship in Applied Art and Design (up to 3 units)	
AAD 0096	Portfolio Design	

AAD 0097	Business Practices for Creative Professionals	
ART 0004B	Drawing II	
or ART 0005A	Figure Drawing I	
ART 0007A	Oil Painting I	
or ART 0008A	Watercolor Painting I	
BUS 0242	Entrepreneurship - Small Business Management	
PHOT 0060A	Beginning Photography	
or PHOT 0080	Color Photography	
Total Units		**33**

Applied Art and Design—Web and Interaction Design

Certificate of Achievement

Successful completion of the curriculum in the Web and Interaction Design program provides the skills necessary for meaningful employment in the front-end Web design and development industry, including careers in interface, experience, and usability design.

The program offers courses in front-end design and development using HTML, CSS, JavaScript, interaction design, and Content Management System design. Additionally, students gain an understanding of related design software applications, tools, and workflows. The program stresses the design thinking process as well as the professional and production methods used currently in the industry.

Students will be prepared to enter the industry or start their own business as a Web and/or Interaction Designer after the completion of the program.

The certificate is designed to focus on providing specific career technical skills; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
AAD 0085	Introduction to Web Design	3
AAD 0086	Intermediate Web Design	3
AAD 0087	Content Management Systems for Designers	3
AAD 0090	Interaction Design for Web Products	3
Select 9 units from the following:		**9**
AAD 0052	Publication Design I	
AAD 0062	Digital Illustration	
AAD 0070	Graphic Design II: Introduction to Digital Design	
AAD 0075	Introduction to Photoshop (also PHOT 0075)	
Select 12 units from the following:		**12**
AAD 0012	Visual Communication (also COMM 0012)	
or AAD 0013	History of Graphic Design	
AAD 0028	Independent Study	
AAD 0044	Sketching for Design	
AAD 0054	Typography	
AAD 0060	Graphic Design I: Principles and Process	
AAD 0095	Internship in Applied Art and Design	
AAD 0096	Portfolio Design	
AAD 0097	Business Practices for Creative Professionals	
BUS 0280	Introduction to Marketing	
IT 0065	Data Analytics/Visualization Using Tableau	
Total Units		**33**

Animation and Motion Graphics

(Formerly Digital Animation)

Skills Certificate

Designed for students interested in becoming proficient in digital animation and motion graphics for filmmaking. Valuable for those preparing for careers where the fundamentals of animation, motion graphics, and other forms of time-based media are expected.

This is a specialty skills certificate designed to provide career technical skills; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
AAD 0044	Sketching for Design	3
AAD 0079	Introduction to Digital Filmmaking and Video Production	3
AAD 0083	Introduction to Three-Dimensional Modeling	3
AAD 0093	Introduction to Motion Graphics	3
AAD 0094	Digital Animation	3
Total Units		**15**

Creative Entrepreneurship

Skills Certificate

Designed for students interested in creative entrepreneurship. This focused award prepares students to jumpstart their business venture by covering topics such as business practices for creative professionals, portfolio design and presentation, marketing practices, entrepreneurship management, and data analytics.

This is a specialty skills certificate designed to provide career-focused skills; it is not equivalent to an associate degree.

Required Courses

Code	Title	Units
Select 15 units from the following:		**15**
AAD 0028	Independent Study	
AAD 0095	Internship in Applied Art and Design	
AAD 0096	Portfolio Design	
AAD 0097	Business Practices for Creative Professionals	
BUS 0242	Entrepreneurship - Small Business Management	
BUS 0280	Introduction to Marketing	
IT 0065	Data Analytics/Visualization Using Tableau	
Total Units		**15**

Graphic Design

Skills Certificate

The skills certificate in Graphic Design includes courses in graphic design, publication design, typography, digital imaging, ~~and~~ design foundations. The program stresses the design thinking process as well as the professional production methods currently used in the industry.

Required Courses

Code	Title	Units
Select 15 units from the following:		**15**
AAD 0013	History of Graphic Design	
AAD 0060	Graphic Design I: Principles and Process	
AAD 0052	Publication Design I	
AAD 0054	Typography	
AAD 0062	Digital Illustration	
AAD 0075	Introduction to Photoshop (also PHOT 0075)	
Total Units		**15**

Illustration

(Formerly Digital Illustration)

Skills Certificate

Designed for students interested in becoming proficient in illustration. Valuable for those preparing for careers in illustration, 3d, 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

Code	Title	Units
Select 15 units from the following:		**15**
AAD 0044	Sketching for Design	
or ART 0004A	Drawing I	
AAD 0055	Illustration (also ART 0055)	
AAD 0062	Digital Illustration	
AAD 0071	Introduction to Digital Painting (also ART 0071)	
AAD 0073	Digital Art Studio: Concepts and Practices	
AAD 0083	Introduction to Three-Dimensional Modeling	
Total Units		**15**

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

Code	Title	Units
AAD 0079	Introduction to Digital Filmmaking and Video Production (also COMM 0031A)	3
AAD 0082	Intermediate Digital Filmmaking	3
AAD 0089	Documentary Filmmaking	3
AAD 0093	Introduction to Motion Graphics	3
Total Units		**12**

Visual Media

(Formerly Visual Arts and Media)

Skills Certificate

Designed for students interested in understanding visual media and becoming proficient in techniques for conceptualizing and creating impactful visual communication. Valuable for those preparing for a career in the visual arts and media, providing knowledge and technical skills applicable to digital art and design, visual communication studies, 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

Code	Title	Units
AAD 0012	Visual Communication (also COMM 0012)	3
or AAD 0013	History of Graphic Design	
AAD 0044	Sketching for Design	3
or ART 0004A	Drawing I	
AAD 0060	Graphic Design I: Principles and Process	3
AAD 0070	Graphic Design II: Introduction to Digital Design	3
PHOT 0060A	Beginning Photography	3
Total Units		**15**

Web Design

Skills Certificate

Intended for students interested in becoming proficient with software, tools, and processes related to front-end web design and development. 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

Code	Title	Units
AAD 0070	Graphic Design II: Introduction to Digital Design	3
or AAD 0052	Publication Design I	
or AAD 0062	Digital Illustration	
or AAD 0075	Introduction to Photoshop	
AAD 0085	Introduction to Web Design	3
AAD 0086	Intermediate Web Design	3
AAD 0087	Content Management Systems for Designers	3

AAD 0090	Interaction Design for Web Products	3
Total Units		**15**

Courses

Understanding course descriptions (https://catalog.sierracollege.edu/student-resources/course-information/understanding-course-descriptions/)

AAD 0009. Creative Writing (Scriptwriting)
Units: 3
Also known as ENGL 9
Prerequisite: Completion of ENGL C1000 with grade of "C" or better
Hours: 54 lecture
This is a creative writing course focused on scriptwriting intended for dramatic production with an emphasis on format, structure, plot, character, and writing style. Students will critically analyze professional models, view excellent examples of scriptwriting, and work on their own projects, which may include a one-act play, playwriting, and screenwriting. Students will have the opportunity to have their work critiqued in a workshop setting. (CSU)

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 0013. History of Graphic Design
Units: 3
Hours: 54 lecture
History of graphic design and visual communication, including the sociopolitical and cultural contexts, as well as the artistic and technological characteristics of various movements. It includes modern graphic design movements of the 20th century through the expansive media innovations of current day. (CSU, UC)

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 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 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. Emphasis on the use of type, image, and layout as key elements in graphic communication. Covers importing text and graphics, layout principles, and producing print-ready artwork for reproduction. (CSU)

AAD 0053. Publication Design II
Units: 3
Prerequisite: Completion of AAD 52 with grade of "C" or better
Advisory: Completion of AAD 70 and AAD 54 with grade of "C" or better
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
Advisory: Completion of AAD 70 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, and proper application of type in a variety of print publications, screen environments, and computer generated typed forms. (CSU)

AAD 0055. Illustration
Units: 3
Also known as ART 55
Prerequisite: Completion of AAD 44, 60, 62, 75 or ART 4A with grade of "C" or better
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 I: Principles and Process
Units: 3
Advisory: Completion of AAD 44 and/or AAD 70 with grade(s) of "C" or better
Hours: 72 (36 lecture, 36 activity)
This course offers an introduction to graphic design and related fields in the creative industry. Topics include the principles and elements of design, methods for generating effective solutions to design problems using the design process, exploration of a wide variety of materials and techniques used in the industry, as well as the development of impactful presentations that showcase the research, testing, reflection, and refinement processes key to this field of study. (CSU)

AAD 0061. Graphic Design III: Branding and Production
Units: 3
Prerequisite: Completion of AAD 70 with grade of "C" or better, or completion of AAD 52, AAD 62, and AAD 75 with grade of "C" or better
Advisory: Completion of AAD 60 and AAD 54 with grade of "C" or better
Hours: 90 (27 lecture, 63 activity)
Advanced problem solving skills in graphic design across multiple, conceptually-linked assignments. Use of the computer to design effective graphic solutions and materials for print and screen. Research and and analysis of target audiences. Industry standards and procedures for working with art directors and printing service bureaus. (CSU)

AAD 0062. Digital Illustration
Units: 3
Advisory: Completion of AAD 70, AAD 44, or AAD 60 with 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 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 print-ready artwork for reproduction using appropriate file formats and standards for integration into other electronic media. (CSU, UC)

AAD 0070. Graphic Design II: Introduction to Digital Design
Units: 3
Hours: 72 (36 lecture, 36 activity)
Introduction to fundamental concepts, techniques, and creation of art and design on the computer. Includes basic computer skills, photo manipulation, digital illustration, page layout, and preparation of images for print and screen environments. 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 the concepts, tools, and techniques of painting and drawing using creative software. Exploration of traditional artistic techniques in a digital environment. Includes development of skills such as form, color, space, and composition. Development of projects in for both print and screen. (CSU)

AAD 0073. Digital Art Studio: Concepts and Practices
Units: 3
Also known as ART 73
Advisory: Completion of AAD 70, or AAD 75, or AAD 79 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, multimedia, digital art, and new genres. Topics include the integration of traditional design, color, and compositional principles with contemporary digital tools in an art studio context. (CSU, UC)

AAD 0075. Introduction to Photoshop
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 enhancements of digital images 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 Photoshop
Units: 3
Also known as PHOT 76
Prerequisite: Completion of PHOT 75 or AAD 75 with grade of "C" or better
Hours: 72 (36 lecture, 36 activity)
Advanced digital project development using Photoshop. Creating original images from a variety of input devices including scanners and digital cameras. Speed building in editing techniques. Integration of other software programs. Evaluations and critiques of completed projects. (CSU)

AAD 0079. Introduction to Digital Filmmaking and Video Production
Units: 3
Also known as COMM 31A and PHOT 79
Hours: 90 (36 lecture, 54 laboratory)
Use of digital cameras for producing short form video projects. Introduction to principles, techniques and the terminology of video production and digital filmmaking. Guided classroom exercises and projects, including pre-production planning, storytelling, video and audio recording techniques, on-location set-ups and studio set-ups, lighting for filmmaking, and basic video editing and output. (CSU)

AAD 0082. Intermediate Digital Filmmaking
Units: 3
Prerequisite: Completion of AAD 79/COMM 31A/PHOT 79 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)
This 3D-Modeling course focuses on the concepts of three dimensional computer graphics including how they are used in a variety of industries for both digital media and the physical world. Development of a visual vocabulary for creative expression through lecture presentations. By using industry standard tools and applications, students will complete projects involving modeling, animations, texturing, and lighting. (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 semantic markup using HyperText Markup Language (HTML); design through the use of Cascading Style Sheets (CSS); human-centered design problems specific to web delivery; the creation and optimization of graphics and images for the web; 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 and development. Current topics will be covered as they relate to user interface design, user experience design, usability principles, and accessibility expectations. Intermediate strategies addressing visual design and brand identity through the combination of layout design, visual assets such as images and graphics, copy and content, typography, and more. Special topics include coverage of industry standards and emerging technologies. (CSU)

AAD 0087. Content Management Systems for Designers
Units: 3
Prerequisite: Completion of AAD 85 with grade of "C" or better
Advisory: Completion of AAD 86 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Intermediate-level course in front-end Web development and design with a focus on development within a CMS environment (Content Management System). Students learn how to install a CMS; work on a local server and hosted server for development; enhance the site functionality with plugins, widgets, and themes; customize the appearance of the site to meet brand identity requirements; manage visitor interactions; and manage updates and security issues. (CSU)

AAD 0088. History of Filmmaking
Units: 3
Hours: 54 lecture
Entry level film history course covering the birth of cinema to present-day. Also covers cinema's relationship to new media and digital technology. Students will acquire general knowledge of film language that is the product of its historical and cultural contexts. Historical study begins in Europe and the United States where cinema was first developed and moves across various regions around the world as it relates to cinematic history. (CSU, UC)

AAD 0089. Documentary Filmmaking
Units: 3
Also known as PHOT 89
Prerequisite: Completion of AAD 79/COMM 31A/PHOT 79 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Examines the principles, techniques and terminology that are specific to documentary filmmaking. Students produce documentary films that incorporate industry standard pre-production preparation such as creating contracts, research, location surveys, and script writing. Major topics include camera operation, capturing b-roll, location sound recording, mixing, editing and formatting for distribution. (CSU, UC)

AAD 0090. Interaction Design for Web Products
Units: 3
Prerequisite: Completion of AAD 85 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Introduction to Interaction Design for the Web with a focus on User Experience (UX) and User Interface (UI) design. This course covers the use of CSS, HTML, and JavaScript for creating interactive elements and engaging digital products. The use of scripts, animation, and multimedia tools and processes will be covered, as will the use of forms and input elements. Stylistic concerns, content development for a targeted audience, and the digital product design process will be examined. Students create original products focusing on integrating interactivity and animation while applying usability principles. (CSU)

AAD 0093. Introduction to Motion Graphics
Units: 3
Prerequisite: Completion of AAD 79/COMM 31A/PHOT 79 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Introduction to fundamental concepts, practices, and theories of digital, time based, production. Application of graphic design principles to filmmaking and video production using various forms of animation and visual effects. 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 0094. Digital Animation
Units: 3
Prerequisite: Completion of AAD 70, AAD 44, or ART 4A with grade of "C" or better
Advisory: Completion of AAD 79 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Digital Animation focuses on animation principles, structure, concept design, project planning, storytelling, as well as industry standard animation tools and techniques. Explores mass media output for animation and their appropriate animation styles and development. (CSU)

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. One unit of credit is equal to 54 hours of work. Students may earn up to a total of 16 units in internship courses (any course numbered 95 and PDEV 94). (CSU-with unit limitation)

AAD 0096. Portfolio Design
Units: 3
Formerly known as AAD 20
Hours: 72 (36 lecture, 36 activity)
Intended for students nearing program completion and who have determined they will pursue a future as a creative professional. The course covers the development of a professional digital portfolio for emerging creative professionals. Topics include work selection and sequencing, design, and formatting, the integration of written content, as well as portfolio output and distribution. Students will also create professional documents including a résumé, biography, and statement. Professional communication practices and industry expectations will also be covered. (CSU)

AAD 0097. Business Practices for Creative Professionals
Units: 3
Formerly known as AAD 66
Hours: 54 lecture
Intended for students nearing program completion and who have determined they will pursue a future as a creative professional. The course covers business skills and best practices for emerging creative professionals, including legal requirements for operating a business, drafting contracts, pricing and billing, copyright protections and completing "work for hire," licensing structures, and methods for building and maintaining professional relationships with clients, industry colleagues, and related business services. (CSU)

Program Student Learning Outcomes (PSLOs)

- Generate informed design solutions by applying the elements and principles of design to enhance the concepts and content through the application of the design process.
- Prove a command of industry-standard software, tools, and practices in preparation for entry into the industry.
- Optimize designs for various delivery methods such as print or screen, utilizing the appropriate formats and technologies as required.
- Critique the application of the elements and principles of design as applied to course-related creative projects as well as to contemporary and historical works, using relevant terminology.
- Develop a portfolio consisting of work samples that illustrate the styles, mediums, skills, talents, and subject area of interest to the student.
- Explain the key principles of ethical imaging including the use and application of Artificial Intelligence, copyright, Creative Commons, fair use, and public domain; apply these principles appropriately in creative projects.