digital media arts

DMA

Digital Media Arts at Washtenaw Community College consists of five different disciplines: 3D Animation, Graphic Design, Internet Professional, Photography and Digital Video. Within each discipline, both degree programs and certificates are available.

3D Animation (APANIM)

Associate in Applied Science Degree

The Digital Animation program prepares students for entry-level positions in digital 3D modeling and animation for use in video, CD-ROM and DVD presentations, broadcast graphics, video game design, kiosks, print (still views), and the Web. Emphasis is on visual perception of 3D form and shape, volume/weight, surface mapping and lighting, basic 3D animation and motion graphic composition for video and internet ready applications.

ARTICULATION

Eastern Michigan University, BS degree. Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges.

ADMISSION

High school Macintosh-based course, or GDT 105 with a "C" or better, or instructor permission.

REQUIREMENTS

First Semester		Total	16 - 17
Elective	Math		3 - 4
ANI 145	Concept Development for Animation		2
ANI 150	3D Animation I: Modeling		4
ART 111	Basic Drawing I		4
COM 101	Fundamentals of Speaking		3

Second Semester		Total	15
ANI 155	Textures and Studio Lighting		4
ANI 160	Fund. of Movement and Animation		4
ART 127	Life Drawing I		4
GDT 108	Photoshop Graphics		3

Third Semester		Total	9
Elective	Arts and Humanities		3
Elective	Computer and Information Literacy		3
GDT 106	Illustrator Graphics		3

Fourth Semester		Total	15 - 17
Elective	Natural Sciences		3 - 4
ANI 230	Motion and Sound	2	
ANI 250	3D Animation II		4
ENG 107	or Technical Writing I		
ENG 111	Composition I		3 - 4
INP 176	Web Animation I		3

Fifth Semester		Total	10
Elective	Social and Behavioral Science		3
ANI 260	3D Animation III		4
VID 276	Advanced Video Graphics I		3
Total Credits Required			65 - 68

Graphic Design (APGRD)

Associate in Applied Science Degree

The Graphic Design program provides students with the knowledge, skills, and a portfolio needed for employment as a designer. Graduates may be employed as graphic designers at newspapers, print shops, advertising agencies, multimedia firms, web design companies, corporations or non-profit agencies and other specialists in the field of visual communication design to communicate, inform, instruct, or sell. The program focuses on developing skills in basic design theory, concept development, typography, the major graphic design software, and knowledge of production techniques for print and electronic media necessary to be competitive in this field. s Creative and artistic ability is required for careers in graphic design, as well as originality and capacity for experimentation in visual problem-solving. Students also need an aptitude for developing strong skills with desktop computers and graphics software programs.

Employment of graphic designers is expected to grow as demand for graphic design continues to increase from advertisers, publishers, and computer design firms. About 25 percent of grawphic designers are self-employed.

Courses include hands-on instruction with one-on-one assistance. Credits may transfer, in whole or in part, to two- and four-year programs for continued education in a related field.

ARTICULATION

College for Creative Studies, BFA degree; Eastern Michigan University, several BS degrees; Savannah College of Art and Design, BFA degree. Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges.

ADMISSION

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. Although it is not a program requirement, students with no or minimal computer skills are encouraged to take GDT 105, Introduction to Mac Graphics.

Graphic Design majors should see GDT faculty for academic advisors according to the first letter of their last name: Ingrid Ankerson (A-L), Kristine Willimann (M-Z).

REQUIREMENTS

First Semester		Total	17 – 18
WEB 115	Introduction to Interface		4
GDT 104	Intro to Graphic Design		4
GDT 101	History of Graphic Design		3
Elective	SOC		3
ENG 107 or ENG 111 or higher			3-4

Second Semester		Total	15
GDT 100	Typography		4
GDT 259	Processes & Problem Solving		4
WEB 110	Web Development I		4
Elective	COM		3

Third Semester		Total	15-16
WEB 215	Intermediate Interface Design		4
GDT 220	Publication Design		4
GDT 215	Typeograpy II		4
Elective	MTH (125 or higher)		3-4

Fourth Semester		Total	15
GDT 252	Advanced Digital Studio		4
Restricted Elective			4
GDT 290	Professional Practices		4
Elective	SCI		3
		Total credits:	**62–65**

RESTRICTED ELECTIVES:

Any WEB, PHO, VID or ANI course
GDT 107 InDesign
GDT106 Illustrator Graphics
GDT108 Photoshop Graphics
GDT 151 Screen Printing
GDT 239 Imaging & Illustration
GDT 245 Digital Painting
ART 101 Introduction to Studio Art
ART 102 Color
ART 111 Basic Drawing I
ART 112 Basic Design I
ART 114 Painting I
ART 120 Portrait Painting and Life Drawing
ART 122 Basic Drawing II
ART 125 Painting II
ART 127 Life Drawing I t
ART 129 Life Drawing II

Photographic Technology
(APPHOT)

Associate in Applied Science Degree

This program provides a comprehensive foundation in digital and film based photography. Through a combination of required basic courses and specialized elective courses, the student customizes the program to his or her particular interest in the photographic industry. Students have opportunities to work with a variety of advanced photographic equipment including digital cameras, view cameras, traditional darkroom, and various types of studio and location lighting systems. Graduating students produce professional portfolios and self-promotional materials to find employment in a variety of areas such as photographic assisting, photojournalism, fine art, freelance, portrait and wedding photography. Students also complete the program to use photography as a means of personal expression, and as preparation for transferring to four-year baccalaureate programs. Students should choose the appropriate faculty for academic advising based on their last name: Terry Abrams (A-G), Jennifer Baker (H-O), Donald Werthmann (P-Z).

ARTICULATION

Brooks Institute of Photograpy, BA degree; College for Creative Studies, BFA degree; Eastern Michigan University, several BS degrees; Savannah College of Art and Design, BFA degree. Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges.

REQUIREMENTS

First Semester		Total	16
Computer Lit. Electiv			3
Elective	Writing*		4
PHO 110	Introduction to the Darkroom		1
PHO 111	Photography I		4
PHO 127	Digital Photo Imaging I		4

Second Semester		Total	15
PHO 117	Introduction to the Studio		4
PHO 122	or Darkroom Techniques		
PHO 129	Black and White Digital Imaging		4
Elective	Math**		4
Restricted Electives 1			3

Third Semester		Total	16
PHO 103	History of Photography ***		3
PHO 211	or Large Format Photography		
PHO 220	Advanced Studio Techniques		3
PHO 228	Digital Photo Imaging II		4
Elective(s)	Speech****		3
Restricted Elective 2			3

Fourth Semester		Total	17
PHO 230	Portfolio Projects		3
PHO 231	Portfolio Seminar		4
Elective	Natural Sciences		4
Elective	Social and Behavioral Science		3
Restricted Elective 3			3

Total Credits Required			**64**

RESTRICTED ELECTIVES:

Complete additional credits from the PHO electives (100 level and above) and/or the following courses: ANI 150, ANI 155, ANI 160, GDT 100, GDT 104, GDT 106, GDT 107, GDT 108, GDT 112, INP 140, INP 150, VID 105, VID 125

Digital Video Production (AADVP)

Associate in Arts Degree

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

ARTICULATION

Eastern Michigan University, BS degree. Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: www.wccnet. edu/departments/curriculum/articulation.php?levelone=colleges.
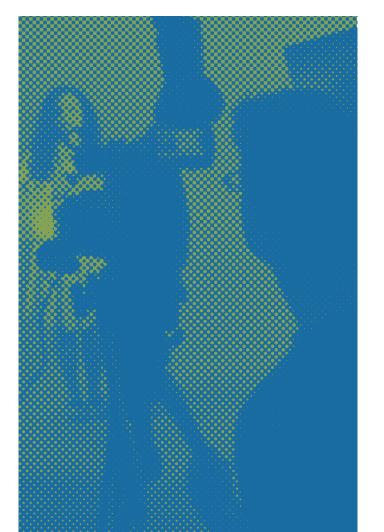
REQUIREMENTS

First Semester		Total	17
Elective	Computer and Information Literacy		3
Elective	Speech		3
ENG 111	Composition I		4
HUM 150	International Cinema		3
VID 105	Foundations in Digital Video I		4

Second Semester		Total	17 - 18
Elective	Math		3 - 4
HUM 160	American Film		3
VID 125	Foundations in Digital Video II		4
VID 180	Television Studio I		4
VID 255	Green Screen I		3

Third Semester		Total	15
ENG 226	Composition II		3
VID 210	Screenplays		3
VID 276	Advanced Video Graphics I		3
Select a course from the VID discipline			3
Elective	Social and Behavioral Science 1		3

Fourth Semester		Total	13
VID 203	Web Video		3
VID 295	Professional Portfolio		3
Elective	Natural Sciences		4
Elective	Social and Behavioral Science 2		3

Total Credits Required   62 – 63

Occupational Studies (APOST)

Associate in Applied Science Degree

This program allows students to earn an Associate in Applied Science degree by building on occupational/technical courses and certificates. This option can be selected if an associate degree is required or preferred as a condition for employment or advancement in a field. The program also allows students to combine coursework from several occupational areas to prepare for a job that requires multidisciplinary skills. If in completing this program, students earn an occupational certificate of 20 credits* or more that does not already lead to an associate degree program, they can request to have the certificate title substituted for "Occupational Studies" as the title of the degree program. Meet with a divisional counselor or faculty advisor for assistance in developing a program of study. A counselor can help determine career interests and educational goals, as well as provide transfer and career information.

ARTICULATION

Eastern Michigan University, several BS degrees; Ferris State University, BS degree; National Labor College, Bachelor degree. Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges.

See a divisional counselor or a faculty advisor from the occupational area in which you plan to study.

REQUIREMENTS

General Studies Program Requirements

Complete the General Education Requirements for the Associate in Applied Science Degree:

Writing	3-4
Speech	3
Math	3-4
Nat. Sci.	3-4
Soc. Sci.	3
Arts/Human.	3
Computer Lit.	3
Total	**21 - 24**

Complete a minimum of 20 credits in an occupational/technical area *   20
Complete additional coursework as free electives to bring the total to a minimum of 60 credits   19
            Total   **60 - 63**

Total Credits Required   60 - 63

FOOTNOTES

*If a student completes an occupational certificate program of 20 credits or more, they may request to have the certificate title substituted for "Occupational Studies" as the title of their degree program. This applies only to certificates that do not already lead to an AAS degree program.

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