

Digital Media Design – Photography-Digital-Imaging (Certificate)

Certificate of Mastery

Minimum of 33 credit hours

The student will learn the technology and techniques professionals use in photography and electronic imaging. Students work with digital cameras, computers, software and scanners used to produce and manipulate photographs and digital photographic images. A Certificate of Mastery in Photography/Digital Imaging will prepare students to enter the job market immediately after graduating. Career opportunities may be available as a photographer, prepress technician, photo lab technician or related digital media design positions in advertising or public relations. Digital Media Design students who wish to transfer to a four-year institution should enroll in the Visual Arts program for an Associate in Arts degree. Consult your faculty advisor for more information.

COURSE SEQUENCE

| Course ID | Course Name | Credits | Type | Min GD |
|---------------|---|---------|-------|--------|
| Term 1 | | | | |
| DMD 1013 | Creativity and Design This course combines theory and problem-solving assignments to introduce students to the main concepts of creativity and design. Throughout this course students will exam the principles of design and critical thinking skills that lead to creative solutions. Within this collaborative learning environment students will complete hands on activities that stimulate innovation and promote life long learning. Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures | 3 | Major | C |
| DMD 1153 | Digital Photography The student will demonstrate proficiency in using digital cameras and will produce color and black and white images which demonstrate a knowledge of basic principles of composition. Students will also demonstrate the ability to use the software program Adobe Photoshop to enhance, retouch, resize, format and store their digital images for use in printing and on the web. Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures | 3 | Major | C |
| Term 2 | | | | |
| DMD 1053 | Electronic Publishing: Indesign I Students will demonstrate proficiency in using the Macintosh computer in the production of various types of printed material. in addition, they will demonstrate skills in specifying typography, importing photos and artwork into documents, the application of design principles, and preparing documents for the commercial printing process. Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures | 3 | Major | C |
| DMD 2773 | Image Editing: Photoshop I The student will demonstrate knowledge of the tools and functions of Photoshop software program. The student will complete projects which indicate an understanding of image retouching and manipulation, color correction, image sharpening, RGB color, CYMK color, separations, channels, paths, and filters. Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures | 3 | Major | C |
| Term 3 | | | | |
| DMD 2153 | Digital Photography II The student will demonstrate knowledge of DSLR camera operations, exposure, exposure controls, lenses, depth of field, shutter speeds, existing lighting, and basic lighting techniques using studio lighting and electronic flash. Student proficiency will be indicated by successful completion of projects and the development of a one-person exhibit or portfolio. Prerequisites: DMD 1153 | 3 | Major | C |
| DMD 2783 | Image Editing: Photoshop II | 3 | Major | C |

The student will demonstrate knowledge of more advanced functions of the Photoshop software program. Student proficiency will be demonstrated by successfully completing projects which require skills in advanced techniques in selection, layering, color correction, and image manipulation. **Prerequisites:**
DMD 2773

Term 4

| | | | | |
|----------|---|---|-------|---|
| DMD 2363 | Portrait Photography | 3 | Major | C |
| | The student will demonstrate the skills required to photograph people in the studio and on location. These skills include knowledge of equipment, special lighting, and posing techniques. Student proficiency will be indicated by successful completion of projects and the development of a one-person exhibit or portfolio. Prerequisites: DMD 2153 | | | |
| DMD 1183 | Computer Drawing: Illustrator | 3 | Major | C |
| | Students will demonstrate knowledge of vector illustration techniques using Adobe Illustrator software. Students will also create and edit graphic objects and type, select various menu commands, and use keyboard shortcuts. Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures | | | |

Term 5

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|----------|---|---|-------|---|
| DMD 2163 | Photojournalism | 3 | Major | C |
| | The student will demonstrate the skills used in publication photography. These skills include knowledge of equipment, special lighting, compositional techniques, and publication requirements used in photographing news events and photo essays. Student proficiency will be indicated by successful completion of projects and the development of a one-person exhibit or portfolio. Prerequisites: DMD 2153 | | | |
| DMD 2253 | Advertising Photography | 3 | Major | C |
| | The student will demonstrate the skills used in catalog and advertising photography. These skills include knowledge of equipment, special lighting, and compositional techniques used in the studio and on location. Student proficiency will be indicated by successful completion of projects and the development of a one-person exhibit or portfolio. Prerequisites: DMD 2153 | | | |
| DMD 2803 | Portfolio Preparation and Presentation | 3 | Major | B |
| | The student will prepare a professional portfolio for presentation and evaluation. The portfolio will include a resume, matted projects and other pieces that demonstrate the student's ability to apply skills and techniques acquired in the program. Prerequisites: DMD 1013; DMD 1053; DMD 1183; AND DMD 2783 | | | |

COURSE GROUPING

Major Courses: DMD 1013 (C); DMD 1053 (C); DMD 1153 (C); DMD 1183 (C); DMD 2153 (C); DMD 2163 (C); DMD 2253 (C); DMD 2363 (C); DMD 2773 (C); DMD 2783 (C); DMD 2803 (B)

General Education Courses: None

Life Skills Courses: None

Support Courses: None

(C) A grade of "C" or higher must be achieved

(B) A grade of "B" or higher must be achieved

PROGRAM NOTES

Notes: A Certificate of Mastery program is designed to meet the needs of an individual who wants to enter the job market following the completion of the certificate.

COURSE DESCRIPTIONS

DIGITAL MEDIA DESIGN

DMD 1013 - Creativity and Design

This course combines theory and problem-solving assignments to introduce students to the main concepts of creativity and

design. Throughout this course students will exam the principles of design and critical thinking skills that lead to creative solutions. Within this collaborative learning environment students will complete hands on activities that stimulate innovation and promote life long learning.

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures

Credits: 3

DMD 1053 - Electronic Publishing: Indesign I

Students will demonstrate proficiency in using the Macintosh computer in the production of various types of printed material. In addition, they will demonstrate skills in specifying typography, importing photos and artwork into documents, the application of design principles, and preparing documents for the commercial printing process.

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures

Credits: 3

DMD 1153 - Digital Photography

The student will demonstrate proficiency in using digital cameras and will produce color and black and white images which demonstrate a knowledge of basic principles of composition. Students will also demonstrate the ability to use the software program Adobe Photoshop to enhance, retouch, resize, format and store their digital images for use in printing and on the web.

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures

Credits: 3

DMD 1183 - Computer Drawing: Illustrator

Students will demonstrate knowledge of vector illustration techniques using Adobe Illustrator software. Students will also create and edit graphic objects and type, select various menu commands, and use keyboard shortcuts.

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures

Credits: 3

DMD 2153 - Digital Photography II

The student will demonstrate knowledge of DSLR camera operations, exposure, exposure controls, lenses, depth of field, shutter speeds, existing lighting, and basic lighting techniques using studio lighting and electronic flash. Student proficiency will be indicated by successful completion of projects and the development of a one-person exhibit or portfolio.

Prerequisites: DMD 1153

Credits: 3

DMD 2163 - Photojournalism

The student will demonstrate the skills used in publication photography. These skills include knowledge of equipment, special lighting, compositional techniques, and publication requirements used in photographing news events and photo essays. Student proficiency will be indicated by successful completion of projects and the development of a one-person exhibit or portfolio.

Prerequisites: DMD 2153

Credits: 3

DMD 2253 - Advertising Photography

The student will demonstrate the skills used in catalog and advertising photography. These skills include knowledge of equipment, special lighting, and compositional techniques used in the studio and on location. Student proficiency will be indicated by successful completion of projects and the development of a one-person exhibit or portfolio.

Prerequisites: DMD 2153

Credits: 3

DMD 2363 - Portrait Photography

The student will demonstrate the skills required to photograph people in the studio and on location. These skills include knowledge of equipment, special lighting, and posing techniques. Student proficiency will be indicated by successful completion of projects and the development of a one-person exhibit or portfolio.

Prerequisites: DMD 2153

Credits: 3

DMD 2773 - Image Editing: Photoshop I

The student will demonstrate knowledge of the tools and functions of Photoshop software program. The student will complete projects which indicate an understanding of image retouching and manipulation, color correction, image sharpening, RGB color,

CYMK color, separations, channels, paths, and filters.

Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures

Credits: 3

DMD 2783 - Image Editing: Photoshop II

The student will demonstrate knowledge of more advanced functions of the Photoshop software program. Student proficiency will be demonstrated by successfully completing projects which require skills in advanced techniques in selection, layering, color correction, and image manipulation.

Prerequisites: DMD 2773

Credits: 3

DMD 2803 - Portfolio Preparation and Presentation

The student will prepare a professional portfolio for presentation and evaluation. The portfolio will include a resume, matted projects and other pieces that demonstrate the student's ability to apply skills and techniques acquired in the program.

Prerequisites: DMD 1013; DMD 1053; DMD 1183; AND DMD 2783

Credits: 3