

DIGITAL MEDIA (DIG)

DIG-110 Introduction to Digital Media **3 Units (LEC 48-54)**

This course explores creating digital content for a digital world. Students design projects spanning major digital media fields such as composite imagery, animation, web design, and video, to prepare them for a career in visual communication.

Recommended Preparation: Knowledge of general technology/computer use.

Transfers to CSU only

DIG-181 Social Media Marketing (formerly DIG-581) **3 Units (LEC 48-54)**

This social media marketing course provides students with an online marketing foundation in social networking by providing an overview of social media technology and platforms. An emphasis will be placed on productivity and framework for understanding and evaluating new tools and platforms as they relate to business/organizational goals aligned with a call to action towards a target market. (formerly DIG 581)

Prerequisite: DIG-110 (with a grade of C or better).

Transfers to CSU only

DIG-190 Video Production I (formerly Digital Video Design I) **3 Units (LAB 48-54, LEC 32-36)**

This course introduces students to the theoretical concepts and equipment operations of video production. Students will learn basic camera operations, lighting techniques, production techniques, audio-for-video techniques and video editing. Other topics covered in this course include acting, directing, storyboard, scripting, and production ethics. *Cross-listed as AUD-180.

Recommended Preparation: DIG-110.

Transfers to both UC/CSU

DIG-299 Special Projects: Digital Media (formerly MUL-299 Special Projects: Multimedia) **1-3 Unit (IS 16-54)**

Students with previous course work in the program may do special projects that involve research and special study. The actual nature of the project must be determined in consultation with the supervising instructor. (formerly MUL 299)

Prerequisite: Two Digital Media classes must be completed prior to enrollment; a contract must be completed with the instructor prior to enrollment.

Transfers to CSU only

DIG-549 Work Experience Education: Digital Media **0.5-8 Units WEE 24-432**

This experiential learning course places students in supervised internships related to their academic major or career interests. Through hands-on work experience, students will build upon classroom-based learning and develop transferable skills. Internship work sites must be approved by the college prior to enrollment.

Other Enrollment Criteria: Each student must be enrolled for the full semester and have completed one course in the discipline. Student must also complete a WEE Orientation and Training Plan (Agreement) prior to registration. Please refer to the Work Experience Student Handbook for specific information.

Transfers to CSU only

Offered as Pass/No Pass Only

DIG-551 2D Game Development **3 Units (ACT 96-108)**

This course is a foundational exploration of 2D Game Development, including the historical and design principles that underlie the modern game industry. Students will design and develop 2D digital games through the use of basic game development concepts and creation techniques, including logic structures and game interaction.

Prerequisite/Corequisite: DIG-110 (with a grade of C or better).

Transfers to CSU only

DIG-552 3D Game Development **3 Units (ACT 96-108)**

This course introduces intermediate concepts of game development and fundamental creation techniques in the digital game development process. Students will learn the process of integrating production assets into 3D game development through various logic structures and designs that allow for interaction in digital games.

Prerequisite: DIG-551 (with a grade of C or better).

Recommended Preparation: DIG-554.

Transfers to CSU only

DIG-553 Advanced Game Prototyping **3 Units (ACT 96-108)**

This course covers advanced game development and techniques within the digital game development process. Students will learn advanced integration of production assets into the game development pipeline and produce a culminating project that explores player psychology and game interaction.

Prerequisite: DIG-552 (with a grade of C or better).

Transfers to CSU only

DIG-554 3D Digital Modeling **3 Units (ACT 96-108)**

This course introduces concepts of 3D modeling within a virtual modeling environment. Students will explore three-dimensional concepts, the use of digital modeling techniques, utilize current industry software tools, and refine custom models for professional industry use in games and 3D printing.

Prerequisite: DIG-110 (with a grade of C or better).

Transfers to CSU only

DIG-570 Motion Graphics (formerly DIG-172)
3 Units (LEC 48-54)

This course is a comprehensive exploration of motion graphic design and animation and covers the techniques required to produce professional motion graphic content as career. Students create projects that span the three main style categories of the motion graphic industry, including design, video, and visual effects. Students will learn industry-relevant techniques and create animated logos, graphic packages, and motion tracked visual effects. (formerly DIG-172)

Prerequisite: DIG-110 (with a grade of C or better).

Transfers to CSU only

DIG-572 3D Animation (formerly DIG-170)
3 Units (LEC 48-54)

This course covers the process of 3D computer graphics. Issues related to modeling, material texture and animation are a particular focus. Cinematic staging and lighting are also covered topics. Still and animated imagery will be created using industry software. (formerly DIG 170)

Prerequisite: DIG-110 (with a grade of C or better).

Transfers to CSU only

DIG-580 Brand Building & Design (formerly DIG-180)
3 Units (LEC 48-54)

This course provides students with branding strategies and design skills necessary for starting and running a client-based digital media business. Students develop brands that adhere to design principles and target audience research, while creating a digital lookbook portfolio for the beginnings of an online business presence. (formerly DIG-180)

Prerequisite: DIG-110 (with a grade of C or better).

Transfers to CSU only

DIG-582 Advanced Social Media Marketing (formerly DIG-182)
3 Units (LEC 48-54)

This advanced course addresses social media marketing strategies, tools, and theories. Students research, identify and build social network platforms targeting a specific marketing campaign. (formerly DIG 182)

Prerequisite: DIG-581 (with a grade of C or better).

Transfers to CSU only

DIG-592 Studio Production & Livestreaming (formerly DIG-191)
3 Units (LBE 48-54, LEC 32-36)

This course introduces theory, terminology and operation of a multi-camera television studio and control room. Topics include studio signal flow, directing, theory and operation of camera and audio equipment, switcher operation, fundamentals of lighting, graphics, video control and video recording and real-time video production. (formerly DIG 191)

Prerequisite: AUD-180 or DIG-190 (with a grade of C or better).

Transfers to CSU only

DIG-593 Professional Production (formerly DIG-195)
3 Units (ACT 96-108)

This advanced course provides students with real-world video production and post-production experiences through the creation of marketing, promotional, informational, and instructional video projects for local and community clients. Single and multi-camera productions, advanced editing techniques and motion graphics are utilized in this course. (formerly DIG-195)

Prerequisite: DIG-592 (with a grade of C or better).

Prerequisite/Corequisite: DIG-570 (with a grade of C or better).

Transfers to CSU only

DIG-598 Digital Media Capstone
3 Units (ACT 96-108)

This capstone course provides students with the opportunity to collaboratively work in a simulated creative agency environment that will serve real-world clients from around the community. This course will uniformly apply video content creation, social media marketing principles and animated graphics in a team dynamic focused on industry advertising and digital marketing.

Prerequisite: DIG-592 (with a grade of C or better) or DIG-582 (with a grade of C or better) or DIG-552 (with a grade of C or better).

Recommended Preparation: DIG-570 (with a grade of C or better).

Transfers to CSU only