

# **The Digital Animation & Visual Effects School**

**Addendum to 2019 Catalog**

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***The DAVE School is not enrolling in any of the programs listed in this addendum at this time.***

## **Interactive Media Programs – Program Descriptions**

### **Interactive Media Associate Program**

The Interactive Media Associate Degree Program prepares students to produce compelling visual stories and technology-based commerce designs for an expanding digital media marketplace. Students collaborate with a creative team within a digital landscape and media distribution marketplace.

60 Semester Credits

#### **Core Courses (60 Credit Hours Required)**

DAVE 101	Digital Modeling and Sculpting	12.0 Credits
DAVE 201	Fundamentals of Computer Animation	12.0 Credits
DCP 175	Digital Editing	3.0 Credits
AGD 1010	Digital Imaging I	3.0 Credits
AGD 2010	Digital Imaging II	3.0 Credits
AGD 2020	Applied Design	3.0 Credits
WGD 1010	Introduction to Web Design	3.0 Credits
MOGA 202	Motion Graphics Production I	3.0 Credits
DCP 250	Digital Cinematography	3.0 Credits

#### **General Education Courses (15 Credit Hours Required)**

The required general education component must include at least one course from each of the following groups: Humanities, Mathematics and the Sciences, and Social Sciences.

### **Interactive Media Bachelor Program**

The Interactive Media Bachelor Degree Program prepares students to produce compelling visual stories and technology-based commerce designs for an expanding digital media marketplace. Students collaborate with a creative team within a digital landscape and media distribution marketplace.

120 Semester Credits

#### **Core Courses (63 Credit Hours Required)**

DAVE 101	Digital Modeling and Sculpting	12.0 Credits
DAVE 201	Fundamentals of Computer Animation	12.0 Credits
DCP 175	Digital Editing	3.0 Credits
AGD 1010	Digital Imaging I	3.0 Credits
AGD 2010	Digital Imaging II	3.0 Credits
AGD 2020	Applied Design	3.0 Credits

WGD 1010	Introduction to Web Design	3.0 Credits
MOGA 202	Motion Graphics Production I	3.0 Credits
DCP 250	Digital Cinematography	3.0 Credits
DCP 150	Digital Producing	3.0 Credits
DCP 275	Sound Design	3.0 Credits
DCP 350	Film Directing	3.0 Credits
DCP 450	Production Management	3.0 Credits
DCP 475	Digital Cinema Post-Production	3.0 Credits
IMA 499	Portfolio Production	3.0 Credits

### **General Education Courses (36 Credit Hours Required)**

The required general education component must include at least one course from each of the following groups: Humanities, Mathematics and the Sciences, and Social Sciences.

### **Elective Courses (21 Credit Hours Required)**

## **Interactive Media Programs – Course Descriptions**

### **DAVE 101 Digital Modeling and Sculpting 12.0 credits**

The purpose of this Block is to give students a comprehensive understanding of 3D modeling and digital sculpting techniques needed to construct objects for feature films and video games. Students who complete this term will have a concrete knowledge of hard surface and organic modeling techniques, UV mapping, and digital sculpting.

### **DAVE 201 Fundamentals of Computer Animation 12.0 credits**

The purpose of this Block is to give students a thorough understanding of computer animation. Students who complete this term will have a solid understanding of camera and vehicle animation, parent/child hierarchies, character rigging, character animation, facial animation, lip syncing, and motion capture for film and gaming.

*Pre-Requisite: DAVE 101*

### **DCP 175 Digital Editing 3.0 credits**

This course covers the history, theory and practice of motion picture editing and post-production workflow. Students evaluate and apply editing techniques and theory using digital still and video cameras based on practical assignments developed by the instructor. Practical assignments will receive individual and peer critiques. Students apply professional editing theory and techniques using non-linear editing systems on practical assignments developed by the instructor. Practical assignments will receive individual and peer group critiques. Students will learn to apply knowledge of a digital editing system like Adobe Premiere, AVID or Final Cut Pro.

### **AGD1010 Digital Imaging I 3.0 credits**

This course is an introduction to creation of graphic art for the web using pixel and

vector editing software. Topics include the use of bitmapped painting tools, creative use of fonts, and use of layers in graphics layout. Lab included.

**AGD2010 Digital Imaging II**

**3.0 credits**

Digital Imaging II is a continuation of AGD1010. It covers the basics of optics, photography, lighting, photo enhancement and stylized text/font overlays associated with digital photography. Students are instructed how to use scanners as input devices to create digital images. Students discover effective picture taking techniques as they employ digital cameras. Emphasis is placed not only on photographing a subject, but also on creating effective photo backdrops, and use of diffuse lighting. Students employ a commercial product such as Photoshop®, Lover's Eye®, ArcSoft®, or similar software to retouch/airbrush their photos, create layers, add textures, text and apply special 3-D effects such as gradients, glows, drop shadows, highlights and vanishing points. Because the students will apply these concepts to Web pages, image compression and Web-safe color subjects are emphasized. Lab included.

*Prerequisite: AGD 1010*

**AGD2020 Applied Design**

**3.0 credits**

This course focuses on computer generated, three-dimensional graphics. The student will be instructed in the creation of 3D scenes and characters with sophisticated 3D rendering software. Lab included.

*Prerequisite: AGD 2010*

**WGD1010 Introduction to Web Design**

**3.0 credits**

This course introduces the student to the basics of designing web pages using HyperText Markup Language (HTML). It explores the essential elements involved in good web page design including content, navigation and incorporation of graphics. Focus is placed on what constitutes a pleasing and aesthetically-designed web site balanced between marketing and download constraints. Lab included.

**MOGA 202 Motion Graphics Production I**

**3.0 credits**

This course trains students in basic techniques of motion graphics creation through the use of software programs employed by design and animation studios. Students will explore the production pipeline and focus on design with an emphasis on problem-solving. Students will learn the requirements of a motion-graphics project by demonstrating the creation of designed assets and gain a thorough understanding of animation techniques, special effects, image compositing, and motion graphics. Students will composite video, digital images, motion graphics, vector and pixel graphics, titles, and kinetic typography into cohesive motion graphics pieces. Narrative and non-narrative form will be explored. Projects include: kinetic logo design, animated public service announcements, broadcast titling, and advertising spots. Students will assemble a demo reel of motion work.

**DCP 250 Digital Cinematography**

**3.0 credits**

This course focuses on digital cinematography and the aesthetic aspects of cinematic practice. Students evaluate core concepts of cinematography: composition, lighting, camera movement, lens selection and the technical limitations and advantages of digital cinematography. Students apply cinematic techniques using digital still and video cameras to shoot projects with live subjects.

**DCP 275    Sound Design**

**3.0 credits**

This course includes the role of sound in contemporary filmmaking, including the development of sound design as a part of contemporary cinema and essential aspects of field production audio recording, post-production workflow, studio mixing, audio effects, additional dialogue recordings (ADR), music and media asset management.

**DCP 450    Production Management**

**3.0 credits**

Working collaboratively as director, director of photography, assistant director, or production manager, students develop a film production from pre-production through production and post-production. This course includes script breakdowns for budget, schedule, casting, location, cinematography and production design, on-set procedures, and post-production work-flow. Students apply industry practices to develop and execute a professional production plan. This course covers production meetings, practical demonstrations, on set performance in a department leadership role, response to Executive Producer editorial notes, meeting postproduction distribution requirements and delivering a production wrap book. Practical assignments receive individual and peer-group critiques. Collaborative production of short film projects using professional equipment.

**DCP 475    Digital Cinema Post-Production**

**3.0 credits**

Students work collaboratively editing digital cinema projects shot during Production Management.

Pre-requisite: DCP 450

**IMA 499    Portfolio Production**

**3.0 credits**

This course is the culmination of the program, where the student develops their final project, and their personal branding. The student must include a resume and self-promoting piece. The student will present their final portfolio project before a Review Board of their peers and faculty, for the purposes of both a professional critique and an interview preparation.

## **Motion Design Programs – Program Descriptions**

### **Motion Design Diploma Program**

The Motion Design diploma program will allow students to relay complete thoughts and messages to viewers through the combination of different media such as broadcast, film, and graphic design. The students will be able to create the opening credits for film, as well as animations based in web, and graphic bumpers for television networks. The students will learn and understand principles of composition, design, compositing and animation using a variety of software.

60 Semester Credits

#### **Core Courses (60 Credit Hours Required)**

MODA 101	Motion Design Concepts	12.0 Credits
MODA 201	2D Motion Design	12.0 Credits
MODA 251	3D Motion Design	12.0 Credits
MODA 301	Motion Design Production	12.0 Credits
MODA 401	Portfolio Development	12.0 Credits

### **Motion Design Associate Program**

The Associates Degree in Motion Design will allow students to relay complete thoughts and messages to viewers through the combination of different media such as broadcast, film, and graphic design. The students will be able to create the opening credits for film, as well as animations based in web, and graphic bumpers for television networks. The students will learn and understand principles of composition, design, compositing and animation using a variety of software.

75 Semester Credits

#### **Core Courses (60 Credit Hours Required)**

MODA 101	Motion Design Concepts	12.0 Credits
MODA 201	2D Motion Design	12.0 Credits
MODA 251	3D Motion Design	12.0 Credits
MODA 301	Motion Design Production	12.0 Credits
MODA 401	Portfolio Development	12.0 Credits

#### **General Education Courses (15 Credit Hours Required)**

HUM1010	Humanities	3.0 Credits
PSY1010	Introduction to Psychology	3.0 Credits
SOC3201	Social Psychology	3.0 Credits

COM4000	Cultural Studies	3.0 Credits
MAT1011	PreAlgebra	3.0 Credits

## **Motion Design Bachelor Program**

The Bachelor's Degree in Motion Design will allow students to relay complete thoughts and messages to viewers through the combination of different media such as broadcast, film, and graphic design. The students will be able to create the opening credits for film, as well as animations based in web, and graphic bumpers for television networks. The students will learn and understand principles of composition, design, compositing and animation using a variety of software.

120 Semester Credits

### **Core Courses (60 Credit Hours Required)**

MODA 101	Motion Design Concepts	12.0 Credits
MODA 201	2D Motion Design	12.0 Credits
MODA 251	3D Motion Design	12.0 Credits
MODA 301	Motion Design Production	12.0 Credits
MODA 401	Portfolio Development	12.0 Credits

### **General Education Courses (36 Credit Hours Required)**

The required general education component must include at least one course from each of the following groups: Humanities, Mathematics and the Sciences, and Social Sciences.

### **Elective Courses (24 Credit Hours Required)**

## **Motion Design Programs – Course Descriptions**

### **MODA 101 Motion Design Concepts 12.0 credits**

The purpose of this course is to give students a comprehensive understanding of layout and design concepts. Students who complete this term will have a concrete knowledge of color theory, composition, graphic design concepts and typography and digital illustration.

Prerequisite(s): None

### **MODA 201 2D Motion Design 12.0 credits**

The purpose of this course is to give students a thorough understanding of the fundamentals of 2D animation. Students who complete this course will have a solid understanding of twelve principles of animation. Some of the topics include squash and stretch, anticipation, staging, timing, camera composition, camera animation and text animation for motion design.

Prerequisite(s): MODA 101

**MODA 251 3D Motion Design**

**12.0 credits**

The purpose of this course is to give students a comprehensive understanding of 3D modeling and texturing techniques needed to construct objects for motion design. Students who complete this term will have a concrete knowledge of hard surface and organic modeling techniques, UV mapping, and texturing.

Prerequisite(s): MODA 201

**MODA 301 Motion Design Production**

**12.0 credits**

The purpose of this block is to give students a comprehensive understanding of compositing and integration of elements for motion design. Students who complete this term will have a solid understanding of masking, layered compositing, basic photography, 2D FX, expressions and how to create production ready graphics.

Prerequisite(s): MODA 251

**MODA 401 Portfolio Development**

**12.0 credits**

The purpose of this course is to allow students to work with their instructors to guide them in creating a production ready portfolio for motion design. Students will be working with their instructors on learning industry standard production techniques, typical motion graphics, production pipelines, the importance of working as a team, how to apply problem solving skills to meet production deadlines.

Prerequisite(s): MODA 301