

# DIGITAL DESIGN STUDIES



## CONTINUING EDUCATION

SPRING 2019: APRIL 15 – JUNE 20, 2019  
SUMMER 2019: JULY 8 – SEPTEMBER 12, 2019

## COURSE GUIDE

.....

Moore's Digital Design classes emphasize creative vision while providing intensive technical and industry-specific training to prepare students for the evolving world of contemporary visual communications. Courses are taught in Moore's Fox Center for Digital Arts, Design Media & Printing, using state-of-the-art equipment and specialized software. In addition to credit and non-credit coursework, we offer Digital Design certificates in **Animation & Motion Graphics**, **Digital Media for Print & Web** and **Web & Interactive Design**.

# DIGITAL DESIGN STUDIES



## WEB & INTERACTIVE DESIGN COURSES

### DIGITAL DESIGN

DM101 \$980 Credit

DMA101 \$750 Noncredit

Develop proficiency in operating the Mac while learning the basic design tools and protocols of Adobe Creative Suite's major programs. There is a combined emphasis on acquiring hardware and software skills with an understanding of design fundamentals in contemporary digital design. Hands-on projects include creating, importing and editing images, as well as text and graphics in a variety of formats to develop a better understanding of computer-aided design, digital workflow and visual communication. *Prerequisite: Basic computer and internet navigation skills. Note: Certificate students who do not need this course may substitute another course at any time during their program.*

### DIGITAL IMAGING WITH PHOTOSHOP

DM104 \$980 Credit

DMA104 \$750 Noncredit

Photoshop is the essential tool for digital image manipulation in graphic design, web design, and photography. Participants develop digital imaging software skills, as well as applied theoretical and technical skills in solving visual design problems. Projects cover Photoshop's vast array of tools, filters, and procedures including resolution issues, retouching, color work flow, camera raw, image adjustments, compositing, and masking. A folio of digitally generated and manipulated images is completed. *Prerequisite: Digital Design, which may be taken concurrently, or equivalent knowledge.*

### COMPUTER ILLUSTRATOR

DM103 \$980 Credit

DMA103 \$750 Noncredit

Adobe Illustrator is used to create the high-resolution illustrations essential for contemporary print, web, video, animation, and multimedia design. Participants learn techniques for developing professional images and working efficiently with various modes, panels, and settings. Projects utilize the full range of selection, organization, drawing and editing tools used to create quality vector artwork. Color and typographic libraries are explored along with basic design disciplines for both. *Prerequisite: Digital Design, which may be taken concurrently, or equivalent knowledge.*

### DIGITAL VIDEO EDITING

DM213 \$980 Credit

DMA213 \$750 Noncredit

Learn the art and craft of editing videos through exploring techniques applied in Adobe Premiere Pro, the non-linear editing program most used in the industry, alongside the art behind video editing. Projects include editing a commercial, interview, narrative scene, music video and text title sequence. The focus is on providing a foundation in basic editorial techniques with digital video, audio and graphics in order to tell a story effectively and efficiently with control of rhythm, motion, and continuity. *Prerequisite: Digital Design or Digital Imaging with Photoshop or equivalent knowledge.*

# DIGITAL DESIGN STUDIES



## WEB & INTERACTIVE DESIGN COURSES

### WEB DESIGN I: HTML & CSS

DM109 \$980 Credit

DMA109 \$750 Noncredit

Web Design I introduces best practices in web and user interface design as well as HTML (HyperText Mark-Up Language), CSS (Cascading Style Sheets) and related coding languages that provide the foundation for building web sites. Instruction includes the following topics: user experience design, design criticism, grid systems, typography for the web, and technical trouble-shooting. At the end of the course, students will have generated a site that is based on current professional practices in web design. *Prerequisite: Digital Imaging with Photoshop or equivalent knowledge.*

### WEB DESIGN II: UX & ADVANCED CODES

DM209 \$980 Credit

DMA209 \$750 Noncredit

Building upon a working knowledge of HTML, CSS, and Photoshop, students learn user experience fundamentals and advanced coding methods for developing web sites based upon professional standards. Projects incorporate the fundamentals of interaction design principles and production values for creating high-quality web pages. Topics include working between software applications, advanced CSS and HTML, file management, and advanced grid systems. At course end, students have generated a site that is visually dynamic, user-friendly, and technically complex. *Prerequisites: Digital Imaging with Photoshop and Web Design I or equivalent knowledge*

### DESIGN FOR MOBILE DEVICES

DM301 \$980 Credit

DMA301 \$750 Noncredit

Mixing interactivity with creativity, participants learn to design for mobile devices. Topics include understanding how users approach mobile websites, designing for small screens, developing page layouts and navigation systems, and selecting appropriate content, as well as generating handheld style sheets and methods to test mobile websites. Projects incorporate effective web design principles, best practices for writing code, and creating graphics for mobile platforms. Responsive web design is addressed in setting up interfaces for various devices including desktop presentation, mobile and tablet. *Prerequisites: Digital Imaging with Photoshop, Web Design I and Web Design II or equivalent knowledge.*

### ADVANCED INTERFACE DESIGN

DM310 \$980 Credit

DMA310 \$750 Noncredit

User interface design is a multi-faceted and challenging role responsible for the transference of a product's development, content and layout into an attractive and responsive experience for users. Focusing on the areas of design, implementation and evaluation, this course explores the principles and practices of user interface development. Projects cover how to design good interfaces, techniques for building interfaces including sophisticated interactive prototypes, and techniques for evaluating and measuring interface usability. You will learn industry-standard theory and methods for developing successful interfaces based on using CSS frameworks, JS code libraries and emerging technologies such as Sketch and Invision. *Prerequisites: Web Design II: UX & Advanced Codes or equivalent knowledge.*