MOORE
COLLEGE OF ART & DESIGN
Inspiring Careers

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

DIGITAL MEDIA FOR PRINT & WEB 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.*

PAGE LAYOUT WITH INDESIGN
DM100 $980 Credit
DMA100 $750 Noncredit

InDesign is a sophisticated publishing software tool combining powerful typographic and page layout controls with many creative options. Encompassing design concept, final packaging and PDF creation, projects develop proficiencies for both print and web. Topics include importing text, manipulating graphics, controlling colors, setting master pages, and working with layers. Students progress from the basics of creating a single page to advanced skills for publishing complex materials with dynamic professional effects. *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 DESIGN STUDIES

DIGITAL MEDIA FOR PRINT & WEB COURSES

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.*

COLOR PRE-PRESS PRODUCTION
DM105 $980 Credit
DMA105 $750 Noncredit
Learn processes, color management, and quality control procedures for graphic communications production. Acquire skills in all phases of prepress and preparation of full-color, print-ready digital files for service bureaus and printers. Best practices leading to professional output are emphasized. Pantone Matching System and four-color process CMYK applications are covered, as well as offset lithography, digital printing and specialty printing techniques. A field trip providing first-hand experience is included. *Prerequisites: Digital Design or Page Layout with InDesign and Digital Imaging with Photoshop or equivalent knowledge.*

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.*