CORCORAN DIGITAL MEDIA DESIGN (CDM)

CDM 0841. Web Design for Professionals. 0 Credits.
Using industry-standard Adobe Dreamweaver, this professional development workshop introduces students to the basics of modern web development, including best practices; formatting with CSS; understanding Web 2.0; reusing data; using open-source JavaScript libraries; the role of the database in web design, creating forms, using Photoshop to create mouse-overs, optimizing images for the Internet, using AJAX to create widgets and drop-down menus; and much more. Students will critique sites, discuss finding a niche in the huge world of web design, review likely web design trends in the next several years, and discuss project management and customer relations, including explaining the technical and design sides of projects to clients who are otherwise not equipped to evaluate project goals. Prerequisite: At least two years professional experience with Photoshop.

CDM 0880. Digital Video Basics Workshop. 0 Credits.
Learn to plan, shoot and edit a video production using the latest DV technology. This intensive course offers the student hands-on training in digital movie making and editing techniques using Final Cut Pro. Basic script writing and tools for lighting, editing, and acquiring audio/video will be covered. Prior Mac OSX experience preferred.

CDM 1200. Digital Design I. 3 Credits.
An introduction to design fundamentals and digital software tools. The use and application of type and images to design projects; image making; methods, processes, visual hierarchy, and visual communication strategies; and professional practices, project workflow, and the critique process. Students learn to use professional design industry digital software tools, including Adobe Photoshop, Illustrator, and InDesign.

CDM 1201. Digital Design Fundamentals. 1.5 Credit.
This course introduces the fundamentals of digital design using Adobe Illustrator, InDesign, and Photoshop taught within the context of contemporary professional design. Students will learn to navigate these three essential graphic design programs and to use the tools and functions necessary for professional design work, both as individual software programs and in combination with one another. Upon completion of this course, students will have a solid understanding of how to use Illustrator, InDesign and Photoshop to create typography, layouts and images. We strongly recommend that students who do not have prior design experience also enroll in CGD 1011: Principles of Graphic Design.

CDM 1241. Web Design Fundamentals. 1.5 Credit.
In this hands-on course, students will explore the technical and design fundamentals of creating a website. Students learn how to hand-code Web pages with HTML and CSS, to format text, incorporate images, build tables and create links, as well as how to use Photoshop to prepare images for the web. Through lectures, demonstrations and critiques students will be introduced to the elements of good web design, the basics of user interface, and recommended standards. Students will design and build a simple website that implements each of the skills and techniques covered in the course. Each student will be required to host and upload their website. Students enrolling in this class must have at least 2 years of experience using a Macintosh computer to save, find and open files. They must also be familiar with browsing the web.

CDM 1500. Introduction to VectorWorks. 1.5 Credit.
Introduction to the practice of architectural drawing and detailing through the use of VectorWorks, an industry-standard CAD software for Exhibition Design, Theater Design, Landscape Design, and increasingly used by Architects. Through this course students will learn the basics of orthogonal projections (Plan, Elevation, Section) while learning to use and navigate the interface of VectorWorks.

CDM 2230. Page Layout for Print and Interactive Design. 3 Credits.
This course focuses on Adobe InDesign's layout and typesetting tools for print and interactive design. Course content covers page layout, grid systems, typography, styles, tables and forms, color space, file formats, resolution sizes for print and interactive documents. Project and software workflow is included in course projects. Pre-requisite: CDM 1200 Digital Design I or CDE 1XXX Communication Design.

CDM 2280. Interactive Web Design I. 3 Credits.
This course offers a technical and conceptual introduction to web design. Topics covered include visual design; the fundamentals of website structure and navigation; accessibility and usability; writing HTML and CSS; and content management systems. Projects examine the web as a platform for both client-driven and self-published work.

CDM 2300. Motion Graphics I: AfterEffects. 3 Credits.
Motion graphics and visual effects for animation, digital video, and film using Adobe After Effects. Visual storytelling through kinetic sequencing, using images, type, and sound. Students learn to create and communicate with pre-visualization tools such as storyboards and style frames before animating in the timeline. Asset management, timeline work flow, keyframes, sound, compositing techniques, basic keying, effects, lighting, and camera use. Projects cover all facets of motion design and narrative storytelling from conceptual design to final production. Prerequisites: CDE 1090 or CDM 1200.
CDM 2320. Digital Illustration I for Designers. 3 Credits.
Digital illustration for print and web. Application of traditional illustration to digital media, using primarily Adobe Photoshop and Illustrator. Focus on concept development and personal style. Critiques consider composition, lighting, content, meaning, and other constructive criteria.

CDM 2420. Sound Design and Editing. 3 Credits.

CDM 3010. Special Topics in Design. 3 Credits.
Topics vary by semester. May be repeated for credit provided topic differs. See department for more details. Prerequisite: CDE 1090.

CDM 3090. Digital Media Design Studio III. 3 Credits.
Mood boards, storyboards, style frames, video editing, narrative structure, animation, and motion graphics for the network television industry. Design and animation methodology, processes, language, and the critique process. Project workflow, professional presentation, and professional practices for designers and animators are integrated into course projects. The semester long course project is a network ID package that includes a 10 second open, bump in, bump out, lower thirds, and in-show transitions. Adobe After Effects and handcraft tools. Prerequisite: CDE 2091. Restricted to undergraduate Digital Media Design majors.

CDM 3091. Digital Media Design Studio IV. 3 Credits.
In this advanced level course, students will learn and develop skill sets in research, script writing, and voice-overs. Course projects include creating mood boards, storyboards, style frames, video editing, narrative structure, animation, and motion graphics. Students will learn design and animation methodology, processes, language, and the critique process. Project workflow, professional presentation, and professional practices for designers and animators are integrated into course projects. Course projects include a Network Promo animation and a kinetic infographic. Students will expand their skill sets with Adobe After Effects and handcraft tools in course projects. At the end of the semester, students will obtain experience in professional animation projects and skill sets, while understanding on-the-job expectations for a fast-paced professional animation studio in the network television and film industry. This course is for Undergraduate Digital Media Design majors only. Prerequisite: A grade of “C” or better in CDM 3090 Digital Media Design Junior Studio III; or Department Chair’s approval.

CDM 3280. Interactive Web Design II. 3 Credits.
In this course, students learn to design for dynamic systems. Building on the foundation of Interactive Web Design I, students use tools such as JavaScript, PHP, and SQL in to create pages that communicate up-to-the-minute information. Prerequisite: CDM 2280 Interactive Web Design I.

CDM 3300. Motion Graphics II: AfterEffects. 3 Credits.
Animation and motion graphics using Adobe After Effects. Kinetic sequence projects include narrative animation and type in motion. Students develop advanced level storyboards and style frames as pre-visualization tools. Projects incorporate sound and audio files as tone and storytelling elements. Project workflow emphasizes narrative exploration, pacing, timing, and scene transitions. Projects encompass all facets of motion design and narrative storytelling from conceptual design to final production. Prerequisites: CDM 2300.

CDM 3311. Animation I: Cinema 4D. 3 Credits.
3D animation using Cinema 4D software. 3D space, scale, perspective, modeling, lighting, camera use, and textures. Animation processes, methods, and workflow are as they design and produce small- and large-scale objects in 3D environments. Course content and projects focus on Cinema 4D integration with Adobe Illustration and Adobe Photoshop.

CDM 3312. Animation II: Cinema 4D. 3 Credits.
Intermediate course in 3D animation using Cinema 4D software. Skill sets, project workflow, and production in 3D animation, including 3D space, modeling, lighting, camera use, and textures. Animation processes, methods, and workflow are as they design and produce small- and large-scale objects in 3D environments. Course content and projects focus on the integration between Cinema 4D and After Effects. Prerequisites: CDM 3311.

CDM 3320. Digital Illustration II for Designers. 3 Credits.
The visual communication art of illustration. Students apply drawings to visual story development by composing graphics, concept art, covers, and other application techniques for a variety of media for print and web. Adobe Photoshop with Adobe Illustrator. Prerequisite: CDM 2320.

CDM 3410. Entertainment Design: Movie Key Art. 3 Credits.
This course introduces the fundamental basics of Movie Key Art for the purpose of movie marketing campaigns, which includes movie posters, promotional merchandise, dvd packaging, outdoor and Internet advertising. Topics that will be covered include the history of Movie Key Art, marketing strategy with ideation and branding, as well as typeface development and using Adobe Creative Suite software at an advanced level. Through the use of Adobe Photoshop, Illustrator and InDesign, the process of Key Art Design for movie advertising will be handled step by step. Establishing pay rates and professional practice in the design industry will be discussed in this course. Course projects will focus on individual and team collaboration for a real world Studio Experience. Prerequisite: CDE 2091 Sophomore Design Studio II and CGD 2060 Typography II.
CDM 3420. Sound Design. 3 Credits.
This course introduces students to audio recording, mixing and mastering skills, as well as creative application of post-production techniques on campus, in the workplace, and at home. Focused on teaching audio recording and post-production mixing basics, this course also concentrates on the history of recording & recording technologies; recording personnel & duties; legal aspects of sound production and design, and the role of the creative process in the world of constantly emerging multimedia and communication technologies. This class will feature hands-on recording and digital editing in real-world scenarios using a variety of equipment & techniques.

CDM 3430. Design for Mobile Devices. 3 Credits.

CDM 3440. Web Applications: Google, Smart Phones, Drupal, Joomla. 3 Credits.
In this two-part course, learn how to leverage tools used to create mobile and online applications for businesses and organizations. Part I focuses on basic iPhone and Google apps. Part II covers Drupal, Joomla and Wordpress implementation, including which platform works best for a particular business or organizational model. Prerequisites: CDM 2280 Interactive Web Design I, CDM 1200 Digital Design I, or CFN 1000 Communication Design.

CDM 4090. Digital Media Design Thesis I. 3 Credits.
The senior thesis project includes conducting research, writing a thesis paper, interviewing a motion designer or animation professional, writing a script, and designing a thesis animation. Discussion and critique of motion design and animation’s role in contemporary culture, commerce, and social identity. This is the culminating project for the B.F.A. in digital media design. Prerequisite: CDM 3091. Restricted to BFA in digital media design candidates.

CDM 4091. Digital Media Design Thesis II. 3 Credits.
Digital Media Design Senior Thesis is comprised of three components: written paper, interview of digital media design professional, and final multi-media installation. Students finalize the written thesis paper on a design-related topic in the digital media design field. Then, students interview a prominent practitioner in the field of Digital Media Design. As the third component of Digital Media Design Senior Thesis, students translate their thesis paper into a multi-media installation which can be either a rich media interactive experience or a linear or non-linear motion/video narrative. Upon completion, the thesis projects are presented in a special museum exhibition. This course is for BFA/Digital Media Design only. Prerequisite: A grade of “C” or better in CDM 4090 Digital Media Design Thesis I or CDM 4000 Digital Media Design IV; or Department Chair’s approval.

CDM 4300. Motion Graphics III: After Effects. 3 Credits.
Techniques and professional methods for digital filmmaking, video production, and visual effects; process and project workflow for large-scale projects, narrative storytelling, and best professional practices. Builds upon project work in CDM 3300 Prerequisite: CDM 3300.

CDM 4301. Motion Graphics IV. 3 Credits.
Students enrolled in this course will learn techniques and apply professional methods for digital filmmaking, video production and visual effects. Advanced course projects include storytelling with camera tracking, green screen, and digital compositing. This course builds upon projects from CDM 4300 Motion Graphics III. Topics covered include process and project workflow for large-scale projects, narrative storytelling, and best professional practices. Students develop advanced level storyboards and style frames as pre-visualization tools. Projects incorporate sound and audio files as a tool, tone, and storytelling element. Project workflow emphasizes narrative exploration, pacing, timing, and scene transitions. Critiques are integrated into course projects. Students will learn and develop professional verbal communication skills as they develop their creative and technological skill sets. Prerequisites: CDM 4300 Motion Graphics III.

CDM 4311. Time-based Media and Animation III. 3 Credits.
This is an advanced course in 3D animation using Cinema 4D software. Students will learn advanced skill sets, project workflow, and production in 3D animation, which includes: 3D space, modeling, lighting, camera use, and textures. Students will learn animation processes, methods, and workflow while designing and producing a single, high-quality animation short, graphics package, commercial campaign, or other equally complex portfolio piece. Students will explore the high level subjects of scripting and expressions, while delving deeper into the capabilities of the core foundations of the software as it relates to texture painting and UVs, Organic Modeling, high quality renders, project optimization, and production processes as they relate to real world expectations. Prerequisites: CDM 3312.

CDM 4330. Interaction Design. 3 Credits.
Design - says Elizabeth Coleman - is the art of organizing the world of things to maximum effect. How does this instinct for structure and consequences speak to a practice in interactive media? This course explores ways of shaping experiences and creating meaning in interfaces and on the web. Subjects include user-centered design, information architecture, design documentation, and art direction. Prerequisites: CDE 2091 Sophomore Design Studio II and CGD 2060 Typography II.