PLATT COLLEGE
DIGITAL ■ MEDIA ■ DESIGN

PROGRAMS

All Program costs are valid for students who have enrolled in their signed, contracted program between Jan. 1, 2022- Dec. 31, 2022

CLASS SESSION SCHEDULES

Morning: (M-F) 8:00am to 12:00pm (5 weeks)
Portfolio: (M-F) 1:00pm to 5:00pm (5 weeks)

CLASS START DATES

A.A.S. DEGREE: GRAPHIC DESIGN

	(TERM 1, 2, 3 & GE's)
Semester Credit Hours	63
Clock Hours	1270
Morning	*** 16 months
Tuition	$31,000.00
Books & Supplies	$2,300.00
STRF (see back page)	$82.50
Registration Fee	$110.00
TOTAL	$33,492.50

TERM 1 Tuition $7,600 • Books & Supplies $800
TERM 2 Tuition $7,600 • Books & Supplies $300
TERM 3 Tuition $7,600 • Books & Supplies $300
AAS GD Tuition $8,200 • Books & Supplies $900

A.A.S. DEGREE: DIGITAL MEDIA DESIGN

	A.A.S.M.M. (A.A.S.G.D. + T4)
Semester Credit Hours	76.5
Clock Hours	1570
Morning	*** 20 months
Tuition	$39,500.00
Books & Supplies	$2,700.00
STRF (see back page)	$105.00
Registration Fee	$110.00
TOTAL	$42,415.00

TERM 4 Tuition $8,500 • Books & Supplies $400

DIPLOMA: SPECIALIZED 3D • DV • WEB

	* Diploma Only (TERM 4 & 5)	(A.A.S.G.D. & Diploma)
Semester Credit Hours	33	99
Clock Hours	700	1970
Morning	*** 9 months	*** 25 months
Tuition	$17,000.00	$48,000.00
Books & Supplies	$800.00	$3,100.00
STRF (see back page)	$20.00	$125.00
Registration Fee	$110.00	$220.00
TOTAL	$17,930.00	$51,446.00

TERM 5 Tuition $8,500 • Books & Supplies $400

DIPLOMA: ADVANCED SPECIALIZED 3D • DV • WEB

	* Diploma Only (TERM 4, 5 & 6)	(A.A.S.G.D. & Diploma)
Semester Credit Hours	48	111
Clock Hours	1000	2270
Morning	*** 13 months	*** 29 months
Tuition	$25,500.00	$56,500.00
Books & Supplies	$1,200.00	$3,500.00
STRF (see back page)	$65.00	$170.00
Registration Fee	$110.00	$220.00
TOTAL	$26,875.00	$60,220.00

TERM 6 Tuition $8,500 • Books & Supplies $400

B.S. DEGREE: MEDIA ARTS 3D • DV • WEB

	* B.S.M.A. Only (TERM 4, 5, 6 & GE's)	(A.A.S.G.D. & B.S.M.A.)
Semester Credit Hours	66	129
Clock Hours	1270	2540
Morning	*** 16 months	*** 32 months
Tuition	$34,000.00	$65,000.00
Books & Supplies	$2,200.00	$4,500.00
STRF (see back page)	$90.00	$195.00
Registration Fee	$110.00	$220.00
TOTAL	$36,400.00	$69,915.00

BS GE Tuition $8,500 • Books & Supplies $1,000

INSTRUCTORS

GRAPHIC DESIGN	Industry exp. since
d'Agostino, Tiziana - BA	1997
Dunham, Ann - MFA	2002
Morris, Richard - BS	2003
Peña, Angel - BS	2000
Reaves, Stephen - MA	1990
3D MODELING & DESIGN	
Albertktsen, Tyler - BA	2019
Bittorf, David - BS	2002
Ryan, Scott - BS	2007
DIGITAL VIDEO PRODUCTION	
Contreras, Diego - BA	2015
Davies, Theo - BS	2011
McGaughy, Madison - BS	2011
Zane, Catherine - BA	2009
WEB DESIGN	
Cabral, Melissa - BS	2000
d'Agostino, Tiziana - BA	2001
Winton, Fred - BS	1997
GENERAL EDU.	Instruction exp. since
Arnell, Almiede - BS, JD	1996
Bagus, Felizardo - BS, JD	1998
Burke, Emily MA	2018
Dunham, Ann - MFA	2002
Hamilton, Tiffany, BA	2008
Kane, Edward, MBA	1994
On-Thai, Mai - Ph.D.	2002

Print date: Nov. 1, 2022 v6.9

TERM 1

DESIGN BASICS
DES101 (InDesign®) (5 weeks)

TYPOGRAPHY/BRANDING
TYP101 (5 weeks)

DIGITAL PRODUCTION
DD101 (InDesign® & Illustrator®) (5 weeks)

TERM 2

VECTOR GRAPHICS
D102 (Illustrator®) (5 weeks)

DIGITAL PUBLISHING
DPD102 (InDesign®) (5 weeks)

RASTER GRAPHICS
P102 (Photoshop®) (5 weeks)

TERM 3

GRAPHIC DESIGN FOR ADVERTISING AND SOCIAL MEDIA
GD103 (InDesign®) (5 weeks)

INTRO. TO WEB DESIGN & DEVELOPMENT
WD103 (HTML/CSS/FTP/PHP/JavaScript) (5 weeks)

DIGITAL IMAGING
P103 (Photoshop® & Illustrator®) (5 weeks)

PORTFOLIO DEVELOPMENT
PP100
Monday - Friday
1pm to 5pm (5 weeks)

GENERAL EDUCATION

5 WEEKS
- CREATIVE CONCEPTIONS ART104
- HISTORY OF SOCIETY IN ART: ANCIENT - 15TH CENTURY HUM140
- ENGLISH COMPOSITION ENG105 **

5 WEEKS
- PERSONAL FINANCIAL MGMT. BUS104 **
- LIFE DRAWING ART103
- PERSONAL BRANDING CS110

5 WEEKS
- ENVIRONMENTAL SCIENCE I ENS101
- HISTORY OF SOCIETY IN ART: 15TH - 20TH CENTURY HUM141
- ORAL COMMUNICATIONS COM105 **

CAREER SERVICES

- Open to Current Students and Alumni
- Job Placement
- No Cut-Off Date
- Job Postings (constantly updated)
- Mock Interviews
- Interview Skills
- Résumé Development
- Portfolio Development

Find a job, contract work or both!
Contact at 619.265.0107 or Room 204
(upstairs administration office)

TERM 4

INTRODUCTION TO 3D
IA104 (Maya®) (5 weeks)

INTRODUCTION TO DIGITAL VIDEO
IV104 (Premiere®) (5 weeks)

FUNDAMENTALS OF WEB
IW104 (HTML/CSS/FTP/PHP/JavaScript) (5 weeks)

TERM 5

HARD SURFACE & PROP MODELING
3D510 (Maya® & ZBrush®) (5 weeks)

ADVANCED MATERIALS
3D520 (Textures, Rendering and Lighting) (5 weeks)

ANATOMY FOR CHARACTER MODELERS
3D530 (ZBrush® using Dynamesh) (5 weeks)

3D MODELING

SCRIPT WRITING
DW300 (5 weeks)

SOUND DESIGN & ENGINEERING
DS300 (ProTools®) (5 weeks)

DIGITAL COMPOSITION & MOTION GRAPHICS
DC300 (After Effects®) (5 weeks)

DV PRODUCTION

RESPONSIVE WEB DESIGN
WR300 (HTML/CSS/JavaScript/PHP) (5 weeks)

SCRIPTING FOR THE WEB
WS300 (HTML/CSS/JavaScript/jQuery/AJAX) (5 weeks)

WEB CAMPAIGN IMPLEMENTATION
WC300 (5 weeks)

WEB DESIGN

TERM 6

ADVANCED ORGANIC MODELING
3D610 (ZBrush® & Maya®) (5 weeks)

GAME CHARACTER
3D620 (Model, UV-Map, Texture, and Rig) (5 weeks)

MODELING THESIS
3D630 (5 weeks)

PORTFOLIO DEVELOPMENT
PP200 (5 weeks)

DIGITAL VIDEO PRODUCTION
DAP400A (Premiere®) (5 weeks)

ADV. DIGITAL VIDEO PRODUCTION
DAP400B (Premiere®) (5 weeks)

ADV. DIGITAL COMPOSITING & MOTION GRAPHICS
DAC400 (Premiere® & After Effects®) (5 weeks)

PORTFOLIO DEVELOPMENT
PP200 (5 weeks)

PROGRAMMING FOR DESIGNERS
WIP400 (PHP/MySQL) (5 weeks)

CONTENT MANAGEMENT SYSTEMS
WCM400 (WordPress/jQuery/XML) (5 weeks)

USER EXPERIENCE DESIGN
WUD400 (CSS/DOM Scripting/AJAX) (5 weeks)

PORTFOLIO DEVELOPMENT
PP200 (5 weeks)

GENERAL EDUCATION

5 WEEKS
- TOPICS & FIGURES IN LITERATURE LIT201
- ENVIRONMENTAL SCIENCE II ENS201
- BUSINESS & MARKETING COM. ENG204A **

5 WEEKS
- HISTORY OF GRAPHIC DESIGN HUM203
- TOPICS IN MATHEMATICS MAT204B **
- FUND. OF ILLUSTRATION ART202

5 WEEKS
- ENJOYMENT OF MUSIC MUS201
- DIGITAL MEDIA WRITING ENG202
- FILM AND SOCIETY FIL201

* PREREQUISITES for Specialized Diplomas and B.S.M.A.
An A.A.S. from Platt College or equivalent

Acceptable professional / educational portfolio:
3D: Proficiency in Photoshop & Illustrator
DV: Proficiency in Photoshop, Illustrator & Typography
WEB: Proficiency in Design Skills, Photoshop, Ilustrator, CSS/HTML & Typography

*** Specific content transfer required or complete this course in residence.*

*** These lengths include class time, school breaks and holidays. For Academic lengths and Semester Academic Credit Hours see page 19 "Academic Programs" in our school catalog.*

HOLIDAY SCHEDULE

January 1, 2022 *New Years Day*	January 1, 2023 *New Years Day*	January 1, 2024 *New Years Day*
January 17, 2022 *Martin Luther King, Jr. Day*	January 16, 2023 *Martin Luther King, Jr. Day*	January 15, 2024 *Martin Luther King, Jr. Day*
February 21, 2022 *President's Day*	February 20, 2023 *President's Day*	February 19, 2024 *President's Day*
April 15-18, 2022 *Spring Break*	April 7-10, 2023 *Spring Break*	March 29-April 1, 2024 *Spring Break*
May 30, 2022 *Memorial Day*	May 29, 2023 *Memorial Day*	May 27, 2024 *Memorial Day*
June 20, 2022 *Juneteenth*	*June 19, 2023* *Juneteenth*	*June 19, 2023* *Juneteenth*
July 2-10, 2022 *Summer Vacation*	July 3-7, 2023 *Summer Vacation*	July 1-5, 2024 *Summer Vacation*
September 5, 2022 *Labor Day*	September 4, 2023 *Labor Day*	September 2, 2024 *Labor Day*
November 11, 2022 *Veteran's Day*	November 11, 2023 *Veteran's Day*	November 11, 2024 *Veteran's Day*
November 24-27, 2022 *Thanksgiving Holiday*	November 23-24, 2023 *Thanksgiving Holiday*	November 28-29, 2024 *Thanksgiving Holiday*
December 24-31, 2022 *Winter Vacation*	December 25-31,2023 *Winter Vacation*	December 23-31,2024 *Winter Vacation*

STAFF ADMINISTRATION

Robert D. Leiker	*Chairman*
Meg Leiker	*President*
Alfred Medro	*Vice President / School Director*
Opel Oliver	*Director of Financial Aid / International Student PDSO*
Lucesita Joseph	*Financial Aid Officer*
Marianne Taxter	*Controller*
Khoa VanCotthem	*Accounting Assistant*
Emily Burke	*Registrar / Career Services Advisor / Instructor*
Steve Gallup	*Director of Marketing / Admissions*
Christian Pulley	*IT Manager / VA Liaison*
Teal Smith	*Learning Resource Center Coordinator*
Claudia Ferreira	*Executive Assistant*

76215. STUDENT TUITION RECOVERY FUND (STRF) DISCLOSURES

(a) A qualifying institution shall include the following statement on both its enrollment agreement for an educational program and its current schedule of student charges:

"You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:

1. You are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition either by cash, guaranteed student loans, or personal loans, and

2. Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if either of the following applies:

1. You are not a California resident, or are not enrolled in a residency program, or

2. Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party."

(b) In addition to the statement described under subdivision (a) of this section, a qualifying institution shall include the following statement on its current schedule of student charges:

"The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by students in educational programs who are California residents, or are enrolled in a residency programs attending certain schools regulated by the Bureau for Private Postsecondary and Vocational Education.

You may be eligible for STRF if you are a California resident or are enrolled in a residency program, prepaid tuition, paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The school closed before the course of instruction was completed.

2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.

3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.

4. There was a material failure to comply with the Act or this Division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the Bureau.

5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act."

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

Note: Authority cited: Sections 94803, 94877 and 94923, Education Code. Reference: Section 94923, Education Code.

PLATT COLLEGE
DIGITAL ■ MEDIA ■ DESIGN

CATALOG SUPPLEMENT

This Catalog Supplement accompanies and is an integral part of the catalog for Platt College • San Diego, CA 92115-3919

CORE CURRICULUM/COURSE DESCRIPTIONS

3D310A Hard Surface Modeling - Prop Modeling
(5.00 semester credit hours/100 clock hours)
Hard Surface Modeling - Prop Modeling (3D310A) discusses, in detail, traditional subdivision modeling techniques in Autodesk Maya. Special emphasis is placed on clean topology and advanced UV layout technics. Finished models will be custom textured using Substance Painter.

3D320A Advanced Materials
(5.00 semester credit hours/100 clock hours)
Advanced Materials (3D320A) focuses on materials, textures, rendering and lighting. Physically based rendering (PBR) workflow is the core foundation of this course. Students will learn how to apply materials, normal maps and textures directly to their models as well as how to render directly inside the Unreal Game Engine and turntable animation.

3D330A Anatomy for Character Modelers
(5.00 semester credit hours/100 clock hours)
Anatomy for Character Modelers (3D330A) focuses around human anatomy. Students learn surface anatomy and bony landmarks to help create believable human forms. The goal of this class is to have a clear understanding of the underlying muscle anatomy that could translate to any type of organic creature. Base meshes are created in Autodesk Maya with Pixologic ZBrush used for the detailing.

3D410A Advanced Organic Modeling
(5.00 semester credit hours/100 clock hours)
Advanced Organic Modeling (3D410A) focuses on creating a high-resolution organic creature model from scratch. Students use Pixologic ZBrush to create the character. Next, students will learn how to apply their texturing skills to creating realistic organic tissue. Projects will be rendered in Autodesk Maya and Marmoset. Edge-flow, Displacement maps, Normal Maps and advanced ZBrush techniques are key concepts of this course.

3D420A Game Character
(5.00 semester credit hours/100 clock hours)
Game Character (3D420A) class instructs students on the entire character workflow from beginning to end. Students will create a single original character from the ground up and carry it through the entire pipeline, including modeling, high-poly sculpting, texturing and shading, and rigging for animation. Finally, students will learn how to package and export their finished character into a game engine.

3D430A Modeling Thesis
(5.00 semester credit hours/100 clock hours)
In the Modeling Thesis (3D430A) class is the students' will design and model an original 3D model based on their desired specialty within the industry. This may include characters or props for video games, characters or props for film production, product design, architectural visualization, 3D printed toy design, etc. Heavy emphasis will be placed on self-reliance and problem solving. Lectures will be custom tailored to the needs of each student.

D102 Vector Graphics
(4.5 semester credit hours/100 clock hours)
Introduction to Vector Graphics (D102) is an introduction to vector graphics and illustration using Adobe Illustrator. Emphasis will be placed on mastering the pen tool, layers, combining shapes, gradients, gradient mesh and preparation of files for commercial output. The course focuses on both technical as well as creative processes applied toward design applications.

DAC400 Adv. Dig. Compositing & Motion Graphics
(5.00 semester credit hours/100 clock hours)
Advanced Digital Compositing and Motion Graphics (DAC400) This class demonstrate how to solve creative, complex, industry-level compositing problems, such as multiple effects, pre-comp/nesting, optimizing performance, masking/rotoscoping, and rendering, using industry standard programs like After Effects. Students will leave with skills ranging from digital painting, clean plating, rotoscoping, multi channeling compositing from 3D programs, color correcting, 3D motion tracking to understanding concepts as alpha channels, plug-ins, modifying in the Graph Editor and expressions.

DAP400A Digital Video Production
(5.00 semester credit hours/100 clock hours)
Digital Production (DAP400A) covers the production process, including pre-production, production and post-production. Much of the emphasis will be on learning the production tools. Students will gain hands on experience in the use of different types of cameras, lenses, lighting and sound recording equipment. Students will also learn techniques in planning and preparing for the production process. In post-production, students learn the fundamentals of media asset management, advanced editing techniques and different delivery methods with an emphasis on video compression for the web.

DAP400B Advanced Digital Video Production
(5.00 semester credit hours/100 clock hours)
Advanced Digital Production (DAP400B) will examine the elements of cinema and storytelling from the film world. Students will apply the knowledge from prerequisite courses to the creation of a high-quality short film. It is a goal of the course that this film be used as a central portfolio piece. Students will explore the following roles: director, editor, producer, cinematographer, writer, compositor, and sound-specialist. Students will imitate a professional dynamic group environment and will also learn about scouting, auditions, budgeting, permits and venues for distribution.

DC300 Digital Compositing & Motion Graphics
(5.00 semester credit hours/100 clock hours)
Digital Compositing and Motion Graphics (DC300), students will learn the tools to create video effects. Explores the world of digital compositing and motion graphics from identifying the needs for production and pre-producing VFX shots. The students will be introduced to basic compositing techniques and motion graphics. The course will offer an understanding of pre-production for Adobe After Effects to set up the best shot for effects, green screen, 3D layers, key-framing, creating alpha mattes, animating text and geo elements, motion tracking, syncing to audio and exporting movies for web or cinema.

DD101 Digital Production
(4.5 semester credit hours/100 clock hours)
Digital Production (DD101) will focus on the hardware and software needed for Digital Print Production. The skills introduced are: printing processes, use of color, layout techniques, basic Bezier curve construction, image editing, and in-depth use of the layout program used in the industry, Adobe InDesign. Also included are the basic business practices, freelance fundamentals and working ethics. The course also offers basic software orientation in Adobe Illustrator and Photoshop along with introducing differences in Mac and PC platforms.

DES101 Design Basics
(4.5 semester credit hours/100 clock hours)
Design Basics (DES101) Introduces the formal elements of line, shape, color, texture and composition as well as the graphic principles of balance, repetition, scale, and unity. Students learn the organization, combination, or manipulation of these elements essential in achieving good design. Further topics introduce conceptual thinking, thumbnail development, research, and critique.

DPD102 Digital Publishing
(4.5 semester credit hours/100 clock hours)
Digital Publishing (DPD102) is an introduction to page layout and design utilizing Adobe InDesign. It explores the design and creation of print-ready publications and introduces tools for effectively combining text and graphics. Some of the main focus of the course include creative typography, graphic reproductions, and design and composition principles.

DS300 Sound Design and Engineering
(5.00 semester credit hours/100 clock hours)
Sound Design and Engineering (DS300) explains the role of audio in visual media and explores the production of sound for picture using Pro Tools. Students will learn fundamental technical and artistic processes involved in creating effective audio for picture and will achieve a basic level of proficiency using Pro Tools as an audio production platform. No prior audio experience is required.

DW300 Script Writing
(5.00 semester credit hours/100 clock hours)
Script Writing (DW300) will introduce the elements of both short-form, television pilot, and feature-length screenwriting, focusing specifically on screenplay structure, short and feature film analysis, genre analysis, and screenwriting style. The emphasis is on students' original idea generation and writing.

GD103 Graphic Design for Advert. & Social Media
(4.5 semester credit hours/100 clock hours)
Graphic Design for Advertising and Social Media (GD103) course builds a familiarity with advanced graphic design trends, advertising theory and the use of social media and their application to both print and online graphics. Using presentations to develop client communication skills and standards for professional practice. To add an in depth understanding of Social Media and how to fertilize its functions and analytics to further develop the marketability of the graphic design graduate.

IA104 Introduction to 3D
(4.5 semester credit hours/100 clock hours)
Introduction to 3D (IA104) introduces students to 3D and 3D applications, techniques, and theory with an emphasis on Autodesk's Maya®. Students will learn and practice the fundamental methods of modeling, texturing, lighting, and rendering. Polygon Modeling, UV Texture Mapping, and Arnold Rendering Engine.

IV104 Introduction to Digital Video Production
(4.5 semester credit hours/100 clock hours)
Introduction to Digital Video Production (IV104) offers the fundamentals of Digital Video Production from pre-production (planning, storyboarding) to production (shooting, lighting, sound, green screen) to post production (editing, compositing, titles, color correction, audio, and music). Professional film and video analysis, genre division and film fundamental elements will be studied. Video compression, with an emphasis on web delivery, will be introduced.

IW104 Fundamentals of Web Design
(4.5 semester credit hours/100 clock hours)
Fundamentals of Web (IW104) will offer a strong foundation in web design, Graphical User Interface (GUI) and web page structure. Topics will include HTML, CSS, FTP, project management, usability and interactive design strategies. Beginning concepts of programming (PHP and JavaScript), behaviors and CMS (Content Management Systems) will also be introduced.

P102 Raster Graphics
(4.5 semester credit hours/100 clock hours)
Introduction to Raster Graphics (P102) is an introduction to pixel editing software, which includes image acquisition, color theory, resolution for commercial printing, and photo retouching. Industry standards as established by the NAPP (National Association of Photoshop Professionals) are emphasized. Technical efficiency in Adobe Photoshop and creative approaches toward design problem resolution are goals of the course. Photography as a medium will be used to practice elements of design along with understanding the historical, technical and commercial aspects of photography.

P103 Digital Imaging
(4.5 semester credit hours/100 clock hours)
Digital Imaging (P103) covers advanced digital imaging concepts, such as: file output and management, optimizing vector and raster images, resolving resolution issues, system configuration, calibration, troubleshooting, color correction, advanced photo manipulation and special effects. Advanced digital drawing techniques including, masks, blends, and other advanced techniques are also covered. Students learn to integrate artwork created from various applications into the final project, as well as how to use the various applications more efficiently. Emphasis is placed on effective use of design and workflow. Copyright laws are also discussed. The flexibility of print design suitable for online platform is also introduced.

PP100 Portfolio Development
(4.5 semester credit hours/100 clock hours)
No transfer credit accepted for this course.
As an outcome of the Portfolio Project, Students at the AAS-level will create a print and online portfolio to demonstrate the skills and knowledge they have acquired throughout their program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

PP200 Portfolio Development
(4.5 semester credit hours/100 clock hours)
No transfer credit accepted for this course.
As an outcome of the Portfolio Project (PP200) students will create a digital portfolio (demo reel and web page) to demonstrate the skills and knowledge they have acquired in their specialized program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

TYP101 Typography
(4.5 semester credit hours/100 clock hours)
Typography (TYP101) Introduces students to the basic functions of Adobe InDesign. The emphasis is on typography in the study of graphic design and Digital Media design. The various assignments and exercises focus on the primary concerns and disciplines of typography such as choosing typefaces, modifying type through kerning, tracking, and leading. The choice of appropriate typefaces will also be addressed in the development of page layout and in the design of combination marks and logo design.

WC300 Web Campaign Implementation
(5.00 semester credit hours/100 clock hours)
Web Campaign Implementation (WC300) gives students experience with the process of conceptualizing and implementing a corporate web site by developing a cohesive web site campaign. Focus is on the "pre-design" stage of web development. Students will storyboard the campaign, create interface pieces for client presentations, and flowchart web site functionality and navigation paths. User interface issues - both desktop and mobile -as well as web marketing strategies are discussed. Emphasis is placed on team cooperation, efficient use of design, effective marketing, web resources, and application of interface design fundamentals toward the creation of a positive user experience.

WCM400 CMS for Designers
(5.00 semester credit hours/100 clock hours)
Content Management Systems for Designers (WCM400) serves as an introduction to utilizing Content Management Systems for web development. Using WordPress, students will learn the concepts and structures relevant to building client websites, communities, portfolios and blogs. By the end of the course, students will be equipped to set up, manage content, design themes, utilize community-built plugins and write their own plugins. Topics covered will include: Practical applications and benefits of a CMS, WordPress theme architecture, WordPress plugin creation and the plugin API, WordPress widgets and sidebars, participating in the WordPress community.

WD103 Intro. to Web Design & Development
(4.5 semester credit hours/100 clock hours)
Introduction to Web Design and Development (WD103) introduces students to web design and development. Languages such as HTML & CSS will be covered using text editors. Graphics production for User Interface design and web page structure will also be covered. The course will aim to provide students with an understanding of the functionality of the Internet and the World Wide Web. Students will receive instruction that will enable them to create, edit and link HTML documents using a text editor. Students will learn to control and unify website styles using CSS. Students will also create web graphics and upload their personal websites and résumés to the World Wide Web using FTP.

WR300 Responsive Web Design
(5.00 semester credit hours/100 clock hours)
Responsive Web Design (WR300) students understand the principles behind delivering web-based content and interactivity to all devices. Relevant industry techniques will be practiced, with a focus on flexibility and looking to the future as the landscape of the web evolves. Topics covered include; device-agnostic approaches to design and workflow, user experience (UX) on mobile devices, responsive design, user-agent detection, fluid grids and mobile frameworks. Using HTML, CSS, JavaScript and PHP, students will plan and build a device-agnostic web project.

WIP400 Web Programming for Designers
(5.00 semester credit hours/100 clock hours)
Programming for Designers (WIP400) serves as an introduction to programming with PHP and MySQL. Topics covered will provide students with a perspective and comprehension of the programming process, as well as an understanding of how to design and implement flexible, dynamic systems. Designing for user-driven applications will be a focus.

WS300 Scripting for the Web
(5.00 semester credit hours/100 clock hours)
This course serves as an introduction to programming using JavaScript, how to select, create, delete and manipulate HTML elements to make web pages interactive. Logic is a core concept in programing and is stressed throughout the course as students write their own programs or games.

WUD400 User Experience Design
(5.00 semester credit hours/100 clock hours)
The User Experience for Web and Mobile Apps (WUD) course gives students experience with interactive website creation. Students are taught web programming concepts such the use of variables, getting and setting properties and attributes of HTML Objects dynamically based upon conditional logic, usage of standard functions in JavaScript, jQuery Library functions as well as creation of their own custom functions. AJAX, animation utilizing JavaScript, audio, and user interaction applications using jQuery UI are all taught for the student to bring to bear on the creation of a highly interactive and dynamic web project.