

Palomar College Catalog 2009-2010

Graphic Communications - Multimedia & Web (GCMW)

See also **Graphic Communications and
Graphic Communications - Imaging & Publishing**

Contact the Graphic Communications Department for further information.
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For transfer information, consult a Palomar College Counselor.

Associate in Arts Degrees -

AA Degree requirements are listed in Section 6 (green pages).

- Digital Video
- Interactive Media Design - Emphasis in 3D Modeling and Animation
- Interactive Media Design - Emphasis in Multimedia Design
- Interactive Web Multimedia and Audio
- Internet - Emphasis in Graphic Communication
- New Media Compositing, Authoring, and Distribution

Certificates of Achievement -

Certificate of Achievement requirements are listed in Section 6 (green pages).

- Digital Video
- Interactive Media Design - Emphasis in 3D Modeling and Animation
- Interactive Media Design - Emphasis in Multimedia Design
- Interactive Web Multimedia and Audio
- Internet - Emphasis in Graphic Communication
- New Media Compositing, Authoring, and Distribution

Certificates of Proficiency -

Certificate of Proficiency requirements are listed in Section 6 (green pages).

- Digital Animation, Compositing, and Music
- Digital Media
- E - Commerce Design
- Internet Publisher
- Video Game Artist
- Web Data Base Design
- Web Graphics
- Web Motion Graphics

PROGRAMS OF STUDY

Digital Animation, Compositing, and Music

This program is directed at the digital design and implementation of 3D animations, graphic compositing and music.

CERTIFICATE OF PROFICIENCY

Program Requirements (5 courses minimum required, 15 units total)	Units
ARTI 246 Digital 3D Design and Modeling	3
ARTI 247 Digital 3D Design and Animation	3
GCMW 204 Motion Graphics for Multimedia	3
GCMW 206 Motion Graphics Production and Compositing	3
MUS 180 Computer Music I	3
MUS 184 Electronic Ensemble	3
TOTAL UNITS	15

Digital Animation, Compositing, and Music Certificate of Proficiency is also listed in Art and in Music.

Digital Media

Digital Media encompasses digital video editing in both analog and digital media. The certificate prepares students for employment in the film, video, Internet, and television industries. Major growth in this industry is anticipated as Internet and television merge into one medium.

CERTIFICATE OF PROFICIENCY

Program Requirements	Units
CINE/RTV 125 or Beg Film/Video Field Production	

GCIP/ R GCIP 140	Digital Imaging/Photoshop I	3
GCMW 204	Motion Graphics for Multimedia	3
GCMW 205	Digital Video for Multimedia	3
RTV 270	Digital Video Editing	3
RTV 275	Avid Editing for Television & Film	3
TOTAL UNITS		15

Digital Media Certificate of Achievement is also listed under Radio and Television.

Digital Video

Digital Video encompasses editing and design in using both digital and analog media. This degree prepares students for employment in the film, video, Internet, and television industries.

A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements	Units	
GCIP/ R GCIP 140	Digital Imaging/PhotoShop I	3
GCMW 165	Digital Video Design	3
GCMW 204	Motion Graphics for Multimedia	3
GCMW 205	Digital Video for Multimedia	3
RTV/CINE 125	Beg Film/Video Field Production	3
RTV 230	Digital Audio with Pro Tools	3
RTV 270	Digital Video Editing	3
RTV 275	Avid Editing for Television and Film	3
Electives (2 courses minimum required, 6 units total)	Units	
ARTI 246	Digital 3D Design and Modeling	3
ARTI 247	Digital 3D Design and Animation	3
DT 180	3D Studio Max-Intro to 3D Modeling/Animation	3
GCIP/ R GCIP 152	Desktop Publishing/Illustrator I	3
GCIP 240	Digital Imaging/PhotoShop III	3
GCMW/ R GCMW 101	Multimedia I	3
GCMW 201	Multimedia II	3
GCMW 203	Web Multimedia	3
GCMW 108	Web Motion Graphics I	3
GCMW 208	Web Motion Graphics II	3
RTV 50	Basic Television Acting	1
RTV 110	Broadcast Writing and Producing	3
RTV/ENTT 120	Digital Television Production	3
RTV 150	Performance and Acting for Broadcast and Film	3
RTV 170	Introduction to Video Editing	3
RTV/CINE 225	Intermediate Film and Video Field Production	3
TOTAL UNITS	30	

Digital Video A.A. Degree Major or Certificate of Achievement is also listed under Radio and Television.

E - Commerce Design

Provides students with a basis for understanding and participating in the design and production of e-business and e-commerce. Specific skills for the E-Commerce Design certificate include Web production, site accessibility, shopping carts, site and data management, security, privacy, and commercial site promotion. Teamwork, problem solving, production process, communication and creativity are core competencies. Upon completion of the certificate, the student may find a job as a graphic designer, Web author, or graphical user interface designer.

CERTIFICATE OF PROFICIENCY

Program Requirements	Units	
BUS 157	E-Commerce	3
GCIP/ GCMW 290 or GCIP/	Copyright for Graphic Design and Web Developers	1

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GCMW 291 or	Contracts for Graphic Design and Web Developers	1
GCMW 232	Web Accessibility Design	1
GCMW 202	Web Page Layout II	3
GCMW 216 or	Web Data Base Design I	4
GCMW 220	Designing for Web Standards I	3
GCMW 217	Online Store Design I	3
GCMW 218	Online Store Design II	3

TOTAL UNITS 16 - 17

Interactive Media Design

Prepares students with specific skills necessary for employment in the field of multimedia design and production. Students may choose an emphasis in either 3D modeling and animation, which emphasizes production skills and authoring systems, or multimedia design, which emphasizes content development and visual design of multimedia productions. Both areas of emphasis collaborate on an actual multimedia production.

Emphasis in 3D Modeling and Animation

A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements	Units	
ARTI 100	Introduction to Illustration	3
ARTI 246	Digital 3D Design and Modeling	3
ARTI 247	Digital 3D Design and Animation	3
DT 180	3D Studio Max-Intro to 3D Modeling/Animation	3
DT 182	3D Studio Max-Adv 3D Modeling/Animation	3
GCIPI/		
R GCIP 140	Digital Imaging/Photoshop I	3
GCMW 204	Motion Graphics for Multimedia	3

Electives (Select two courses)

ARTD 150	Digital Concepts/Techniques in Art	3
ARTD 220	Motion Design	3
DT 128	SolidWorks Intro 3D Design and Presentation	3
DT 184	Real Time 3D Technical/Game Animation	2
GCIPI 240	Digital Imaging/Photoshop III	3
GCMW 100	History of Multimedia	3
GCMW 201	Multimedia II	3
ENTT/RTV 120	Digital Television Production	3
RTV 124	Staging and Lighting for Television	3

TOTAL UNITS 26 - 27

Emphasis in Multimedia Design

A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements	Units	
ARTD 100	Graphic Design I	3
ARTD 220	Motion Design	3
ARTI 247	Digital 3D Design and Animation	3
GCIPI 240	Digital Imaging/Photoshop III	3
GCMW/		
R GCMW 101	Multimedia I	3
GCMW 201	Multimedia II	3
GCMW 204	Motion Graphics/Multimedia	3

Electives (Select two courses)

ART 197G	Topics in Art - Computer Art	3
ARTD 150	Digital Concepts and Techniques in Art	3
ARTI 246	Digital 3D Design/Modeling	3
DT 180	3D Studio Max-Intro to 3D Modeling/Animation	3
DT 182	3D Studio Max-Adv 3D Modeling/Animation	3
GC 100	Graphic Communications	3
GCIPI/		
R GCIP 140	Digital Imaging/Photoshop I	3
GCIPI/		

R GCIP 152	Desktop Publishing/Illustrator I	3
GCMW 100	History of Multimedia	3
GCMW/		
R GCMW 102	Web Page Layout I	3
GCMW 197B	Topics in Multimedia	3
GCMW 203	Web Multimedia	3
MUS 180	Computer Music I	3
RTV 170	Introduction to Video Editing	3

TOTAL UNITS 27

Interactive Media Design A.A. Degree or Certificate of Achievement is also listed in Art and in Drafting Technology.

Interactive Web Multimedia and Audio

This program is directed at interactive methods of Web production that include creation of audio for the Internet. Students will learn techniques and software to create animated and interactive Web sites and audio production for the Internet.

A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements	Units	
GCMW/		
R GCMW 101	Multimedia I	3
GCMW/		
R GCMW 102	Web Page Layout I	3
GCMW 108	Web Motion Graphics I	3
GCMW 123	Audio for the Internet	3
GCMW 140	Web Graphics	3
GCMW 203	Web Multimedia	3
GCMW 208	Web Motion Graphics II	3
GCMW 229	Interactive Streaming Media	3

Electives (select 2 courses)

GCIPI/		
R GCIP 140	Digital Imaging/PhotoShop I	3
GCIPI 141	Digital Imaging/PhotoShop II	3
GCIPI 240	Digital Imaging/Photoshop III	3
GCMW 100	History of Multimedia	3
GCMW 104	Motion and Sound	3
GCMW 165	Digital Video Design	3
GCMW 202	Web Page Layout II	3
GCMW 204	Motion Graphics for Multimedia	3
GCMW 205	Digital Video for Multimedia	3
GCMW 220	Designing for Web Standards I	3
GCMW 221	Designing for Web Standards II	3
GCMW 228	Web Motion Graphics III	3
GCMW 236	Flash Game Design	3
MUS 180	Computer Music I	3
RTV 230	Digital Audio with Pro Tools	3

TOTAL UNITS 30

Internet

As the vast web of global and local information networks grow, several skills and forms of literacy are becoming essential for anyone who wants to obtain the full benefits of the Communications Age.

An individual's ability to capitalize on the opportunities offered by interactive communications requires mastery of these information and communication proveniences:

- **Navigational skills** - The ability to move smoothly among arrays of autonomous and globally interconnected information, contacts, forums, and discussion groups in order to locate and connect to information and expertise from relevant sources.
- **Information literacy** - An understanding of which information is most useful, relevant, and reliable, as well as the ability to analyze, distill, integrate,

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compose, and classify information to create knowledge.

- **Distribution skills** - Frameworks for rethinking methods of packaging, presenting, providing access, and disseminating information and knowledge in this new medium.
- **Communications literacy** - Integrating new forms of information, knowledge, and message development into evolving patterns of organizational and interpersonal communication.

This certificate offers preparation skills for the above areas of emphasis involving the Internet.

Emphasis in Graphic Communication

A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements	Units
BUS 157 E-Commerce	3
CSWB 110/ R CSIS 110 Web Site Development with XHTML	2
GCMW/ R GCMW 102 or Web Page Layout I	
GCMW/ R GCMW 103 Interactive Publishing with PDFs	3
GCMW 108 Web Motion Graphics I	3
GCMW 140 Web Graphics	3
GCMW 202 Web Page Layout II	3
GCMW 217 or Online Store Design I	
GCMW 229 Interactive Streaming Media	3
GCMW 220 Designing for Web Standards I	3
TOTAL UNITS	23

Internet - Emphasis in Business Education

See Business

Internet Publisher

Prepares students with specific skills necessary for entry-level employment in the field of Web design and production. Students will be able to design and produce simple Websites that have text, graphics, and multimedia.

CERTIFICATE OF PROFICIENCY

Program Requirements	Units
GCMW/ R GCMW 102 Web Page Layout I	3
GCMW 140 Web Graphics	3
GCMW 203 Web Multimedia	3
GCMW 220 Designing for Web Standards I	3
TOTAL UNITS	12

New Media Compositing, Authoring and Distribution

This program is directed at alternative methods of digital video compilation and release. Students will learn techniques and software to compile and composite digital video for release on CD ROM, DVD, and the Internet.

A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements	Units
GCIPI 240 Digital Imaging/PhotoShop III	3
GCMW/ R GCMW 101 Multimedia I	3

GCMW 201	Multimedia II	3
GCMW 165	Digital Video Design	3
GCMW 204	Motion Graphics for Multimedia	3
GCMW 205	Digital Video for Multimedia	3
GCMW 206	Motion Graphics Production and Compositing	3
GCMW 229	Interactive Streaming Media	3

Electives (2 course minimum required, 6-7 units total)

ARTD 220	Motion Design	3
ARTI 246	Digital 3D Design and Modeling	3
ARTI 247	Digital 3D Design and Animation	3
GC 101	History of Graphic Communications	3
GCIPI/		
R GCIPI 140	Digital Imaging/PhotoShop I	3
GCIPI 141	Digital Imaging/PhotoShop II	3
GCIPI/		
R GCIPI 152	Desktop Publishing/Illustrator I	3
GCIPI/		
GCMW 295	Directed Study in Graphic Communications	3
GCIPI/		
GCMW 296	Special Projects	3
GCMW/		
R GCMW 102	Web Page Layout I	3
GCMW 202	Web page Layout II	3
GCMW 105	Web Page Layout with CMS	4
GCMW 108	Web Motion Graphics I	3
GCMW 208	Web Motion Graphics II	3
GCMW 228	Web Motion Graphics III	3
GCMW 123	Audio for the Internet	3
GCMW 203	Web Multimedia	3
GCMW 220	Designing for Web Standards I	3
GCMW 221	Designing for Web Standards II	3
GCMW 236	Flash Game Design	3
RTV 170	Introduction to Video Editing	3
RTV 230	Digital Audio with Pro Tools	3
RTV 270	Digital Video Editing	3
RTV 275	Avid Editing for Television and Film	3
TOTAL UNITS		30 - 31

Video Game Artist

This certificate program introduces students to the video game industry, video game design, and the creation of both 2D and 3D artwork for video games.

CERTIFICATE OF PROFICIENCY

Program Requirements	Units
CSCI 160 Overview of the Video Game Industry	4
CSCI 161 Game Design	4
GCIPI/	
R GCIPI 140 or Digital Imaging/Photoshop I	
GCIPI 141 or Digital Imaging/Photoshop II	
GCIPI 240 Digital Imaging/Photoshop III	3
ARTI 246 or Digital 3D Design and Modeling	
DT 180 or 3D Studio Max – Intro 3D Modeling/Animation	
DT 182 3D Studio Max – Adv 3D Modeling/Animation	3
ARTD 220 or Motion Design	
ARTI 247 or Digital 3D Design and Animation	
DT 184 or Real Time 3D Technical/Game Animation	
GCMW 204 Motion Graphics for Multimedia	2,3
TOTAL UNITS	16 - 17

Video Game Artist Certificate of Proficiency is also listed under Computer Science and Information Systems - Computer Science.

Web Data Base Design

The Web site developer must present the complexity and volume of information so that the site's visitor may make decisions quickly and accurately. Data-driven dynamic pages are also interactive, allowing the visitor to choose the information

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that they would like to see. The increasingly sophisticated site development for online stores and multimedia, for example, requires a range of diverse and multifaceted skills from database design, computer graphics, Web design, site design and architecture, graphical user interface design, to cross-platform competence. The World Wide Web, as a graphical user interface, offers new career opportunities to graphic designers who have the skills to maintain sites that contain large amounts of data that changes frequently. The ability to package, share, and manage data to consumers across the Internet is in high demand. The Web Data Base Design certificate prepares for employment in dynamic business environments that need large-scale as well as smaller sites.

CERTIFICATE OF PROFICIENCY

Program Requirements		Units
GCMW 202	Web Page Layout II	3
GCMW 217 or GCMW 218	Online Store Design I Online Store Design II	3
GCMW 220	Designing for Web Standards I	3
GCMW 226	Web Data Base Design II	4
Elective Courses (Select one course, minimum 4 units total)		
BUS 180	Access for Business	1
CSDB 220	SQL Server Programming	3
CSWB 210	Active Server Pages	3
GCMW 216	Web Data Base Design I	4
GCIP/ GCMW 290	Copyright for Graphic Designers/Web Developers	1
GCIP/ GCMW 291	Contracts for Graphic Designers/Web Developers	1
GCIP/ GCMW 292	Legal Issues Graphic Designers/Web Developers	3
GCMW 105	Web Page Layout with CMS	4
GCMW 154	Preparing Web Graphics	1
GCMW 164	Interactive Web Graphics	1
TOTAL UNITS		17

Web Graphics

Designed to meet the increasing needs of organizations and businesses that publish on the World Wide Web. Specific skills for the Web Graphics certificate include typography, visual acuity, graphic design, Web color, and file formats. The certificate prepares students to gain competence with the basic applications used in industry for digital graphics and Web publishing. Teamwork, problem solving, workflow and production process, communication and creativity are core competencies. Upon completion of the certificate, the student may find a job as a Web production artist, graphic production assistant, or graphic designer.

CERTIFICATE OF PROFICIENCY

Program Requirements		Units
GCMW/		
R GCMW 102	Web Page Layout I	3
GCMW 202	Web Page Layout II	3
GCMW 108	Web Motion Graphics I	3
GCMW 140	Web Graphics	3
GCMW 154 or GCMW 164	Preparing Web Graphics Interactive Web Graphics	1
GCMW 203	Web Multimedia	3
GCMW 232	Web Accessibility Design	1
TOTAL UNITS		17

Web Motion Graphics

Prepares students with specific skills necessary for employment in the field of Interactive Web multimedia design and production. A high level of skill and time are needed to create professional motion graphics. Specific skills include an attention to detail, knowledge of various illustration and animation software, technical and analytical problem solving, and visual acuity. Teamwork, creativity, communication, understanding of the production process and interactivity are core competencies. Typical job opportunities are in entertainment, business, corporate, and educational industries.

CERTIFICATE OF PROFICIENCY

Program Requirements		Units
GCMW/		
R GCMW 102	Web Page Layout I	3
GCMW 108	Web Motion Graphics I	3
GCMW 208	Web Motion Graphics II	3
GCMW 164	Interactive Web Graphics	1
GCMW 203	Web Multimedia	3
GCMW 229	Interactive Streaming Media	3
TOTAL UNITS		16