

GCIP 252 Digital Publishing/Illustrator II (4)

3 hours lecture - 3 hours laboratory

Prerequisite: A minimum grade of 'C' in GC 101 and GCIP 152**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP 152, 152A, 152B, 252**Transfer acceptability:** CSU

Advanced concepts and methods of Illustrator and its use in graphic illustrations and problem solving. Software capabilities for use in preparing computer files for publishing to digital and electronic delivery systems.

GCIP 255 Electronic Package Design (4)

3 hours lecture - 3 hours laboratory

Prerequisite: A minimum grade of 'C' in GCIP 152 and/or GCIP 252**Transfer acceptability:** CSU

Packaging continues to be one of the fastest growing segments of the graphic communication industry. Learn the importance of packaging graphics and how to create digital files implementing computer and printing technology. In this course you will identify the issues in design strategies for a successful packaging campaign and the technical expertise to produce your designs. Explore the development of packaging through a series of case studies and real-life design and technical tips.

GCIP 260 Portfolio Development and Presentation (4)

3 hours lecture - 3 hours laboratory

Prerequisite: A minimum grade of 'C' in GCIP 140 and GCIP 152**Note:** May be taken 2 times**Transfer acceptability:** CSU

Students will develop a personal portfolio to showcase their graphic skills and techniques. Various resources, including the Internet, will be used to conduct a job search, develop a resume and learn interviewing techniques. Guest speakers will share industry tips. Students will practice presentation and interviewing skills, with feedback from professionals working in graphics and related industries.

GCIP 270 Commercial Screen Printing (4)

3 hours lecture - 3 hours laboratory

Prerequisite: A minimum grade of 'C' in GCIP 170 and GCIP 172**Note:** May be taken 4 times**Transfer acceptability:** CSU

Commercial screen printing applications. Preparation of mechanicals using close registration and printing on standard and unusual surfaces. Color, mechanical process, and quality control standards in screen printing.

GCIP 280 Digital Prepress and Press III (4)

3 hours lecture - 3 hours laboratory

Prerequisite: A minimum grade of 'C' in GCIP 182**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCIP 180, 182, 280**Transfer acceptability:** CSU

Advanced work on larger format offset equipment focusing on sheet control, register, ink and water control, and digital imposition.

GCIP 295 Directed Study in Graphic Communications (1, 2, 3)

3, 6, or 9 hours laboratory

Prerequisite: Approval of project or research by department chairperson/ director**Note:** Cross listed at GCMW 295, may be taken 4 times**Transfer acceptability:** CSU

Independent study for students who have demonstrated skills and/or proficiencies in Graphic Communications subjects and have the initiative to work independently on projects or research outside the context of regularly scheduled classes. Students will work under the personal supervision of an instructor.

GCIP 296 Special Projects (1, 2, 3)

3, 6, or 9 hours laboratory

Recommended preparation: Advanced coursework or job-related experience**Note:** Cross listed as GCMW 296, may be taken 4 times**Transfer acceptability:** CSU

Independent work on a specified sustained project which does not fit into the context of regularly scheduled classes. Students work from a contract agreed upon by the student and the instructor.

Graphic Communications - Multimedia & Web (GCMW)

See also Graphic Communications and

Graphic Communications - Imaging & Publishing

Contact the Graphic Communications Department for further information.
(760) 744-1150, ext. 2452

Office: MD-114

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 Multimedia Design
- Interactive Web Multimedia and Audio
- Internet - Emphasis in Graphic Communication
- New Media Compositing, Authoring, and Distribution

Associate in Science Degrees -

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

- Interactive Media Design - Emphasis in 3D Modeling and Animation

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
- Video Game Artist
- Web Data Base Design

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 (Select five courses)		Units
ARTI 246	Digital 3D Design and Modeling	3
ARTI 247	Digital 3D Design and Animation	3
GCMW 204	Motion Graphics for Multimedia	4
GCMW 206	Motion Graphics Production and Compositing	4
MUS 180	Computer Music I	3
MUS 184	Electronic Ensemble	3
TOTAL UNITS		16-17

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	Beg Film/Video Field Production	3
GCMW 204	Motion Graphics for Multimedia	4
GCMW 205	Digital Video for Multimedia	4
RTV 270	Digital Video Editing	3
RTV 275	Avid Editing for Television & Film	3

TOTAL UNITS 17

Digital Media Certificate of Proficiency 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 140	Digital Imaging/Photoshop I	4
GCMW 165	Digital Video Design	4
GCMW 204	Motion Graphics for Multimedia	4
GCMW 205	Digital Video for Multimedia	4
RTV/CINE 125	Beginning Film and 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 required, 6 units minimum)

ARTI 246	Digital 3D Design and Modeling	3
ARTI 247	Digital 3D Design and Animation	3
DT 180	3D Studio Max - Introduction to 3D Modeling and Animation	3
GCIP 152	Digital Publishing/Illustrator I	4
GCIP 240	Digital Imaging/Photoshop III	4
GCMW 101	Multimedia I	4
GCMW 108	Web Motion Graphics I	4
GCMW 201	Multimedia II	4
GCMW 203	Web Multimedia	4
GCMW 208	Web Motion Graphics II	4
RTV 50	Basic Television Acting	1
RTV 110	Broadcast Writing and Producing	3
ENTT/RTV 120	Basic Television Production	3
RTV 150	Performance and Acting for Broadcast and Film	3
RTV/CINE 170	Introduction to Video Editing	3
RTV/CINE 225	Intermediate Film and Video Field Production	3

TOTAL UNITS 34

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 190	Copyright for Graphic Designers & Web Developers	1
	or	

GCIP/		
GCMW 191	Contracts for Graphic Designers & Web Developers	1
	or	
GCMW 232	Web Accessibility Design	1
GCMW 202	Web Page Layout II	4
GCMW 216	Web Data Base Design I	4
	or	
GCMW 220	Designing for Web Standards	4
GCMW 217	Online Store Design	4

TOTAL UNITS 16

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.S. 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
GCIP 140	Digital Imaging/Photoshop I	4
GCMW 204	Motion Graphics for Multimedia	4

Electives (Select two courses)

ARTD 150	Digital Concepts/Techniques in Art	3
ARTD 220	Motion Design	3
ARTI 248	Digital 3D Design and Sculpture	3
DT 128	SolidWorks Intro 3D Design and Presentation	3
DT 184	Real Time 3D Technical/Game Animation	2
ENTT/RTV 120	Digital Television Production	3
GCIP 240	Digital Imaging/Photoshop III	4
GCMW 100	History of Multimedia	3
GCMW 201	Multimedia II	4

TOTAL UNITS 28 - 31

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
GC 110	Graphics and Media: A Multicultural Perspective	3
GCIP 240	Digital Imaging/Photoshop III	4
GCMW 101	Multimedia I	4
GCMW 201	Multimedia II	4
GCMW 204	Motion Graphics/Multimedia	4

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

GCIP 140	Digital Imaging/Photoshop I	4
GCIP 152	Digital Publishing/Illustrator I	4
GCMW 100	History of Multimedia	3
GCMW 102	Web Page Layout I	4
GCMW 197B	Topics in Multimedia	3
GCMW 203	Web Multimedia	4
MUS 180	Computer Music I	3
RTV/CINE 170	Introduction to Video Editing	3

TOTAL UNITS 34-36

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 101 Multimedia I	4
GCMW 102 Web Page Layout I	4
GCMW 108 Web Motion Graphics I	4
GCMW 123 Audio for the Internet	4
GCMW 140 Web Graphics	4
GCMW 203 Web Multimedia	4
GCMW 208 Web Motion Graphics II	4
GCMW 229 Interactive Streaming Media	4

Electives (Select 1 course)

GCIP 140	Digital Imaging/Photoshop I	4
GCIP 141	Digital Imaging/Photoshop II	4
GCIP 240	Digital Imaging/Photoshop III	4
GCMW 100	History of Multimedia	3
GCMW 104	Motion and Sound	4
GCMW 165	Digital Video Design	4
GCMW 202	Web Page Layout II	4
GCMW 204	Motion Graphics for Multimedia	4
GCMW 205	Digital Video for Multimedia	4
GCMW 220	Designing for Web Standards	4
GCMW 221	Best Practices for Web Design	4
GCMW 236	Flash Game Design	4
MUS 180	Computer Music I	3
RTV 230	Digital Audio with Pro Tools	3

TOTAL UNITS 35 - 36

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, 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
or	
GCMW 120 Designing for the Social Web	4
CSWB 110 Web Site Development with XHTML	3
GCMW 102 Web Page Layout I	4
or	
GCMW 103 Interactive Publishing with PDF'S	4
GCMW 108 Web Motion Graphics I	4
GCMW 140 Web Graphics	4
GCMW 202 Web Page Layout II	4
GCMW 217 Online Store Design	4
or	
GCMW 229 Interactive Streaming Media	4
GCMW 220 Designing for Web Standards	4

TOTAL UNITS 30 - 31

Internet - Emphasis in Business Education

See Business

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
GCIP 240 Digital Imaging/Photoshop III	4
GCMW 101 Multimedia I	4
GCMW 165 Digital Video Design	4
GCMW 201 Multimedia II	4
GCMW 204 Motion Graphics for Multimedia	4
GCMW 205 Digital Video for Multimedia	4
GCMW 206 Motion Graphics Production and Compositing	4
GCMW 229 Interactive Streaming Media	4

Electives (select 1 course)

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
GCIP 140	Digital Imaging/Photoshop I	4
GCIP 141	Digital Imaging/Photoshop II	4
GCIP 152	Digital Publishing/Illustrator I	4
GCMW 102	Web Page Layout I	4

GCMW 105	Web Page Layout with CMS	4
GCMW 108	Web Motion Graphics I	4
GCMW 123	Audio for the Internet	4
GCMW 202	Web Page Layout II	4
GCMW 203	Web Multimedia	4
GCMW 208	Web Motion Graphics II	4
GCMW 220	Designing for Web Standards	4
GCMW 221	Best Practices for Web Design	4
GCMW 236	Flash Game Design	4
GCIPI/		
GCMW 295	Directed Study in Graphic Communications	3
GCIPI/		
GCMW 296	Special Projects	3
RTV/CINE 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 35 - 36

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
ARTI 246 or DT 180 or DT 182	Digital 3D Design and Modeling 3D Studio Max – Intro 3D Modeling/Animation 3D Studio Max – Adv 3D Modeling/Animation	3
ARTD 220 or ARTI 247 or DT 184 or GCMW 204	Motion Design Digital 3D Design and Animation Real Time 3D Technical/Game Animation Motion Graphics for Multimedia	
TOTAL UNITS		15

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 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	4
GCMW 217 Online Store Design	4
GCMW 226 Web Data Base Design II	4
Electives (Select at least one course, minimum 4 units total)	
BUS 180 Access Basic	1
CSWB 210 Active Server Pages	3

GCIPI/		
GCMW 190	Copyright for Graphic Designers & Web Developers	1
GCIPI/		
GCMW 191	Contracts for Graphic Designers & Web Developers	1
GCMW/		
GCIPI 192	Legal Issues for Graphic Designers & Web Developers	3
GCMW 105	Web Page Layout with CMS	4
GCMW 120	Designing for the Social Web	4
GCMW 154	Preparing Web Graphics	1
GCMW 164	Interactive Web Graphics	1
GCMW 216	Web Data Base Design I	4
GCMW 220	Designing for Web Standards	4

TOTAL UNITS 16

COURSE OFFERINGS

GCMW 100 History of Multimedia (3)

3 hours lecture

Transfer acceptability: CSU; UC

Multimedia embodies the convergence of technology with content to combine text, audio, photos, art, graphics, animation, and branching and linear video. It facilitates new ways of communicating, learning, entertaining, and self-expression; multimedia is reshaping the way we do business, practice medicine, and conduct scientific research. This course traces the emergence and development of "multimedia" as a digital technology medium within historical, global, social, cultural and aesthetic contexts.

GCMW 101 Multimedia I (4)

3 hours lecture - 3 hours laboratory

Note: May be taken 4 times; maximum of 4 completions in any combination of GCMW 101, 201

Transfer acceptability: CSU

Introduction to multimedia authoring software combining text, graphics, sound, animation, video clips and user interface to produce effective visual presentations.

GCMW 102 Web Page Layout I (4)

3 hours lecture - 3 hours laboratory

Note: May be taken 4 times; maximum of 4 completions in any combination of GCMW 102, 102A, 102B, 202

Transfer acceptability: CSU

A hands-on introduction to page layout for the Internet. Typographic considerations, screen layout, graphical interfaces, and structured page design for effective Internet communications.

GCMW 103 Interactive Publishing with PDF's (4)

3 hours lecture - 3 hours laboratory

Note: May be taken 4 times

Transfer acceptability: CSU

This hands-on course looks at a comprehensive range of print, Web, and multimedia features in Adobe Acrobat for creating and distributing electronic documents reliably and securely. Topics and projects include e-books, forms, editing, prepress, accessibility, capture, and a variety of methods to convert and repurpose documents.

GCMW 104 Motion and Sound (4)

3 hours lecture - 3 hours laboratory

Note: May be taken 4 times

Transfer acceptability: CSU

Introduction to combining motion with sound for multimedia. Includes an overview of motion graphics and sound design for the multimedia industry. Course will consider current trends in motion graphics and soundtracks for film titles, television programs and advertising, interactive media and experimental works. This is a hands-on course using digital tools for creating and editing audio and motion graphics.

GCMW 105 Web Page Layout with CMS

(4)

*3 hours lecture - 3 hours laboratory***Note:** May be taken 4 times**Transfer acceptability:** CSU

Web page layout and design with a content management system (CMS) and "what you see is what you get" (wysiwyg) software. The CMS keeps track of the content such as text, photos, music, video, and documents. Learners will design sites with articles, blogs, links, news feeds, search components, and breadcrumbs. Designed for the non-technical user, and knowledge of programming and/or coding is not needed.

GCMW 106 Multimedia for Social Networking

(4)

*3 hours lecture - 3 hours laboratory***Note:** May be taken 4 times**Transfer acceptability:** CSU

Introduction to the language and practice of media production as it is implemented for social networking. Students will learn the moviemaking process: pre-production; capture footage; capture audio; import digital video and audio to the computer from the camera; edit; export; and distribute. In this hands-on course, students will organize and share their photo library; create polished video and soundtracks; and produce movies, photobooks, podcasts, Websites, blogs, and custom DVDs. By becoming media producers, students will cultivate their analytical abilities as students of communication and as critics and viewers of media and cultural products which are forms of communication technology.

GCMW 108 Web Motion Graphics I

(4)

*3 hours lecture - 3 hours laboratory***Note:** May be taken 4 times; maximum of 4 completions in any combination of GCMW 108, 208, 228**Transfer acceptability:** CSU

Introduction of core concepts: vectors, the Stage, Scenes, Timelines, Layers, Keyframes, Shapes, Symbols (Graphic, Button, Movie Clip), Tweening, native drawing tools and external editors, frame-by-frame animation, Actions and Actionscript. Development of basic skills in web motion graphics. Exporting and embedding SWF files in Web pages. Adobe Flash will be used to create dynamic visual presentations with auditory components to communicate more effectively on the Web.

GCMW 112 Mobile Devices/Web Page Layout

(2)

*1 hour lecture - 3 hours laboratory***Note:** May be taken 4 times**Transfer acceptability:** CSU

Hands-on course that explores important considerations for making Web pages attractive and usable for a wide variety of mobile devices. Explores a variety of development tools for creating and testing Web pages for mobile screens and different strategies for deployment.

GCMW 115 Web Page Layout/WordPress

(2)

*1 hour lecture - 3 hours laboratory***Note:** May be taken 4 times**Transfer acceptability:** CSU

A hands-on course on WordPress, a flexible software for blogging and content management. Students will learn WordPress installation, implementation, enhancements with add-ins, and customization of design and features.

GCMW 120 Designing for the Social Web

(4)

*3 hours lecture - 3 hours laboratory***Recommended preparation:** GCIP 152 and/or GCIP 140**Transfer acceptability:** CSU

Focuses on the understanding of graphical user interface design for the social Web environment (Web 2.0), such as wikis, blogs, and social networks. Covers fundamental 'Social Web' principles in order to develop designs from a user perspective. Covers Web technologies, market research, usability and human factors, wireframe and sitemap documentation, Web design, cross browser functionality, Web typography, and search engine marketability. The development of marketable, original, and creative problem solving solutions will also be examined with an emphasis on Web branding. In this hands-on class, students will participate in social networks such as wikis and blogs.

GCMW 123 Audio for the Internet

(4)

*3 hours lecture - 3 hours laboratory***Note:** May be taken 4 times**Transfer acceptability:** CSU

Introduction to sound and audio on the World Wide Web. Topics covered include digitizing audio for the internet, audio formats, optimization techniques and bandwidth considerations. This is a hands-on class using audio editing, html, and graphics editing software. Upon completion of course, student will create and publish a website incorporating audio on the internet.

GCMW 140 Web Graphics

(4)

*3 hours lecture - 3 hours laboratory***Note:** May be taken 4 times**Transfer acceptability:** CSU

The Graphical User Interface is a major component of Web design and production; human factors and usability are major factors in designing for the Web. This course includes industry standard techniques for Web graphics and other display media. It covers the mechanics for image production as well as methodologies for asset management, file compression, scanning, animation, image maps, slices, interactive rollovers, navigation, integration with multiple applications, layouts for screens, GIF and JPEG file formats, image resolution, and color depth. The implementation of planning models to design comprehensives for Website development is a major component in this hands-on course.

GCMW 154 Preparing Web Graphics

(1)

*3 hours laboratory***Note:** May be taken 4 times; maximum of 4 completions in any combination of GCMW 154, 164**Transfer acceptability:** CSU

Hands-on course to produce optimized graphics for the Web with applications such as Adobe's Fireworks, cross-platform production environments: edit bitmap and vector graphics; format text; select Web-safe color; simple animation; generate HTML and JavaScript automatically; integrate with other Web production applications.

GCMW 164 Interactive Web Graphics

(1)

*3 hours laboratory***Note:** May be taken 4 times; maximum of 4 completions in any combination of GCMW 154, 164**Transfer acceptability:** CSU

Hands-on course to produce optimized graphics for the Web with applications such as Adobe's Fireworks, cross-platform production environments: design complex buttons and navigation bars, image maps, slicing complex graphics, animation, batch processing, and scripting; generate HTML and JavaScript automatically; integrate with other Web Production applications.

GCMW 165 Digital Video Design

(4)

*3 hours lecture - 3 hours laboratory***Note:** May be taken 4 times**Transfer acceptability:** CSU

Explores project planning, setup, editing and output of Digital Video. Incorporates sound, graphics, 2D animation and text for full-screen, web, CD-ROM, or DVD playback. Projects and assignments utilize transitions, superimposing, transparency and keying along with video, audio and other special effects.

GCMW 177 Search Engine Optimization (SEO) for Web Design

(4)

*3 hours lecture - 3 hours laboratory***Recommended preparation:** GCMW 102**Note:** May be taken 4 times**Transfer acceptability:** CSU; UC (pending)

Integrate Search Engine Optimization (SEO) techniques to improve search engine traffic, visibility, conversion, and Return on Investment (ROI). This hands-on course presents guidelines and techniques for SEO strategy and implementation. Optimize Website design through complex design technologies such as wireframes, dynamic content, pay per click, keywords, copywriting, graphics, and multimedia. Incorporate blogs, forums, and chat. Measure traffic with analytics and metrics.

GCMW 190 Copyright for Graphic Designers & Web Developers

(1)

*1 hour lecture***Note:** Cross listed as GCIP 190**Transfer acceptability:** CSU

Copyright is an old and well codified area of law. The statutes and cases, however, have created complexities that are sometimes difficult to understand. This course covers the basics of copyright law, copyright registration, methods of informing viewers of copyright protections and liability, and the ways in which a graphic designer may enforce copyright. The damages and remedies of injunction and compensation are included. This course is not intended to offer legal advice. Consult with competent legal professionals for any questions regarding specific copyright issues.

GCMW 191 Contracts for Graphic Designers & Web Developers

(1)

*1 hour lecture***Note:** Cross listed as GCIP 191**Transfer acceptability:** CSU

Graphic designers, whether employed by business or freelance, need to understand contract terms, negotiation, conditions, and the statutory and case law uniquely applicable to graphic design. Understanding the terms of a contract is essential to protecting the rights to use of work product and obtaining compensation. Failing to do so usually results in abuse of rights and non-compensation. This course is not intended to offer legal advice. Consult with competent legal professionals for any questions regarding specific contractual issues.

GCMW 192 Legal Issues for Graphic Designers and Web Developers

(3)

*3 hours lecture***Note:** Cross listed as GCIP 192**Transfer acceptability:** CSU

This course will cover most legal issues that confront graphic designers and web developers in the day-to-day operation of the businesses. Specific legal issues will include business formation, contracts, copyright, licensing, deep linking, click wrap agreements, and the risks and benefits of self employment versus employment by a business. This course is not intended to offer legal advice. Consult with competent legal professionals for any questions regarding specific legal issues.

GCMW 197A Topics in Internet

(1-5)

Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture or laboratory may be scheduled by the department. Refer to Class Schedule.

Note: May be taken 4 times**Transfer acceptability:** CSU

Graphic Communications topics in Internet. See Class Schedule for specific topic offered. Course title will designate subject covered.

GCMW 197B Topics in Multimedia

(1-5)

Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture or laboratory may be scheduled by the department. Refer to Class Schedule.

Note: May be taken 4 times**Transfer acceptability:** CSU

Graphic Communications topics in multimedia. See Class Schedule for specific topic offered. Course title will designate subject covered.

GCMW 201 Multimedia II

(4)

*3 hours lecture - 3 hours laboratory***Prerequisite:** A minimum grade of 'C' in GCMW 101**Recommended preparation:** GCMW 165 or GCMW 205**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCMW 101, 201**Transfer acceptability:** CSU

Strategies and techniques for designing successful user multimedia interface. There will be emphasis on usability and design issues, incorporation of underlying metaphors, screen design, and navigational styles. Authoring systems, video compositing, digital imaging and audio editing applications will be explored.

GCMW 202 Web Page Layout II

(4)

*3 hours lecture - 3 hours laboratory***Prerequisite:** A minimum grade of 'C' in GCMW 102 and GCMW 140**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCMW 102, 102A, 102B, 202**Transfer acceptability:** CSU

Multimedia web site design and production using advanced WYSIWYG editor that permits editing hypertext markup language (HTML) as well as designing to current standards of CSS and interactivity. Includes mechanics for site production as well as methodologies for project planning and management.

GCMW 203 Web Multimedia

(4)

*3 hours lecture - 3 hours laboratory***Prerequisite:** A minimum grade of 'C' in GCMW 102**Recommended preparation:** GCIP 140**Note:** May be taken 4 times**Transfer acceptability:** CSU

Open discussion of current technologies, social issues, and design theory directly related to multimedia for the Internet and the World Wide Web. Experimental and practical application of multimedia in graphical user interface and user navigation design via assigned class projects.

GCMW 204 Motion Graphics for Multimedia

(4)

*3 hours lecture - 3 hours laboratory***Prerequisite:** A minimum grade of 'C' in GCMW 165**Recommended preparation:** GCIP 140**Note:** May be taken 4 times**Transfer acceptability:** CSU

Explores project planning, setup, execution, and output of motion-based graphics. Incorporates exploration and integration of sound, graphics, digital video, 2-D animation, and text for multimedia.

GCMW 205 Digital Video for Multimedia

(4)

*3 hours lecture - 3 hours laboratory***Prerequisite:** A minimum grade of 'C' in GCMW 165 and 204**Note:** May be taken 4 times**Transfer acceptability:** CSU

Exploration of concepts, design and development of digital video production and editing skills as they relate to CD Rom/DVD, Internet, and Digital Video Tape.

GCMW 206 Motion Graphics Production and Compositing

(4)

*3 hours lecture - 3 hours laboratory***Prerequisite:** A minimum grade of 'C' in GCMW 204 and 205**Note:** May be taken 4 times**Transfer acceptability:** CSU

This course will be a "cap course" in which the student combines skills learned in multiple disciplines. For example the student will combine video skills learned in Graphic Communications and RTV with skills learned in ART or CAD by compositing a video that incorporates 3D rendered characters with live video footage. The student will complete the work by preparing it for publication on tape, DVD, digital storage device or web based formats.

GCMW 208 Web Motion Graphics II

(4)

*3 hours lecture - 3 hours laboratory***Recommended preparation:** GCMW 108**Note:** May be taken 4 times; maximum of 4 completions in any combination of GCMW 108, 208, 228**Transfer acceptability:** CSU

Development of intermediate skills in web motion graphics: introduction of object-oriented design as applied to dynamic animation presentations; communication between graphical elements and instances; use of scripting and variables; creation of sound objects; use of components to improve efficiency; using Dynamic Text and ActionScript. Integrating digital audio and video with Flash presentations. Macromedia's Flash will be used to create dynamic visual presentations with audio and video assets to communicate more effectively on the Web.

GCMW 216 Web Data Base Design I (4)
 3 hours lecture - 3 hours laboratory
Prerequisite: A minimum grade of 'C' in GCMW 102
Transfer acceptability: CSU
 Hands-on course for creating Web pages that draw dynamic content from databases. Design and create a simple database for use on the Web. Create Web forms that add, modify or delete records from a database. Plan and implement a Web application using modern Web design tools such as Dreamweaver.

GCMW 217 Online Store Design (4)
 3 hours lecture - 3 hours laboratory
Prerequisite: A minimum grade of 'C' in GCMW 102 and GCMW 202
Note: May be taken 4 times; maximum of 4 completions in any combination of GCMW 217, 218
Transfer acceptability: CSU
 Design of interactive commercial web sites with emphasis on online shopping cart and database creation and management. Hands-on production of an online store. Perspective through web store case studies and models. Evaluation of various e-commerce solutions, security/privacy and payment options, site promotion/advertising, analysis tools and trends in appropriate web graphics, multimedia and software. Project management methods for e-commerce site life cycle.

GCMW 220 Designing for Web Standards (4)
 3 hours lecture - 3 hours laboratory
Prerequisite: A minimum grade of 'C' in GCMW 202
Recommended preparation: GCMW 102
Note: May be taken 4 times; maximum of 4 completions in any combination of GCMW 220, 221
Transfer acceptability: CSU
 Web site design and production using the current standards of the hypertext markup language (HTML) and other advanced tools (multimedia applications and Java Script, Java, etc.). Use of HTML editors for site authoring and mechanics as well as methodologies for project planning and management.

GCMW 221 Best Practices for Web Design (4)
 3 hours lecture - 3 hours laboratory
Prerequisite: A minimum grade of 'C' in GCMW 102 and/or GCMW 202
Note: May be taken 4 times; maximum of 4 completions in any combination of GCMW 220, 221
Transfer acceptability: CSU
 Current standards of Web design set forth by the W3C mandate changes in the way Web designers create their Web pages. This course teaches the use of XHTML and CSS to implement Web typography and advanced Web page layouts that comply with current Web standards.

GCMW 226 Web Data Base Design II (4)
 3 hours lecture - 3 hours laboratory
Prerequisite: A minimum grade of 'C' in GCMW 202 and 216
Transfer acceptability: CSU
 Modern Web sites frequently need to interact with Web database servers in order to manage content, take orders or reservations, receive information, and interact with their visitors. This is a hands-on course for creating Web pages with a modern Web design tool such as Dreamweaver that draw dynamic content from remote database server such as MySQL. Learners will design and manage a remote database on a remote database server using popular database management tools.

GCMW 229 Interactive Streaming Media (4)
 3 hours lecture - 3 hours laboratory
Prerequisite: A minimum grade of 'C' in GCMW 102
Note: May be taken 4 times
Transfer acceptability: CSU
 Explores the various aspects of interactive streaming for the web. Combines lecture, hands on lessons, exercises, projects, and group work to build skills in the interactive streaming process. Students evaluate and select streaming methods, develop and author various media, and deliver the content in appropriate formats. Particular attention is given to design, usability, and applicable uses of interactive streaming media on the web.

GCMW 232 Web Accessibility Design (1)
 3 hours laboratory
Prerequisite: A minimum grade of 'C' in GCMW 202 and 220
Note: May be taken 4 times
Transfer acceptability: CSU
 Evaluate screen and Web design techniques to maximize accessibility by people with physical disabilities. Implement tools to convert documents to accessible formats. Produce sites that are accessible. Use various resources from the World Wide Web Consortium and publishers such as checklists, examples of code, conversion tools, test tools, etc. Review legal requirements (Americans with Disabilities Act and the Web Accessibility Initiative) for various sectors to provide fully accessible Web sites.

GCMW 236 Flash Game Design (4)
 3 hours lecture - 3 hours laboratory
Prerequisite: A minimum grade of 'C' in GCMW 108 and 208
Note: May be taken 4 times
Transfer acceptability: CSU
 A hands-on introduction to game design using Flash 5. ActionScript for game development, screen layout, game interfaces, and structured game layout for effective game design. The course is designed to introduce students to Flash game design and concepts. Projects apply ActionScript and game layout principles. (For beginning and intermediate levels).

GCMW 295 Directed Study in Graphic Communications (1, 2, 3)
 3, 6, or 9 hours laboratory
Prerequisite: Approval of project or research by department chairperson/ director
Note: Cross listed as GCIP 295; may be taken 4 times
Transfer acceptability: CSU
 Independent study for students who have demonstrated skills and/or proficiencies in Graphic Communications subjects and have the initiative to work independently on projects or research outside the context of regularly scheduled classes. Students will work under the personal supervision of an instructor.

GCMW 296 Special Projects (1, 2, 3)
 3, 6, or 9 hours laboratory
Recommended preparation: Advanced coursework or job-related experience
Note: Cross listed as GCIP 296; may be taken 4 times
Transfer acceptability: CSU
 Independent work on a specified sustained project which does not fit into the context of regularly scheduled classes. Students work from a contract agreed upon by the student and the instructor.

Health (HE)

Contact the Department of Health, Kinesiology and Recreation Management for further information.
 (760) 744-1150, ext. 2462
 Office: O-10

COURSE OFFERINGS

HE 100 Health Education and Fitness Dynamics (3)
 3 hours lecture
Transfer acceptability: CSU; UC
 Individual well being will be developed through the study of the emotional, spiritual, intellectual, social, and physical qualities of health.

HE 100L Health Performance Lab (1, 1.5, 2)
 3, 4.5, or 6 hours laboratory
Note: May be taken 3 times
Transfer acceptability: CSU; UC
 Fitness lab course designed to develop and encourage positive attitudes and habits with regards to health education and fitness dynamics. Lab participation will primarily utilize exercise equipment as it relates to cardiovascular efficiency, body composition, muscular strength and endurance and flexibility. An individual fitness profile will be established, including pre-post testing, to determine each student's fitness accomplishments.