**CTE** **Model** **Curriculum** **Worksheet**

Title: **Digital** **Effects** *(FAST* *TRACK* *Certificate* *in* *One* *Year)*

Total units **16.5** *(all* *units* *are* *semester* *units)*

Award Type (*indicate* *one)*:

\_\_\_AA \_\_\*AS \_\_Low-Unit Certificate \*AS should be used for CTE and STEM.

**“Core”** **Courses:**

\_X\_\_Certificate (≥12units)

**10.5** units

|  |  |  |
| --- | --- | --- |
| **Title** **(units)** | **C-ID** **Designation** | **Rationale** |
| Intro to Digital Media (3) | DMGR 100 X | Industry Standards & Expectations |
| Design Principles (3) | DMGR 110 X | Industry Standards & Expectations |
| Intro to Social Media (3) | DMGR 120 X | Industry Standards & Expectations |
| DM Business Basics & Portfolio (1.5) | DMGR 130 X | Industry Standards & Expectations |

**Select from the following: 6** units

|  |  |  |
| --- | --- | --- |
| Digital Effects (3) | See Sample Course | Adobe After Effects |
| Typography (3) | See Sample Course | Industry Standards & Expectations |

**FIRST SEMESTER EXAMPLE**

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| --- | --- | --- |
| Intro to Digital Media (3) | DMGR 100 X |  |
| Design Principles (3) | DMGR 110 X |  |
| Typography (3) | See Sample Course |  |

**FINAL SEMESTER EXAMPLE**

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| DM Business Basics & Portfolio (1.5) | DMGR 130 X |  |
| Digital Effects (3) | See Sample Course |  |
| Intro to Social Media (3) | DMGR 120 X |  |

**DIGITAL EFFECTS - SAMPLE** **COURSE**

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| --- | --- | --- |
| Discipline: Digital Media Graphics (DMGR) | Proposed Sub-discipline (if applicable): | |
| General Course Title: **Digital** **Effects/Motion** **Graphics** | | Min. Units 3 |
| **GENERAL** **COURSE** **DESCRIPTION**  This hands-on course provides an introduction to Digital Effects/Motion Graphics Students will conceptualize, design and produce innovative time-based visual communication solutions using motion design theory and techniques. Exploring a wide range of applications (film, web, television, communication de-sign, branding and advertising), students will create projects with advanced techniques for animation and visual effects in broadcast design, film titles and video production by combining typography, graphics and narrative storytelling. | | |
| **JUSTIFICATION**  Digital Graphics/Motion Graphics professionals are needed in film, television, graphic design, branding, advertising and web. | | |
| Prerequisites: Digital Imaging, Vector Graphics, Typography | | |
| **COURSE** **CONTENT** ·Software interface ·Animation basics  ·Motion graphics terminology ·Vector and raster images ·Time-based effects/animation  ·Professional Practice and Preparation ·Typography  ·Special Effects Post-Production Suite ·Evaluation Of Project  ·Key frames ·Output/Medium ·Portfolio | | |
| **COURSE** **OBJECTIVES** *At* *the* *conclusion* *of* *this* *course,* *the* *student* *should* *be* *able* *to:*  1. Customize animation using titles, sound and transitions to meet specific target objectives.  2. Demonstrate time and resource management principles in the development and production of computer animation projects.  3. Produce and interpret digital storyboards evidencing storytelling and typographic elements. | | |
| **METHODS** **OF** **EVALUATION**  1. Written Assignments  2. Projects (solo/group)  3. Problem Solving Exercises  4. Quizzes/Exams | | |
| **TEXTBOOKS** OER Materials **-OR-**  *LEARN* *Adobe* *After* *Effects*  By [Conrad Chavez](http://www.peachpit.com/authors/bio/9b3da64f-2639-4c19-a950-5c9214d389e5), [Joe Dockery](http://www.peachpit.com/authors/bio/d0289650-7c59-4058-9426-ffd6d68e3565)  **-OR-**  *Adobe* *After* *Effects* *Classroom* *in* *a* *Book* by Lisa Fridsma and Brie Gyncild | | |

**TYPOGRAPHY - SAMPLE** **COURSE**

|  |  |  |
| --- | --- | --- |
| Discipline: Digital Media Graphics (DMGR) | Proposed Sub-discipline (if applicable): | |
| General Course Title: **Typography** | | Min. Units 3 |
| **GENERAL COURSE DESCRIPTION**  An introduction to typography for visual communications in graphic design. The class emphasizes the use of typography in the design process, including aspects of analytical and creative design through typical media, including: a brochure, poster, or magazine ad. Students explore the evolution and classification of letterforms, the investigation of structure, format, legibility, and expression. Exercises include both hand and digital skills, including hand lettering and experimental type, with an emphasis on the application of typography. | | |
| **JUSTIFICATION**  Typography is the foundation to all design in publishing, web, film, advertising, etc. Those who have a better understanding of what type is, does and can be created are sought after by industry professionals. | | |
| Required Prerequisites: Digital Imaging | | |
| **COURSE CONTENT**  • History, Contemporary Trends, Language, Aesthetics and Emerging Media as they Relate to Typography  • Anatomy of Letter Forms  • Terminology including the internal grid structure, measurements and specifying typesetting  • Origins of typographic letter forms and the five classic typefaces classifications, type families, and identification  • Fonts and Families  • Type Measurements: Points and Picas  • Type Layout and Formatting  • Creating visual hierarchy and emphasis, grids  • Selecting and Mixing Typefaces  • Targeting particular audiences.  • Hand Lettering and Typeface Creation  • Typographic Details  • Pre-Press and Preparing Files for Print  • Creating Professional Quality Designs from Concept to Completion, avoiding  Amateur Pitfalls  • Trends in Type  • Type Options for Web Design  • Type across Software Platforms  • Group and Individual Critiques of Typographic Design utilizing relevant Terminology and  Concepts | | |
| **COURSE OBJECTIVES**  *At* *the* *conclusion* *of* *this* *course,* *the* *student* *should* *be* *able* *to:*   1. Create original typographic design projects, synthesizing the parameters of the assignment within a specific deadline. 2. Evaluate and defend their projects and typographic choices, and compare them to their peers during the critique process using critical thinking skills.   3. Utilize typographic terminology and measurements.  4. Design typographic layouts, synthesize their knowledge of other software, and build  upon their knowledge of design principles and elements.  5. Analyze five classic typeface families.  6. Create a portfolio of finished typographic projects. | | |
| **METHODS OF EVALUATION**  · Written Assignments  · Projects (solo/group)  · Problem Solving Exercises  · Quizzes/Exams | | |
| **TEXTBOOKS**  OER Materials  **-OR –**  *The Elements of Typographic Style*  by Robert Bringhurst  Hartley and Marks Publishers  **-OR-**  *Thinking with Type*  by Ellen Lupton  Princeton Architectural Press | | |
| FDRG Lead Signature: M. Abril Date: 07/15/2019 | | |