

DIGITAL MEDIA ARTS

Department of Communication Studies

Lyons Hall 314 – 888-2115

<http://www.canisius.edu/dma>

Overview

The Digital Media Arts program, in the Communication Studies Department, offers a 13-course major to those seeking to design and construct effective messages/content—both visually and textually—through the creative use of an array of digital tools. The courses range from those in graphic design and web development to animation and video, culminating in a capstone project.

Details of the program, including a list of the required courses and electives in design, technical and critical areas, can be found in a department handbook, “Advisement Guidelines,” available in the department office, Lyons 314, as well as on the department’s web site for DMA (www.canisius.edu/dma).

Advisement

In order to register for the Fall 2009 courses, students need to meet with their advisors to discuss the proposed classes and receive a PIN number. This should be done at least a week before the opening of the student’s registration window. Appointment schedules are posted on faculty doors; students should sign-in for a slot.

Student advisors are listed in a number of places: 1) On a master list in the hallway near Lyons 314; 2) On the professor’s door; and 3) On the department’s web site (click on “students”). For general queries, please contact the interim DMA director, Dr. Barry Berlin (berlin@canisius.edu). Prof. Ben Dunkle, the DMA director, is on sabbatical for the Spring 2009 semester.

DMA 202 is designated as Field 5 - Social Sciences - in the college core. DMA 203 is designated as Field 3 - Arts - in the college core.

Digital Media Arts Course Offerings for Fall 2009

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| DMA 201 Introduction to Digital Media | DMA 351 3D Modeling, Texturing, Lighting |
| DMA 202 Digital Media Culture | DMA 384 Digital Typography |
| DMA 203 Digital Design Concepts | DMA 408 Capstone |
| DMA 205 Digital Graphics | FAS 141 Digital Photography |
| DMA 317 Intro to Motion Graphics | COM 325 Media Literacy * |
| DMA 347 Electronic Game Design | COM 361 Intro to TV Production |
| | COM 374 Film History |

* = Service Learning course

FAS and COM courses above = DMA electives

(For days and times of these courses, please refer to listings on the college’s web site.)

Facilities

In addition to the comprehensive program in the digital media field, up-to-date software and computers are available to students in four labs in Lyons Hall. There also are digital video editing stations, an audio/music production studio and a television studio/control room on the 4th floor of Lyons Hall.

Internships

Qualified junior and senior majors may apply for an internship. For further information, please refer to the handbook, the web site and/or Dr. Barbara Irwin, director of the internship program.

Fall 2009 DMA Course Descriptions

DMA 201 Introduction to Digital Media

Introduces the fundamentals of digital systems and technologies through class lecture and hands-on approaches. Software and hardware used for web design, multimedia, video production, graphics and audio production.

DMA 202 Digital Media Culture

Familiarize yourself with the current cultural approaches to understanding digital media and the impact these media have in personal lives as well as in community, cultural, social, institutional and organizational lives. Explore the ways in which digital media transform communication, expression, social organization and cognition.

DMA 203 Digital Design Concepts

Improve your sense of design by applying design principles through a series of hands-on exercises. Be inspired by exploring 20th century graphic design history. Learn to leverage the persuasive power of graphic design by using the digital tools available on your computer. Discover how to work with graphic design professionals in the production of advertisements, posters, websites and business cards.

DMA 203 Digital Design Concepts - ONLINE

Improve your sense of design by applying design principles through a series of hands-on exercises. Be inspired by exploring 20th century graphic design history. Learn to leverage the persuasive power of graphic design by using the digital tools available on your computer. Discover how to work with graphic design professionals in the production of advertisements, posters, websites and business cards. Note: basic computer graphics aptitude is a prerequisite for this course, students must have Adobe Photoshop and Microsoft Office installed, as well as a high-speed connection to the Internet.

DMA 205 Digital Graphics

Examine digital graphics and how they are created and used in web designs, multimedia and desktop publishing. Software packages like Adobe Photoshop and Illustrator will be used.

DMA 317 Intro to Motion Graphics**Mr. Brian Milbrand**

This course is a hands-on overview of motion graphics for video. We are living in an age where visual communication is king. These new methods of communication and distribution involve sequences of visual imagery. One of the most popular methods of enhancing the appeal of these sequences of visual imagery is through the addition of computer generated animation and motion graphics.

DMA 347 Electronic Game Design**Mr. Michael Thomasson**

This course covers the art, craft and business of creating electronic games. Develop your own game concept, learn the basics of interactive authoring and produce a storyboard. Emphasis will be placed on understanding the gaming industry and the languages of game design.

DMA 351 3D Modeling, Texturing, Lighting**Mr. P.J. Moskal**

This course is a hands-on overview of the broad and complex areas of 3D computer modeling, texturing, and lighting. Different modeling approaches will be explored, including box modeling, lofting, and sculpting, utilizing polygons as well as NURBS and subdivision surfaces. Projects will consist of modeling, texturing, and lighting a 3D geometric object, a 3D character, and a 3D environment or level.

DMA 384 Digital Typography**Mr. Ben Dunkle**

Take your designs to a new level by learning principles of typography. Work with popular and classic typefaces, and even design one yourself, as you complete assignments for both print and screen.

DMA 408 Capstone**Mr. P.J. Moskal**

Students will develop a portfolio helpful for an entry-level position in digital media. A professional-level project will be required of all majors to demonstrate specific strengths in visual communications, web-based research, interactive CDs, DVDs, web site design, traditional print materials, and the like.

FAS 141 Digital Photography

Reviews basic photo skills and handling of film and digital cameras. Scanning film and prints and manipulation of images in Photoshop are all concerns as students develop a personal aesthetic and portfolio. Prerequisites: Intro Photo (FAS 114) or approval of instructor, digital camera.

COM 325 Media Literacy**Dr. Barbara Irwin**

Focuses on theoretical approaches and practical skills enabling students to analyze, think critically, and produce effective mediated messages in a variety of formats and specialized content areas. As a Service Learning course connected to the Canisius College Video Institute, we will take on real-world projects to benefit community agencies. You will leave with a strong portfolio piece, as well as a sense that your work will make a difference to others in the community.

COM 361 Intro to TV Production**Mr. Jamie O'Neil**

A technical and creative overview of television production. This course introduces students to the basics of TV studio equipment, crewmember responsibilities and the structure of both live and pre-recorded television programs. Learn camera operation, sound recording, lighting, switching, computer-based video editing and take a shot at directing your own TV show pilot. Examine both the technical and creative processes involved in studio-based production. Learn scripting, lighting, multi-camera set-up, floor directing, switching, audio and directing.

COM 374 Film History**Dr. Geraldine Bard**

Students who are interested in film professionally or personally will be invited to view sequences illustrating the development of the motion picture from 1894, with the release of Fred Otta's Sneeze, through 1941, with the release of Citizen Kane. The goal of this course is to introduce students to the historical development of film as an art form and medium of entertainment. Learn the development of filmmaking and cinema art from 1895 through WWII by studying, viewing, and discussing classic silent and sound pictures from Hollywood and abroad.