



## CSUSM Extended Learning Announces...

# DIGITAL ARTS CERTIFICATE - SPRING 2012

### ***Design Your Future!***

From Web page design to advertising graphics to publishing, entertainment promotions, game design and animation ... digital artists play a key role in how today's companies conduct business communications and promotions. Having an artist's imagination is helpful. But, getting the skills and competencies needed to launch or advance a creative career is indispensable. In this exciting program series you'll learn the latest tools of computer design, Web development and animation in an innovative training format which is both immersive and project based. Whether you're interested in new media design, the impact of social media marketing, responsible for creating your company's Web site or brochures, wanting to update your skills or develop basic level skills to enter the field, these information-packed workshops are just what you're looking for.

### **Digital Arts Training...just a Click Away!**

- Gain hands-on practice in the elements and principles of design
- Take rough ideas and turn them into powerful visual messages
- Learn to design electronic pages, ads, brochures
- Learn to design dynamic Web pages
- Develop electronic illustration techniques
- Gain an appreciation for commercial digital photography
- Train on contemporary design software in modern labs
- Learn Photoshop, Illustrator, Dreamweaver, Flash, InDesign
- Develop an awareness of today's marketplace
- Create professional quality portfolio samples
- Train with experienced instructors in small class sizes

### ***Course Information:***

Day: Saturdays

Time: 8:30 am - 5:30 pm

Location: CSUSM San Marcos Campus

Fees:

\$938.70 for One Certificate

\$1,341 for Both Certificates

\$149 for Individual Classes

Refresher Fee: \$75 (Returning students only. Refer to Web site for additional information)

### ***Choose From Two Certificate Tracks:***

#### **Web Page Design Certificate**

The exponential increase in internet communications and e-commerce requires the designer to develop new competencies and skills. In this track, you'll get an introduction to the latest techniques for designing and building dynamic web sites to search engine optimization using the latest Web editor, graphics software and current navigational theory.

#### **Computer Graphics and Design Certificate**

Develop an understanding of electronic design fundamentals with an emphasis on print media. From advertising layout, special effects, and illustration, to publication design and pre-press theory, you'll gain knowledge of contemporary design theory, and develop technical skills for integrating text and images to create compelling design solutions.

**Earn Both Certificates in Two Semesters!**

## COURSE INFORMATION

### Introduction to Design: Elements & Principles

Gain an appreciation for trends and technologies influencing today's fields of graphic design and web page development. This hands-on session will introduce you to the principles of art and layout, concept sketching, shape, balance, composition, psychology of color and design theory. Learn about pre-digital illustration and typographic styles for effective visual problem solving related to advertisements, brochure, logo, and web page layout.

### Introduction to Photoshop: Electronic Illustration

Develop basic skills in creating digital images. Topics addressed include Photoshop tools, channels, layers and typography, files formats, special effects, color, image enhancements and photo montage. An excellent introduction to electronic illustration for both print and Web applications.

### Advanced Photoshop

Build advanced skills in electronic illustration. Workshop activities address the special effects capabilities of Photoshop, merging typographic and pictorial elements, advanced image editing, advanced layers, retouching and color correction. Class also introduces techniques for outputting images at desired size and quality for both print and Web applications.

### Introduction to Dreamweaver: Website Design

This workshop, featuring the industry-leading web design software Dreamweaver, provides a thorough introduction to page building techniques and navigation strategy. Topics cover design theory, the Dreamweaver environment, tool bars, text formatting and layout, and integration of graphics. You will gain an appreciation for the speed, ease and efficiency of using Dreamweaver for effective page building.

### Advanced Dreamweaver

Learn to use advanced features of Dreamweaver to design a polished web site. Topics include the dynamic aspects of Dreamweaver page building, advanced design strategies, forms, scripts and site maintenance. By the end of the program you will publish a finished web site project to an internet server for online review and critique.

### Introduction to Flash: Animation for the Web

Learn basic techniques for adding animated effects and motion graphics to web site projects using Adobe Flash, the highly acclaimed internet development tool. You will develop competency in using a full spectrum of tools, functions and capabilities.

### Entering the Design Field: Professional Practices

This class will discuss the business side of establishing yourself as Web designer and graphics professional. In class topics and discussions will include: what constitutes a professional portfolio, preparing for job interviews, starting a design service, where and how to find clients, determining fee structure for your services, the importance of copyrights and trademarks and the impact of Social Media and Web Marketing.

### Introduction to Adobe InDesign: Electronic Layout

Learn the latest techniques in electronic page layout. Topics include importing text and graphics, typesetting, color management, new document construction, using InDesign palettes, and working with objects and layers. Acquired skills enable you to design and create effective layouts for a variety of corporate print applications

### Advanced Adobe InDesign

Develop advanced skills in page design and production. Topics include frames, InDesign drawing tools, using text and graphics for visual impact, psychology of color, designing multiple-page documents and pre-press topics for commercial printing.

### Introduction to Adobe Illustrator

Develop the basic skills and techniques in using the acclaimed vector drawing program Adobe Illustrator. Topics cover basic tools, Bezier curves, psychology of color, gradients, patterns, transparencies, layers, and rasterizing to develop compelling electronic images. Techniques presented relate to a wide variety of illustration applications including book, brochure, CD, advertising, and game design.

**Please bring your own USB flash drive to each class.**

### Required Courses and Schedule

Course Name	Date	Web Page Design	Computer Graphics & Design	Both Certificates	Keywords
Introduction to Design: Elements & Principles	February 18	x	x	x	Digital
Introduction to Photoshop	February 25	x	x	x	Photoshop
Advanced Photoshop	March 3	x	x	x	Photoshop
Introduction to Dreamweaver	March 17	x		x	Dreamweaver
Advanced Dreamweaver	March 24	x		x	Dreamweaver
Introduction to Flash: Animation for the Web	March 31	x		x	Flash
Entering the Design Field: Professional Practices	April 14	x	x	x	Design Field
Introduction to Adobe Illustrator	April 21		x	x	Adobe
Introduction to Electronic Layout: Adobe InDesign	April 28		x	x	Adobe
Advanced Electronic Layout: Adobe InDesign	May 5		x	x	Adobe

**TO REGISTER: Visit [www.csusm.edu/el](http://www.csusm.edu/el) or call 760-750-4020**