

SCHOOL OF DIGITAL IMAGING AND VISUAL ARTS (DI)

The School of Digital Imaging and Visual Arts (**DIVA**) is a dynamic, high-tech institution structured in four different departments that offer courses at the beginning, intermediate and advanced levels:

DIGITAL MEDIA (DM)
PHOTOGRAPHY (PH)
VIDEO PRODUCTION (VP)
VISUAL COMMUNICATION (VC)

DIVA's eye on Florence is like Brunelleschi's box invented by the famous Renaissance architect to capture perspective through light: what is projected through the pinhole is the innovative vision created with students in the city considered the cradle of artistic creativity since Renaissance times. **DIVA's** role in this rich background is to preserve its visionary spirit but not dwell upon it, to work towards a contemporary, innovative future.

DIVA is an academic institution that offers studies in digital photography, rich multimedia, video making, graphic design and visual communication, and its philosophy is literally a "vision," one that seeks to train students to forge a new light and a new perspective on how digital and visual arts reveal our surroundings.

DIVA's technological approach explores local and European surroundings as a living, vivid canvas by breathing new life and mobility into historical and traditional contexts, capturing the contemporary social landscape and creating new scenarios for the images of tomorrow.

The School Mission is:

To create a space for a new education towards visual approach to digital media, where students share a goal: to renew the image of Florence and the concept of esthetics as perceived over time through centuries of artistic innovation.

To promote sustainable future through digital media, design and visual arts: photography and video methods that use more responsible ways of consuming resources and visual communication studies that aspire to proficiency in the use of visual design methods and technologies.

One of the School's main objectives is to educate students to choose responsible approaches to digital and paper production of their visual works of art, to possess the technical abilities to elaborate what they creatively envision and to continue to expand the breadth of their knowledge in the digital and visual arts.

DIVA is located in the central Santa Croce area, in Palazzo Doni, a historical building which hosted Michelangelo Buonarroti. Palazzo Doni facilities are equipped with:

- One photo lab
- One printing lab
- One 18-seat capacity computer and research lab classroom
- Two 14-seat capacity computer and research lab classrooms
- One 10-seat capacity computer and research lab classroom
- One 45-seat capacity lecture room
- One 20-seat capacity computer and internet center
- One workout room, offering machines, weights and work out area constantly accessible to students
- One reading and study area
- One academic office
- Free Wi-Fi access
- Hangout space for students.

All classrooms are equipped with whiteboards. Audio-visual equipment (PPT, DVD, CD and digital projectors) is also available.

DIVA is an institution that includes an international faculty formed by a dynamic group of photographers, artists, writers, filmmakers, and curators, all with an exceptional diversity of approaches, who share

their perspectives and experiences with their students and involve them in work on challenging projects. The school provides students with personal enrichment and exposure to the local community through exhibitions, shows and cultural integration projects.

CAREER PROGRAMS PHOTOGRAPHY

This career program combines classical and new up-to-date approaches both to theoretical studies and practical activities. The acquisition of skills and an intense training will provide students with a thorough understanding of digital photography.

YEAR 1 SEMESTER I (FALL)

CORE COURSES

Italian Language (45 lecture hours) (*)	
DI PH ID 180	Introduction to Digital Photography
FA CL IC 140	Introduction to Classic Photography
DI VC WD 200	Web Design
DI VC DF 190	Visual Communication Design Fundamentals Studio I
DI PH PS 220	Introduction to Photoshop

SEMINARS

FT FC CP 200	Art Media: Introduction to the Creative Process
DI PH FA 290	Fine Art Digital Printing
DI PH OC 260	On Camera and Studio Flash Photography
FA CL PP 270	Pinhole Photography
DI PH VD 280	Visual Diary

(*) All students enrolled in Certificate Programs are required to take a 3-week course of Italian Language before the start of the Certificate Program.

SEMESTER II (SPRING)

CORE COURSES

DI PH ID 300	Intermediate Digital Photography
FA CL IC 240	Intermediate Classic Photography
DI VC AW 300	Advanced Web Design
LA AH HP 310	History of Photography
DI DM RM 260	Introduction to Rich Media: Podcast Production
PS SP DP 340	Special Project in Digital Photography or Italian Language (45 lecture hours)

SEMINARS

FT FC PE 235	Introduction to Picture Editing
DI PH FP 210	Introduction to Fashion Photography
DI PH PJ 240	Introduction to Photojournalism
FA CL HP 350	Non Silver Halide Photography
CP FC FP 320	Food Photography I

YEAR 2 SEMESTER III (FALL)

CORE COURSES

LA AH TC 355	Art Theory and Criticism
DI PH AD 400	Advanced Digital Photography
DI PH LA 300	Landscape and Architectural Photography
DI VP CV 200	Introduction to Creative Video making
PS IN TA 420	Teaching Assistant Internship

SEMINARS

DI PH SP 300	Stock Photography Illustration and Video
FA CL ML 360	Medium and Large Format
DI PH LF 310	Light in Florence and Tuscany

SEMESTER IV (SPRING)

CORE COURSES

DI VP AV 350	Advanced Video making and Post-production
DI PH SE 550	Solo Exhibit and Publication of Solo Work
DI PH SP 420	Special Project in Exploratory Digital Photography
PS PD PO 400	Portfolio Development IV
PS IN IN 450	Internship

VISUAL COMMUNICATION

Assists students to acquire proficiency in the use of visual design methods and technologies. This professional path will combine the development of design skills and experience with various forms of media as well as industrial realities, enterprises, etc.

YEAR 1 SEMESTER I (FALL)

CORE COURSES

Italian Language (45 lecture hours) (*)

DI PH ID 180	Introduction to Digital Photography
DI VC CG 150	Introduction to Computer Graphics
CP PU MP 320	Magazine Editing and Publishing
DI VC DF 190	Visual Communication Design Fundamentals Studio I
DI PH PS 220	Introduction to Photoshop

SEMINARS

FT FC CP 200	Art Media: Introduction to the Creative Process
DI VC PM 220	Presentation Media
DI ES SG 385	Sustainable Graphic Design for a Contemporary Green World
DI VC CB 310	Commercial and Business Advertising
PS PD PO 350	Portfolio Development I

(*) All students enrolled in Certificate Programs are required to take a 3-week course of Italian Language before the start of the Certificate Program

SEMESTER II (SPRING)

CORE COURSES

DI PH ID 300	Intermediate Digital Photography
DI VC DF 250	Visual Communication Design Fundamentals Studio II
FT FC FM 350	Fashion Magazine Project I
DI VC WD 200	Web Design
DI DM RM 260	Introduction to Rich Media: Podcast Production
DI VC SP 420	Special Project in Visual Communication and Publishing or Italian Language (45 lecture hours)

SEMINARS

DI VC II 225	Introduction to Interface
DI VC DI 270	Digital Imagery
DI VC GI 210	Digital Graphic Illustration
DI VC VB 280	Visual Communication Business
PS PD PO 360	Portfolio Development II

YEAR 2 SEMESTER III (FALL)

CORE COURSES

DI VP CV 200	Introduction to Creative Video making
DI VC DF 300	Visual Communication Design Fundamentals Studio III
DI VC MM 340	Multimedia Studio I
PS PD PO 380	Portfolio Development III
PS IN TA 420	Teaching Assistant Internship

SEMINARS

DI VC AD 330	Introduction to Art Direction
DI VC PP 312	Professional Practices
DI VC CC 325	Creative Communication for the Third Sector

SEMESTER IV (SPRING)

CORE COURSES

DI VC DF 350	Visual Communication Design Fundamentals Studio IV
DI VC MM 380	Multimedia Studio II
DI VP VE 380	Digital Video Editing
PS PD PO 400	Portfolio Development IV
PS IN IN 450	Internship

DEPARTMENT OF DIGITAL MEDIA (DM)

Designed to face today's ever changing visual delivery methods, a market requiring instant broadcasting, and the diffusion of low budget media outcomes, the Department of Digital Media aims at introducing students to rich media and podcast production.

DI DM RM 260

Introduction to Rich Media: Podcast Production

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Today's visual delivery systems are getting smaller and smaller and don't require the standard size production teams. In a demanding market of broadcast immediacy and low budget news productions, traveling journalists today prepare their own visual material "on the fly", single handedly and while on location, to send it to their client. Each student, while here in Florence, will be given a range of assignments that will recreate the on-the-go traveling news journalist. Students will learn how to create and deliver news, short documentaries and editorial pieces utilizing rich media technology to output as podcasts. Podcasts have become a popular delivery tool for news, universities, corporations, and much more. This course will cover the basics of Final Cut Express, Photoshop and Logic Pro to incorporate video, still images and sound, and will teach how to prepare media for the web in podcast form. Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology); Photography, Video Production (Digital Imaging and Visual Art); Journalism (Journalism, Communication and Publishing).

DI DM RM 360

Advanced Rich Media: Podcast Production

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) For description see DI DM RM 260 Prerequisites: Introduction to Rich Media: Podcast Production, or equivalent. Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology); Photography, Video Production (Digital Imaging and Visual Art); Journalism (Journalism, Communication and Publishing).

PS IN TA 420

Teaching Assistant Internship

3 semester credits (90 hours)

Cross-listed from school of Professional Studies (PS), department of Internships

DEPARTMENT OF PHOTOGRAPHY (PH)

The Department of Photography is highly structured and, with its wide range of different level courses covering all the aspects of the discipline, offers students the possibility of a complete professional path. Photography techniques, the study of creative processes, printing methods and an exploration of the role of light are only a part of the subjects examined and practiced towards the building of a broad knowledge in the field.

FA CL IC 140

Introduction to Classic Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Fine Arts (FA), department of Classic Photography

DI PH ID 180

Introduction to Digital Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) New Description for Introduction to Digital Photography. This introductory class introduces contemporary technologies for producing photographic images. Approaching the medium in its current complex and pluralistic state, students explore a variety of photographic

concepts and techniques. The fundamentals of using a digital camera including manual exposure and lighting are stressed. Single lens reflex camera (DSLR) as well as point and shoot cameras are allowed. This course also introduces seeing, thinking, and creating with a critical mind and eye in a foreign environment (Italy) to provide understanding of the construction and manipulation of photographic form and meaning. Assignments, lectures, readings and excursions progressively build on each other to provide students with a comprehensive overview of both the history of the medium and its contemporary practice. Color correction, retouching, and compositing techniques are covered and complemented by further development of digital capture and printing techniques. A digital camera of 8 - 10 megapixels minimum with an optical zoom lens of at least 3X is required. Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology).

FA CL IP 190

Introduction to Classic Documentary and Portrait Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Cross-listed from school of Fine Arts (FA), department of Classic Photography

FT FC CP 200S

Art Media: Introduction to the Creative Process

1 semester credits (15 lecture hours) Cross-listed from school of Fashion And Accessory Studies And Technology (FT), department of Fashion communication and Publishing

DI PH FP 210

Introduction to Fashion Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) The course is based on a series of theoretical lectures about the technical, cultural, visual and historical aspects of fashion photography. Fashion photography history will be analyzed from the beginning of the 20th century through contemporary works, following the continuously changing fashion styles and trends. The course will concentrate on technical aspects of fashion photography from location, and portable and studio units, to all aspects of lighting, including natural, artificial, existing light, flash units, and light metering. Students will be guided through up-to-date digital software and technologies into the advertising world. Attention to offset printing technical aspects like color separation, offset film transferring and offset printing will be also given. Basic photography experience and knowledge will be helpful. A digital camera of at least 8.0 mega pixels with an optical zoom lens 3X or more is required.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the Seminar will focus on the specialized area of study.

Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology)

DI PH FP 210S

Introduction to Fashion Photography

1 semester credit (15 lecture hours) The course is based on a series of theoretical lectures about the technical, cultural, visual and historical aspects of fashion photography. Fashion photography history will be analyzed from the beginning of the 20th century through contemporary works, following the continuously changing fashion styles and trends. The course will concentrate on technical aspects of fashion photography from location, and portable and studio units, to all aspects of lighting, including natural, artificial, existing light, flash units, and light metering. Students will be guided through up-to-date digital software and technologies into the advertising world. Attention to offset printing technical aspects like color separation, offset film transferring and offset printing will be also given. Basic photography experience and knowledge will be helpful.

A digital camera of at least 8.0 mega pixels with an optical zoom lens 3X or more is required.

DI PH PS 220

Introduction to Photoshop

3 semester credits (45 lecture hours) Adobe Photoshop is the leading software for photographers, graphic designers, and bookmakers. Photoshop is a complex, powerful software that requires a dedicated focus in learning how to use the program to its full potential. This course, with the guidance of experienced teachers, will introduce the student to the creative and professional issues of Photoshop. The course is designed for students who have had experience in photography, graphic design, architecture, illustration or bookmaking. The Photoshop laboratory is equipped with the most up-to-date computers and peripherals. Basic photography experience and knowledge will be helpful. A digital camera of at least 8.0 mega pixels with an optical zoom lens 3X or a traditional 35mm camera more is required. Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology)

DI PH SP 220

Street Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Street photographers strive to capture the life and culture of city streets, searching for what Henri Cartier-Bresson, probably the most famous street photographer of all, termed the 'Decisive Moment'. When it comes to street photography, many photographers traditionally choose to work in black and white, focusing the viewer's attention on the subject by eliminating the distraction of color. Wide-angle lenses are used by photographers who like to get in close to the action, a method that encourages interaction between the photographer and subject. Another technique is to use a lens with a long focal length to take photos from a distance and throw the background out of focus. Techniques mastered by Cartier-Bresson, Garry Winogrand, and Costas will be examined. This course is also offered as a seminar for 2 semester credits, 30 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI PH TP 225

Travel Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This course will introduce students to the world of photography with a particular focus on the reportage and travel photography aspects of this medium, offering a chance to explore the world through a camera viewfinder. Key features include: learning to express a sense of place, capturing the mood/feeling, shooting a variety of subjects ranging from daily life, landscapes and urban settings to cultural portraits, festivals and rituals. The course will be divided between outdoor field practice and learning the introductory digital techniques: black and white, color digital printing and finishing. Lab practice will instruct students in elaborating, backing-up, archiving, and in the correct printing of their own pictures while the course will concentrate on the reportage area of photography using digital equipment. Students will learn about the history, compositional issues and techniques of photojournalism, architectural and reportage photography by studying the work of influential photographers in this specific area and by conceiving, shooting, printing and laying out a series of travel photography projects. This course is recommended for those majoring in communications, journalism, and tourism. Basic photography experience and knowledge will be helpful. A digital camera: 8.0 mega pixels minimum with an optical zoom lens at least 3X, or a 35mm reflex camera with a zoom lens, or a wide angle + 50mm + a telephoto lens.

DI PH LA 230

Landscape and Architectural Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) The city of Florence, with its backdrop of Medieval and Renaissance buildings, coupled with the varied beauty of the Tuscan countryside, will offer

students a stimulating range of opportunities for landscape and architectural photography. The course will be divided between outdoor field practice and the exploration of digital techniques, printing, and finishing. Lab practice will give students the capability of elaborating and printing their own pictures correctly. Digital equipment will be used throughout the course. Students will learn about the history of landscape and architectural photography and their compositional issues and techniques by studying the work of influential photographers (e.g. Weston, Adams, Giacomelli, Strand, etc.) and by conceiving, shooting, printing and laying out a series of landscape/naturalistic/architectural projects. This course is recommended to Communications, Architecture and Environmental Studies majors. Prerequisites: Basic photography experience and knowledge will be helpful. A digital camera of 8.0 mega pixels minimum with an optical zoom lens of at least 3X is required.

This course is also offered as a seminar for 2 semester credits, 30 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

FT FC PE 235

Introduction to Picture Editing

3 semester credits (45 hours) Cross-listed from school of Fashion And Accessory Studies And Technology (FT), department of Fashion communication and Publishing

FT FC PE 235S

Introduction to Picture Editing

1 semester credits (15 hours) Cross-listed from school of Fashion And Accessory Studies And Technology (FT), department of Fashion communication and Publishing

DI PH PJ 240

Introduction to Photojournalism

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This course introduces students to the world of photography with specific focus on the photojournalistic aspects of this art medium. The course will be divided between field study and learning introductory digital techniques, working with both black and white and color digital printing and finishing. Lab practice will give students the capability of elaborating and correctly printing their own pictures while the course will mainly concentrate on the journalistic area of photography using digital equipment. Students will learn about history, compositional issues, and techniques of photojournalism by studying the work of influential photographers like Cartier-Bresson, Smith, Capa, Salgado, Nachtwey, and others. The class will also be conceiving, shooting, printing and laying out a series of documentary projects. This course is recommended to communications, journalism and social science students. Basic photography experience and knowledge will be helpful. A digital camera of 8.0 mega pixels minimum with an optical zoom lens of at least 3X is required.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology) and Journalism (Journalism, Communication and Publishing)

DI PH PJ 240S

Introduction to Photojournalism

1 semester credits (15 hours) This course introduces students to the world of photography with specific focus on the photojournalistic aspects of this art medium. The course will be divided between field study and learning introductory digital techniques, working with both black and white and color digital printing and finishing. Lab practice will give students the capability of elaborating and correctly printing their own

pictures, while the course will mainly concentrate on the journalistic area of photography using digital equipment. Students will learn about history, compositional issues and techniques of photojournalism by studying the work of influential photographers like Cartier-Bresson, Smith, Capa, Salgado, Nachtwey, and others. The class will also be conceiving, shooting, printing and laying out a series of documentary projects. This course is recommended to communications, journalism and social science students. Basic photography experience and knowledge will be helpful. A digital camera of 5.0 mega pixels minimum with an optical zoom lens of at least 3X is required.

FA CL IC 240

Intermediate Classic Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Cross-listed from school of Fine Arts (FA), department of Classic Photography

DI PH UP 245

Urban Landscape Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This genre captures the urban environments in which we live and work and represents an attempt to understand our experience of the city by showing a dedication to the subject, expressed through a body of work rather than isolated images. Urban landscape is distinct from 'street photography', which looks at urban experience largely through a study of the people who live it, although the two genres may overlap. Urban landscape photographs often include people, but they are clearly situated and existing in the structures of the town or city. Students will combine the use of architectural, cityscape and candid street photography as they progress through this course.

Prerequisites: Basic photography experience and knowledge will be helpful. A digital camera of 8.0 mega pixels minimum with an optical zoom lens of at least 3X is required.

This course is also offered as a seminar for 2 semester credits, 30 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI PH IP 250

iPhoneography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) iPhoneography is a new concept in photography: the professional use of the iPhone camera. Various iPhone apps and constant connection to the internet (either via wi-fi or cellular data) can turn an iPhone camera into a powerful, self-sustained hand-held camera and darkroom ready to disseminate information globally in today's constantly changing digital market. Students will learn to use the iPhone camera to produce photojournalism essays, portraits, landscapes, and fashion images using different iPhone applications and professional post-processing tools. The final images will be published in a dedicated class website and will be delivered to students as fine art prints for their final portfolio.

Class requirements: iPhone or iTouch or iPad with a camera; ability to purchase up to 7 different applications from the Apple application store (an Apple account with credit card must be activated before classes start)

This course is open to everyone (beginners, intermediate and advanced).

DI PH PD 250

Introduction to Illustration Photography and Design

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Creative photography is used to illustrate book and magazine covers, magazine articles, and editorials. Through the use of color digital photography and Photoshop, students will learn specific visual techniques to illustrate specific subjects.

Prerequisites: Basic photography experience and knowledge will be



helpful. A digital camera of 8.0 mega pixels minimum with an optical zoom lens of at least 3X or a 35mm reflex camera with a zoom lens, or a wide angle + 50 + a telephoto lens is required.

This course is also offered as a seminar for 2 semester credits, 30 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology); Publishing (Journalism, Communication and Publishing)

DI PH OC 260

On-Camera and Studio Flash Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

This course introduces students to the use of artificial lighting to create photographic illustrations in a controlled environment. Lighting techniques are demonstrated and applied in a series of photographic settings. Both hot lights and electronic flash are used to achieve total control of composition, color, contrast, and reflection. Emphasis is placed on the technical mastery of complex equipment, coupled with an aesthetic understanding of the physical principles of light. Basic photography experience and knowledge will be helpful. A digital camera of 8.0 mega pixels minimum with an optical zoom lens of at least 3X is required.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI DM RM 260

Introduction to Rich Media: Podcast Production

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Digital Imaging And Visual Arts (DI), department of Digital Media

FA CL PP 270

Pinhole Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Fine Arts (FA), department of Classic Photography

DI PH VD 280

Visual Diary

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) A diary is a personal written record of our own interaction with society and the self. Every artist has kept a personal diary within reach to jot down an idea, a thought, something heard or said, a sketch, or maquette. It is through the "jotting" down of ideas that great works of masterpiece came from for many artists. A daily record is also used to get to know one's self in a private and quiet environment. In this class students will use the digital photographic methods as a tool to create a visual diary. The goal is to develop meaningful journals that function at both public and private levels. Students will develop their own visual diary and participate in group discussions and critiques. A digital camera of 8.0 mega pixels minimum with an optical zoom lens of at least 3X is required. This course is also offered as a seminar for 2 semester credits, 30 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI PH FA 290

Fine Art Digital Printing

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Making exhibition-quality digital prints takes time and expertise. In this practical hands-on workshop, students will learn ways to bring out detail and fine-tune color and contrast in specific areas of an image to improve its overall quality. Topics will include masking techniques, blending mode options, advanced sharpening techniques, noise reduction methods,

and various means of retouching. A variety of inkjet papers are supplied for use with different Epson inkjet printers. Prerequisites: Basic photography experience and knowledge will be helpful. A digital camera of 8.0 mega pixels minimum with an optical zoom lens of at least 3X is required.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the Seminar will focus on the specialized area of study.

DI PH BC 300

Book and Catalogue Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

This photography course is aimed at students who intend to become professionals in the field of communications. They will learn how to photograph for books and other publications such as corporate and advertising catalogues. The course will concentrate on the technical aspects of: lighting, settings, locations, accurate light metering, the use of natural, artificial, and existing light, and the use of flash, portable, and studio units. Students will be guided through the most updated digital software and technologies, and into the publishing and advertising worlds. Other topics include: industrial-printing techniques such as color separation, offset and digital printing, and page-making basics. Prerequisites: Introduction to Digital Photography or equivalent. A good photography experience and knowledge will be helpful. A digital camera of 8.0 mega pixels minimum with an optical zoom lens of at least 3X is required. Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology)

DI PH ID 300

Intermediate Digital Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

This course is designed for students who have experience in the digital photography world and who would like to broaden their knowledge to a more advanced level. A deep focus on up-to-date techniques and technologies will be a major topic in the course, in addition to the refinement of visual and conceptual aspects of digital photography. The instructor will guide students in gaining advanced skills in photo computer software. The objective of the course is to create a mature visual expression in the digital photographic world. Prerequisites: Introduction to Digital Photography or equivalent. A digital camera of at least 8.0 mega pixels with an optical zoom lens 3X or more is required. A 35 mm traditional reflex camera can also be helpful. Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology).

DI PH SP 300

Stock photography, Illustration and Video

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) How to create visual art for the visual media stock market, from market research to finding out what to produce to stay on top of future trends, to selling your images to a stock agency. Students will produce stock images in their designated field of study (photography, video, and illustration). Prerequisites: Introduction to Digital Photography or equivalent. A digital camera of 8.0 mega pixels minimum with an optical zoom lens of at least 3X is required. A 35 mm traditional reflex camera can also be helpful. Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology); Video Production (Digital Imaging and Visual arts)

DI PH FP 310

Advanced Fashion Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Photography students for this course will meet and work with designers, art directors, hair & make-up and professional models to come up with a specific fashion "ad campaign" and "look book" to suffice noted/up-and-coming Florentine designers in the field of fashion. Students will



learn to meet with clients, present ideas (story boarding), design sets and execute their campaign all the while sufficing the clients needs. The semester will also enable students to learn how to use studio and location lighting, flash units, light metering and set design. Lightroom and Photoshop at an advanced level will also be used to process and print the final campaign and portfolio.

A professional or consumer-pro DSLR camera is required.

Prerequisites: Introduction to fashion photography or equivalent, intermediate photography (traditional or digital) or equivalent; Photoshop knowledge.

Lightroom proficiency is not necessary.

Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology).

DI PH LF 310

Light of Florence and Tuscany

3 semester credits (45 lecture hours) Dedicated to the awareness and application of natural light, this course introduces students to the concept of using light to beautify and enhance their photographs. Through a series of practical exercises and individualized projects, students explore the quality and attributes of the natural light found exclusively in Florence and in the Tuscan region. Furthermore, students are made aware of the cultural and historical significance of Florence and Tuscany by drawing comparisons between contemporary and historical artists whose work has gained inspiration from the region's unique ambience. Prerequisites: Introduction to Digital Photography or equivalent. A digital camera of 8.0 mega pixels minimum with an optical zoom lens of at least 3X is required. a 35 mm traditional reflex camera can also be helpful.

This course is also offered as a special seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the Seminar will focus on the specialized area of study.

This course is offered in the Summer for a 4 week/6 credit Workshop as well: one week in Tuscany and three weeks in Florence (60 lecture hours - 60 field work hours).

DI PH SH 320

Sports, Health and Fitness Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This course highlights the specialized approach and techniques necessary for sports photography. Students will be guided to develop their own aesthetic competence and personal style while learning about the contemporary environment of the sport and fitness industry. Prerequisites: Introduction to Digital or Classic Photography. A digital camera is required for this course; a long focal telephoto or zoom lens will be needed as well.

CP FC FP 320

Food Photography I

3 semester credits (90 hours)

Cross-listed from school of Journalism, Communication and Publishing (CP), department of Food Communications and Publishing*

CP FC WS 325

Wine and Spirits Photography

3 semester credits (90 hours)

Cross-listed from school of Journalism, Communication and Publishing (CP), department of Food Communications and Publishing*

DI PH NE 330

Nature and Ecology Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Environmental preservation and policy are at the forefront of the international news. This course examines connected issues such as endangered species, animal behavior, and habitat. The struggle to

defend species at serious risk of extinction and the reduction of their natural habitats followed by human population increase are among the great themes of this new millennium. Book publishers and magazines are in continuous need of professional images of wildlife and natural environments. This course is the gateway to explore this up to date photo sector that requires skills, adventurous spirit, love for the planet, patience, and commitment.

Prerequisites: Introduction to Digital Photography, Introduction to Classic Photography or equivalent. A digital SLR camera with a long focal lens is required.

This course is also offered as a seminar for one semester credit, 15 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI PH PJ 340

Advanced Photojournalism

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) For description see DI PH PJ 240 Prerequisites: Introduction to Photojournalism. Cross-listed to Fashion, Journalism Communication and Publishing

DI PH SP 340

Spot News and Paparazzi Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) The immediacy with which news is reported today has blurred the line between classic "spot news photography" and the phenomenon of the "paparazzi". Spot news photography, which is recognized with its own Pulitzer Prize, denotes "breaking news and events" whereas paparazzi signifies unstaged, candid and in some cases obtrusive shots, generally of celebrities and public figures. The term "paparazzi" was first used in Fellini's classic film "La dolce vita" and was inspired by Italian photographer Tazio Secchiaroli. This course will present both approaches in depth by examining techniques, tactics and equipment as well as legal and moral ramifications. Prerequisites: Introduction to Digital Photography, Introduction to classic Photography or equivalent. Students should have a digital camera with telephoto or zoom lens (minimum 200mm).

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

FA CL IC 340

Advanced Classic Photography

3 semester credits (90 hours) Cross-listed from school of Fine Arts (FA), department of Classic Photography

PS SP DP 340

Special Project in Digital Photography

3 semester credits (90 hours) Cross-listed from school of Professional Studies (PS), department of Experiential Learning

FA CL HP 350

Non-Silver Halide Photography

3 semester credits (90 hours) Cross-listed from school of Fine Arts (FA), department of Classic Photography

PS PD PO 350

Portfolio Development I

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Professional Studies (PS), department of Portfolio Development

fa cl hp 350S

Non-Silver Halide Photography

1 semester credits (15 hours)

Cross-listed from school of Fine Arts (FA), department of Classic Photography



DI DM RM 360

Advanced Rich Media: Podcast Production

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)
Cross-listed from school of Digital Imaging And Visual Arts (DI), department of Digital Media

FA CL ML 360

Medium and Large Format

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)
Cross-listed from school of Fine Arts (FA), department of Classic Photography

PS PD PO 360

Portfolio Development II

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)
Cross-listed from school of Professional Studies (PS), department of Portfolio Development

LA AH TC 370

Art Theory and Criticism

4 semester credits (60 lecture hours)
Cross-listed from school of Liberal Arts (LA), department of Art History

PS PD PO 380

Portfolio Development III

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)
Cross-listed from school of Professional Studies (PS), department of Portfolio Development

DI PH AD 400

Advanced Digital Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)
This course is designed for students who already have experience in the digital photography world and who would like to broaden their knowledge to an advanced level. A deep focus on up-to-date techniques and technologies will be a major topic in the course, in addition to the refinement of visual and conceptual aspects of digital photography. The instructor will guide students in gaining advanced skills in photo computer software. The objective of the course is to create a mature visual expression in the digital photographic world. Prerequisites: Intermediate Digital Photography or equivalent.
A digital camera of at least 8.0 mega pixels with an optical zoom lens 3X or more is required. A 35 mm traditional reflex camera can also be helpful.

PS PD PO 400

Portfolio Development IV

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)
Cross-listed from school of Professional Studies (PS), department of Portfolio Development

DI PH SP 420

Special Project in Exploratory Digital Photography

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This is an advanced digital photography course intended for students who wish to explore and experiment with Photoshop in order to recreate "classic" photography techniques. Students will create their own digital workflow with images produced from other classes in order to imitate typical photographic "looks" such as Agfa Rodinal, Kodak Kodachrome film, Fuji Velvia, solarization, and other specific types. Composite printing and experimentation with different papers will also be employed and addressed in order to complete the desired final "look". Prerequisites: Introduction to Digital Photography or equivalent. A digital camera of at least 8.0 mega pixels with an optical zoom lens 3X or more is required. A 35 mm traditional reflex camera can also be helpful.
Cross-listed to: Experiential Learning (Professional Studies).

CP FC FP 420

Food Photography II

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)
Cross-listed from school of Journalism, Communication and Publishing (CP), department of Food Communications and Publishing*

PS IN TA 420

Teaching Assistant Internship

3 semester credits (90 contact hours)
Cross-listed from school of Professional Studies (PS), department of Internships

PS IN IN 450

Internship

3 semester credits (150 contact hours)
Cross-listed from school of Professional Studies (PS), department of Internships

DI PH SE 550

Solo Exhibit and Publication of Solo Work

3 semester credits (45 lecture hours) This course covers the multiple aspects of the design, preparation and execution of a personal exhibition or "launch". This includes the creation of a printed event catalog. Students will be put through the creative, administrative and logistical processes in order to successfully carry off their own solo show and event publication. Prerequisites: Photography course of 300 level or equivalent plus a semester at DIVA.

DEPARTMENT OF VIDEO PRODUCTION (VP)

Focusing on the technical and creative aspects of video making, editing, and production, the Department of Video Production covers several aspects and practical uses of the discipline such as commercials, stock photography, documentary, and motion graphics as well as the phases of scriptwriting or visual storytelling.

DI VP CV 200

Introduction to Creative Videomaking

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)
This course provides students with the knowledge of the technical terms of creative video production and the skills to understand basic video shooting and editing techniques. Students will team up and follow a single project starting from the script all the way through editing and final output.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce the student to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology)

DI DM RM 260

Introduction to Rich Media: Podcast Production

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)
Cross-listed from school of Digital Imaging And Visual Arts (DI), department of Digital Media

DI VP VC 300

Videomaking for Commercials

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This course examines the commercial side of production in the TV, film, video, and related electronic media industries. Emphasis is placed on the market demand and on the language of advertising. Students produce their video by following the complete production process from the client's requirements through the idea, story line, treatment, to the actual filming and final editing. Students will use imove HD and introduction to Final Cut Pro. Prerequisite: Introduction to Creative Videomaking. Cross-listed to Fashion Communication and Publishing (Fashion, and Accessory Studies and Technology)

DI PH SP 300

Stock photography, Illustration and Video

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Digital Imaging And Visual Arts (DI), department of Photography

DI VP AV 350

Advanced Videomaking and Post-Production

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) In this advanced course students apply previously acquired skills to the final editing of a video. The video effects, the audio, and digital effects, along with aesthetic and technical considerations, are put into practice throughout the completion of the video project. The course objective is to connect the different productive stages in order to give students a comprehensive experience of the expressive power of this medium and to complete the process of professional videomaking. Students will use Final Cut Pro and After Effects. Prerequisite: Introduction to Creative Videomaking. Cross-listed to Fashion Communication and Publishing (Fashion and Accessory Studies and Technology)

DI VP SC 360

Scriptwriting

3 semester credits (45 lecture hours) Students learn how to write scripts for various media outlets, using the appropriate professional format: commercial, talk show, news broadcast, etc. Students also develop the basics of planning and mastering the visual storytelling/ pre-production process.

DI DM RM 360

Advanced Rich Media: Podcast Production

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Digital Imaging And Visual Arts (DI), department of Digital Media

DI VP VS 365

Digital Video and Sound Production

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Students learn the basics of multi-camera live shooting as well as best practices for directing both live webcasts and video on-demand productions. Focus on editing multi-camera shoots for on-demand viewing and for DVD authoring will be included. Students will be introduced to the Avid Media Composer nonlinear editor.

DI VP AE 370

Advanced Editing Techniques

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This course will extend students' knowledge of the Final Cut Pro edit suite including Sound Track Pro, Motion Color DVD Studio Pro and Compressor. Students will learn compression and encoding techniques using Sorenson Squeeze software and will be able to determine optimal editing techniques and procedures to enhance the viewer experience.

DI VP VE 380

Digital Video Editing

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) In this course students learn the art and craft of editing videos from two award-winning filmmakers. The course explores techniques that can be applied in a range of non-linear editing programs, including Final Cut, Avid, and Premiere. But the main focus is not just on developing software skills, but on exploring the magic behind video modification. Prerequisite: Introduction to Creative Videomaking.

This course is also offered as a seminar for 2 semester credits, 30 lecture hours. The regular semester class will introduce the student to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI VP OV 400

Online Video Production

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Students will produce content for small format distribution via the web and mobile/ wireless devices while developing an understanding of how web casting and on-demand media work from content creation to the on-line user experience. This course will work in conjunction with the Robert Morris University computer science department. Students will end with media rich presentations that include the user interfaces to enhance interactivity for both live and on-demand programming.

DI VP DP 410

Documentary Production

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Students will learn the process of documentary production from idea creation to distribution and will discern the theoretical aesthetic, ethical, and practical considerations contributing to successful documentary production. Emphasis will be on narrative writing techniques, interview procedures, and live production procedures, along with dynamic editing practices.

DI VP DP 420

Motion Graphics

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Students will be able to create formats and integrate third-party graphics, 3D-warp effects, matte keys, paint and advanced color correction for animation for video and the web.

DEPARTMENT OF VISUAL COMMUNICATION (VC)

The Department of Visual Communication offers courses covering computer graphics, illustration, web design, and several creative communication topics. From picture editing to business advertising, from digital animation to creative communication related to the third sector, almost any discipline of the visual communication sphere is gathered in this section of **DIVA**.

DI VC CG 150

Introduction to Computer Graphics

3 semester credits (45 lecture hours) This introductory course on computer graphics will cover the following topics: computer generated art, Adobe Photoshop, photo adjustments and effects, computer drawing, morphing and modeling in Photoshop, and editing. Students will compile a personal portfolio, and present it to the class at the end of the semester or session.

DI VC DF 190

Visual Communication Design Fundamentals Studio I

3 semester credits (45 lecture hours) This course introduces students to the principles and basic elements of graphic design. Through a series of assignments and exercises, students will learn and practice hand, eye, and problem-solving skills. Topics include: shape, basic color theory, framing, shape and color layout, formats, creative typography, logo creation, symbols, and trademarks. The course will focus mainly on manual (non-computer) techniques.

DI VC WD 200

Introduction to Web Design

3 semester credits (45 lecture hours) This lab-based course trains students to develop effective graphic design interfaces for the Web. Students will be introduced to new software and technical information for maps, hot spots, links, and site management. Additional topics include: search engines, on-line services and Web development.



DI VC GI 210

Digital Graphic Illustration

3 semester credits (45 lecture hours) The course explores illustration as an instrument of communication (i.e. in advertising) and narration (i.e. in comic books). It aims at improving drawing and design skills through image production, with an emphasis on edge, shape, color and value. Students will learn to apply composition and design, color and conceptualization to a wide range of materials and techniques. Students will use Adobe Photoshop to enhance traditional work and acquire important knowledge in the digital domain. Idea development within real-world parameters, originality, aesthetics and technical proficiency are emphasized. Prerequisites: Introduction to Computer Graphics is useful but not mandatory.

DI VC PM 220

Presentation Media

3 semester credits (45 lecture hours) An introduction to the development of effective visual presentations and slide shows in the digital environment. This course is designed to teach students the following competencies: to recognize and apply basic visual communication principles, to recognize and apply typographic communication and design principles, and to plan and create a presentation.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce the student to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI VC II 225

Introduction to Interface

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) The interface represents the focal point of user interaction with the various modes of multimedia communication. Readings by interface theorists will inform discussions on the evolution of the hardware interface, software interface, information design, way finding, and basic concepts of human-computer interaction. Current technologies, including the trend from soft to hard interfaces are studied, in terms of their potential influence on communication and multimedia.

Prerequisites: Introduction to Computer Graphics.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce the student to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI VC DS 240

Digital Sketchbook

3 semester credits (45 lecture hours) In this course, students will combine traditional and digital media to create artworks. They will be introduced to basic drawing concepts to be practiced during outdoor sessions in various piazzas throughout the historic center of Florence. Students will work individually to create drawings to be used in computer lab sessions, in which works will be chosen, scanned and then digitally painted using Photoshop. The course will also focus on the painting concepts that are applicable to both traditional and digital painting, and on the Photoshop functions that are most useful for this application. Students will receive individual attention to develop their digital paintings.

DI VC DF 250

Visual Communication Design Fundamentals Studio II

3 semester credits (45 lecture hours) Prerequisites: Visual Communication Design Fundamentals Studio I. For description see DI VC DF 190.

FA PD IC 250

Strips and Balloons: Illustration and Cartooning Arts

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Fine Arts (FA), department of Painting and Drawing

DI VC DI 270

Digital Imagery

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) The course introduces students to digital imagery and the tools and techniques used to enhance it. Using Adobe Photoshop, students work with layers to build intricate visual composites that contain multiple images, textures, and transparencies to create practical design solutions. Assignments are both print and web-oriented.

Prerequisites: Introduction to Computer Graphics.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI VC VB 280

Visual Communications in Business

3 semester credits (45 lecture hours) Explores the relevant ethical and legal implications of the normal activities and transactions in the visual communications workplace. Specific topics include organizational structures, careers, job sheets, time sheets, estimates, usage agreements, and copyright.

Prerequisites: Visual Communication Design Fundamentals Studio I.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce the student to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI VC AW 300

Advanced Web Design

3 semester credits (45 lecture hours) Designed for students who have a solid background in XHTML and CSS, this course builds onto that foundation, the basic level knowledge of client-side programming, server-side programming, and data access required for e-commerce web sites. Students are introduced to the use of JavaScript to make websites dynamic and client-oriented. After a brief introduction of XML, a review of basic database concepts, and SQL, server-side scripting is discussed in general terms, to review the requirements to collect information from html forms. A basic ASP application is built as a demonstration. Students gain a basic understanding of what is involved in building and maintaining a database-driven, e-commerce website. The course finishes with a brief look at SVG (Structured Vector Graphics) and Flash. Prerequisites: Introduction to Web Design.

DI VC DF 300

Visual Communication Design Fundamentals Studio III

3 semester credits (45 lecture hours) The aim of this course is to bring together all aspects - both practical and theoretical - of multimedia visual communication, photography and video, graphic design and typography, and then to apply theories to projects that involve still and moving images. Emphasis will be placed on a design practice shaped by an understanding of the cultural and social aspects of communication, as well as an appreciation of the power of images and words. Guest speakers and site visits have an important role in this hands-on course.

Prerequisites: Visual Communication Design Fundamentals Studio II or equivalent; Visual Communication.

DI VC IN 300

Introduction to Internet Studies

3 semester credits (45 lecture hours - 45 lab hours) The internet has single-handedly revolutionized our way of communicating, interacting, and conducting business, not to mention its influence on both politics and society. This course is designed to offer students a sound basis of how the Internet operates on a technical level as well as an overview of the medium from a socio-anthropological angle.



DI VC CB 310

Commercial and Business Advertising

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) The first part of this course will be an overview of the advertising design industry, the roles of advertisers and agencies, and the use of the media. Emphasis will be given to research, generation and development of ideas and concepts (branding, market research, trademarks, and logo design), as well as teamwork. Case studies in advertising design, with a special emphasis on Italian design, will be used. The second part of the course will explore advertising design production in an agency-simulated environment, with students working in teams on a specific project. Prerequisites: Introduction to Computer Graphics.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI VC IP 310

Internet Programming and Design

3 semester credits (90 hours: 45 lecture hours-45 studio hours) This course will introduce the basic programs and functions for producing and designing web sites. Students will construct and manage their own individual web projects under the supervision of the instructor. Covered skills and topics include: screen design, bitmapped/vector graphics, color theory, web mapping, interface, optimization for navigation, menu building, graphic design and managing web content.

DI VC PP 312

Professional Practices

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) Future designers and art directors explore the business side of their professions by learning how to develop professional relationships; understand contracts and other business documents; negotiate, estimate, and determine fees; start, manage, and market a business; and address ethical and legal issue.

Prerequisites: Visual Communication Design Fundamentals Studio I.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce the student to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

DI VC DA 320

Digital Animation

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This course examines the practice, theory and history of animation through labs, lectures, readings and project critiques. The animation production will cover computer-based stop motion as well as 2D and 3D computer animation. The course focuses on creative contents and experimentation with critiques. Students will work with computers 2D and 3D animation tools and will create several projects using one or more techniques. Prerequisites: Introduction to Computer Graphics.

DI VC CC 325

Creative Communications for the Third Sector

3 semester credits (45 lecture hours) The first part of the course will examine the strategies and the tools (language, media, style, resources, budget) that non-profit organizations use in their communication campaigns, as opposed to other types of commercial advertising messages. Emphasis will be placed on how art and artists are best placed to communicate ethical issues reflecting the social value and ethical basis of the organization's work. During the second part of the course, students will be divided in work teams to elaborate a specific campaign for a non-profit organization. We will explore how artists and communication specialists can build creative partnerships using case studies and practical evaluative sessions, as well as an exposition of the underpinning theory.

This course is also offered as a seminar for 2 semester credits, 30 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the seminar will focus on the specialized area of study.

Cross-listed to Mass Communication (Journalism, Communication and Publishing).

DI VC AD 330

Introduction to Art Direction

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This course focuses on the creation of projects in advertising campaigns, from the initial research and creative strategy to the final execution of a comprehensive commercial project. Students will be taken through the principles of art direction and layout, as well as the marketing aspects of an advertising campaign, working with a copywriter, learning techniques for idea visualization, and structuring the campaign to the requirements of the client.

Prerequisites: Visual Communication Design Fundamentals Studio I, Introduction to Digital Graphic Illustration.

This course is also offered as a seminar for 1 semester credit, 15 lecture hours. The regular semester class will introduce students to the subject and then focus on the area of study, while the Seminar will focus on the specialized area of study.

DI VC IP 330

Legal Issues and the Internet

3 semester credits (45 lecture hours) The birth of the internet has brought to light several issues in policymaking, regulation, and censorship regarding internet practices. This course examines issues of copyright, libel, free speech, intellectual property rights, and other processes that change and affect national and international laws regarding internet usage and practices.

DI VC WA 335

Web Art, Design and Culture

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This course examines the practical and theoretical issues related to art and design on the internet. Students work with images, text, sound and animation on the web to create artworks, design a portfolio, and write a hypertext research paper. The course focuses on the creative use of web technologies and examine the cultural implications of new technologies. Prerequisites: Introduction to Web Design.

DI VC MM 340

Multimedia Studio I

3 semester credits (45 lecture hours) This course focuses on the experience of producing complete multimedia works in a project-based environment. Lectures and meetings supplement this studio course. Individuality and collaboration are both emphasized through the creation of works produced for individual and group projects. Assignments vary in scale, and focus on appropriate planning, design, and execution, as well as acquisition and creation of content in various media. Previously introduced concepts and technology are re-explored with an emphasis on integration and effectiveness in the communication of the concept of the piece. Prerequisites: Introduction to Computer Graphics, Digital Graphic Illustration or equivalent.

FA AE SL 340

Semiotics: The Signs and Language of Art

3 semester credits (45 lecture hours)

Cross-listed from school of Fine Arts (FA), department of Art Education

DI VC DF 350

Visual Communication Design Fundamentals Studio IV

3 semester credits (45 lecture hours)

For description see DI VC DF 300.

Prerequisites: Visual Communication Design Fundamentals Studio III.

PS PD PO 350

Portfolio Development I

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Professional Studies (PS), department of Portfolio Development

FA AE MT 350**Practices, Modes and Trends in Today's Art Systems**

3 semester credits (45 lecture hours)

Cross-listed from school of Fine Arts (FA), department of Art Education

PS PD PO 360**Portfolio Development II**

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Professional Studies (PS), department of Portfolio Development

CP JL DR 370**Video and Digital Reporting for the Multimedialized Society**

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from Journalism

(Journalism, Communication and Publishing)

DI VC MM 380**Multimedia Studio II**

3 semester credits (45 lecture hours) For description see DI VC MM 340.

Prerequisites: Multimedia Studio I.

PS PD PO 380**Portfolio Development III**

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Professional Studies (PS), department of Portfolio Development

DI VC IM 390**Interdisciplinary Media Arts**

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This advanced-level course promotes collaboration, experimentation and interdisciplinary artistic production between different media and new languages of contemporary art. The first objective of the course is not only to overlap boundaries between the arts, but to also create intersections between media arts. The course is divided in three parts: media practice as an introduction to the creative process, through techniques and interdisciplinary work strategies, theory, history of contemporary art, body language techniques, visual arts and new media; collaborative production process and mentoring for small scale student production; independent research project for an individual project proposal without any limitation of budget that incorporate media such as dance, music, writing, performance, theatre direction, photography, architecture. At the end of the course, projects will be presented in an event open to public.

PS PD PO 400**Portfolio Development IV**

3 semester credits (90 hours: 45 lecture hours - 45 studio hours)

Cross-listed from school of Professional Studies (PS), department of Portfolio Development

DI VC SP 420**Special Project in Visual Communication and Publishing**

3 semester credits (90 hours: 45 lecture hours - 45 studio hours) This is an advanced course intended for students who wish to explore and experiment with Visual Communication. Students create their own digital works for editing. Composite printing and experimentation with different papers will also be used and discussed in order to complete the desired final "look".

Cross-listed to Experiential Learning (Professional Studies).

PS IN TA 420**Teaching Assistant Internship**

3 semester credits (90 contact hours)

Cross-listed from school of Professional Studies (PS), department of Internships

PS IN IN 450**Internship**

3 semester credits (150 contact hours)

Cross-listed from school of Professional Studies (PS), department of Internships

