

# APPLIED DIGITAL MEDIA AND PRINTING

## Program Description

This program prepares students for a wide variety of careers in graphic arts and multimedia. This includes instruction in graphic design, illustration, photo manipulation, web design, animation, electronic prepress, press operation, bindery, and management, using the latest computers and software available. Classes are structured to give strong academic and hands-on experience for entry into the graphic arts / multimedia industries.

## Campus RIV

## Award Type AS, S, CP

## Career Opportunities

- Graphic Artist
- Graphic Designer
- Illustrator
- Multimedia Animator
- Press Operator
- Prepress Technician
- Web Designer

## Wages

|                      | Annual   | Hourly  |
|----------------------|----------|---------|
| Graphic artist       | \$67,458 | \$35.13 |
| Graphic designer     | \$48,069 | \$25.03 |
| Illustrator          | \$68,200 | \$32.77 |
| Multimedia animator  | \$67,458 | \$35.13 |
| Prepress Technicians | \$37,766 | \$19.66 |

## Contact Information

Riverside - (951) 222-8583



## APPLIED DIGITAL MEDIA AND PRINTING AS653/CE653 Certificate Program

### Required Courses (34 units)

|  | Units |
|--|-------|
| ADM-1 Introduction to Applied Digital Media                      | 3     |
| ADM-30 Contemporary Topics in Applied Digital Media              | 1     |
| ADM-55 Management and Estimating in the Graphics/Design Industry | 3     |
| ADM-58 Paper and Inks for Multi-purposed Design                  | 1     |
| ADM-63 Adobe InDesign  | 3     |
| or   |       |
| ADM-76 QuarkXPress   | 3     |
| ADM-70 Project Design and Production                             | 3     |
| ADM-71 Adobe Photoshop   | 3     |
| ADM-80 Introductory Digital Darkroom                             | 3     |
| ADM-85 Beginning Offset Presswork                                | 3     |
| Electives (Choose from list below)                               | 11    |

### Electives (11 units)

|  |         |
|--|---------|
| ADM-63 Adobe InDesign                                      | 3       |
| ADM-64 Ethics and Legalities of Digital Manipulation       | 1       |
| ADM-65 Cross Platform File Management                      | 1       |
| ADM-67 WEB Animation with Flash                            | 3       |
| ADM-68 3D Animation with Maya                              | 3       |
| ADM-69 Motion Graphics and Compositing with After Effects  | 3       |
| ADM-72 Advanced Photoshop                                  | 3       |
| ADM-73 Developing and Authoring Multimedia CD's and DVD's  | 3       |
| ADM-74 Dreamweaver for Graphic Designers                   | 3       |
| ADM-76 QuarkXPress   | 3       |
| ADM-77A Adobe Illustrator                                  | 3       |
| ADM-77B Advanced Adobe Illustrator                         | 3       |
| ADM-78A Multimedia Construction with Macromedia Director   | 3       |
| ADM-78B Multimedia Construction using Lingo                | 3       |
| ADM-79 Multimedia Production using Painter                 | 3       |
| ADM-81 Advanced Digital Darkroom                           | 3       |
| ADM-86 Advanced Offset Presswork and Bindery               | 3       |
| ADM-88 3D Creature Creations with Maya                     | 3       |
| ADM-89 Multimedia Graphics Portfolio                       | 4       |
| ADM-200 Applied Digital Media and Printing Work Experience | 1-2-3-4 |
| ART-36 Computer Art  | 3       |
| ENG-17 Literary Magazine Production                        | 2       |
| FTV-64 Digital Editing Principles and Techniques           | 3       |
| PHO-20 Introduction to Digital Still Photography           | 3       |

## Associate in Science Degree

The Associate in Science Degree in Graphics Technology will be awarded upon completion of the requirements for the certificate, plus completion of the graduation requirements as described in the catalog, as well as electives totaling 60 units of college work as required for the associate degree.

# APPLIED DIGITAL MEDIA AND PRINTING

The following locally approved certificates may lead to employment competency, but does not lead to an associate in science degree:

## BASIC ELECTRONIC PREPRESS CE822 Certificate Program

| Required Courses (17 units) |   | Units |
|-----------------------------|---|-------|
| ADM-1                       | Introduction to Applied Digital Media         | 3     |
| ADM-63                      | Adobe InDesign                                | 3     |
| or                          |   |       |
| ADM-76                      | QuarkXPress                                   | 3     |
| ADM-64                      | Ethics and Legalities of Digital Manipulation | 1     |
| ADM-65                      | Cross Platform File Management                | 1     |
| ADM-71                      | Adobe PhotoShop                               | 3     |
| ADM-80                      | Introductory Digital Darkroom                 | 3     |
| ADM-85                      | Beginning Offset Presswork                    | 3     |

## BASIC GRAPHIC DESIGN CE823 Certificate Program

| Required Courses (17 units) |   | Units |
|-----------------------------|---|-------|
| ADM-1                       | Introduction to Applied Digital Media         | 3     |
| ADM-63                      | Adobe InDesign                                | 3     |
| or                          |   |       |
| ADM-76                      | QuarkXPress                                   | 3     |
| ADM-64                      | Ethics and Legalities of Digital Manipulation | 1     |
| ADM-65                      | Cross Platform File Management                | 1     |
| ADM-71                      | Adobe PhotoShop                               | 3     |
| ADM-77A                     | Adobe Illustrator                             | 3     |
| ART-22                      | Basic Design                                  | 3     |

## BASIC MULTIMEDIA DESIGN CE821 Certificate Program

| Required Courses (16 units) |  | Units |
|-----------------------------|--|-------|
| ADM-58                      | Paper and Inks for Multi-purposed Design         | 1     |
| ADM-64                      | Ethics and Legalities of Digital Manipulation    | 1     |
| ADM-65                      | Cross Platform File Management                   | 1     |
| ADM-69                      | Motion Graphics with After Effects               | 3     |
| ADM-71                      | Adobe PhotoShop                                  | 3     |
| ADM-78A                     | Multimedia Construction with Macromedia Director | 3     |
| ADM-89                      | Multimedia Graphics Portfolio                    | 4     |

