**PROGRAM FOCUS**

**EDUCATION**

**QUARTERS 1-2**
- FND150 Digital Color Theory
- PHOB101 Principles of Photography
- PHOB102 Introduction to Photography Applications
- PHOB103 Digital Image Management
- PHOB114 Image Manipulation
- PHOB208 Business of Photography

**QUARTERS 3-4**
- PHOB123 Color Management & Printing
- PHOB203 Photographic Post-Production
- PHOB213 Time-Based Media I
- PHOB222 Web Design for Non-Majors
- PHOB233 Advanced Photographic Post-Production
- Program Elective I

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

Course descriptions for elective and general education courses can be referenced in the catalog.

**STUDENT CONSUMER INFORMATION:**
https://www.artinstitutes.edu/atlanta/student-consumer-information

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

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073019
Digital Image Management (D)

COURSE DESCRIPTIONS

FND150
DIGITAL COLOR THEORY
This course is an introduction to the principles of color and an exploration of color theory as it relates to media.
Prerequisite: None
Credits: 4

PHOB101
PRINCIPLES OF PHOTOGRAPHY
Intended for non-majors, this course introduces students to the fundamental terminology, concepts and techniques of digital photography. Emphasized are the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of Photographic images.
Co-Requisite: PHOB103 or Approval of Academic Director
Credits: 4

PHOB102
INTRODUCTION TO PHOTOGRAPHY APPLICATIONS
Introduces the student to an overview of vector, raster, and time-based software tools used in the digital media industry. It sets expectations for future classes regarding standards for files, their construction and delivery within the classroom and professional studio.
Prerequisite: None
Credits: 4

PHOB103
DIGITAL IMAGE MANAGEMENT
Students study textiles, exploring natural and manufactured fibers, structure, production, uses, and characteristics.
Co-Requisite: PHOB101
Credits: 4

PHOB114
IMAGE MANIPULATION
In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software, related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning and output.
Prerequisite: None
Credits: 4

PHOB123
COLOR MANAGEMENT & PRINTING
Students learn and apply the techniques of digital color management including building and applying color profiles. The course covers the calibration of devices to produce consistent, predictable color. Students will refine printing skills and theory to create a benchmark for quality digital output. Students will develop proficiencies in file preparation, resolution selection, print-profiling, paper selection and soft-proofing techniques.
Prerequisite: PHOB114
Credits: 4

PHOB203
PHOTOGRAPHIC POST-PRODUCTION
Students research, develop concepts, and execute digital montage methods to produce creative and surrealistic imagery not possible in the camera moment. Students will apply channels, masks, blending modes, vector tools, selections, filters and layers to photographs. In addition the course will cover post-production techniques, including retouching and compositing.
Prerequisite: PHOB123
Credits: 4

PHOB208
BUSINESS OF PHOTOGRAPHY
An overview of current trends and an assessment of the skills and materials necessary for a student to comprehend small business operations and/or make themselves a productive member of a commercially viable team.
Prerequisite: None
Credits: 4

PHOB213
TIME-BASED MEDIA I
An overview of current trends and an assessment of the skills and materials necessary for a student to comprehend small business operations and/or make themselves a productive member of a commercially viable team.
Prerequisite: None
Credits: 4

PHOB222
WEB DESIGN FOR NON-MAJORS
Introduces some of the techniques, tools, software applications, and technologies associated with web development and interactive design for web. Students learn how to build a basic website using current HTML standards while incorporating an object-oriented programming language, various multimedia, or other interactive solutions.
Prerequisite: PHOB114
Credits: 4

PHOB233
ADVANCED PHOTOGRAPHIC POST-PRODUCTION
Introduces students to the technical components integral to time-based media and its relationship to photography. Students expand their knowledge of capturing, downloading, editing, and outputting digital audio and image files using time based media software.
Prerequisite: PHOB203
Credits: 4

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student’s responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.