ASSOCIATE OF APPLIED SCIENCE — 90 CREDITS

QUARTERS 1-2

AP102
Fundamentals of Audio
ART105
Design Fundamentals
ART109
Image Manipulation
ART111
Perspective Drawing
ART114
Color Fundamentals
IMD110
Digital Design and Typography
IMD213
Digital Visual Composition
IMD223
Desktop Video

ENGL1301
English Composition
MATH1310
College Mathematics

QUARTERS 3-4

COS207
Advanced Image Manipulation
IMD131
Introduction to Scripting Languages
IMD222
Intermediate Scripting Languages
IMD231
Concepts in Motion Design
IMD232
Audio for Interactive Design
IMD273
Media Business Practices
IMD321
Project Management
Program Elective

GD207
Digital Design and Typography
IMD131
Introduction to Scripting Languages
IMD222
Intermediate Scripting Languages
IMD231
Concepts in Motion Design
IMD232
Audio for Interactive Design
IMD273
Media Business Practices
IMD321
Project Management
Program Elective

QUARTER 5-6

CD400
Career Development
IMD260
Portfolio I
IMD271
Portfolio II
IMD312
Interactive Motion Graphics
IMD313
Animation Graphics
INT419
Internship

ENGL1301
English Composition
MATH1310
College Mathematics

Humansities History Elective
PSYC2301
General Psychology

Mathematics and Science Elective
SPCH1315
Public Speaking

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 unsuccessfully attempts at course completion will increase the total length of the program and the overall cost of education. 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/austin/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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COURSE DESCRIPTIONS

AP102 FUNDAMENTALS OF AUDIO
This course addresses the principles of recording sound and covers the study of sound characteristics, basic acoustics, ergonomics, and basic techniques for field recording. The role of sound in media production is explained and exemplified. Prerequisite: None
Credits: 3

ART106 DESIGN FUNDAMENTALS
This introductory course will explore the principles of design and develop the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design will be presented as a tool of communication. Prerequisite: None
Credits: 3

ART108 OBSERVATIONAL DRAWING
This course involves the observation and translation of three-dimensional form into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition and line quality. They will draw still life, light, and shadow. Prerequisite: None
Credits: 3

ART111 PERSPECTIVE DRAWING
This is a fundamental drawing course where the students will explore various art and media and learn to see a variety of drawing tools with an emphasis on perspective, where the students will draw three-dimensional objects in one-, two-, and three-point perspective. Prerequisite: None
Credits: 3

ART114 COLOR FUNDAMENTALS
This fundamental course will provide an introduction to the principles of color and an exploration of color theory as it relates to design. Students will learn how to use color in both traditional and contemporary media, and to render color effects for print and electronic production methods. In addition, the psychological and cultural aspects of color will be explored, as well as their role in the design process. Prerequisite: None
Credits: 3

CD100 CAREER DEVELOPMENT
This course prepares students for the business of art and design. It provides an overview into an applied arts profession. It emphasizes the concepts of professionalism and an overall understanding of self-marketing in the field. Professional development tools are presented, including resume and cover letter writing, networking, and interviewing skills. Freelance business operating practices such as negotiations of contracts, pricing and estimation of services, ethical guidelines, and pertinent tax laws will be addressed. Prerequisite: None
Credits: 3

CD207 ADVANCED IMAGE MANIPULATION
This course builds upon the ART107 Image Manipulation course to integrate raster and vector graphics with concerns for various formats, including web and print graphics. Upon successful completion of the course, the student will demonstrate advanced research, conceptual development, and execution through the use of industry-standard raster-image software. Prerequisite: ART107 Image Manipulation Credit: 3

IMD110 DIGITAL DESIGN AND TYPOGRAPHY
This course teaches the student to use object-oriented drawing software to create line art, illustrations with color and graduated fill, and custom typographic solutions for logos and layouts. Prerequisite: None
Credits: 3

IMD131 INTRODUCTION TO SCRIPTING LANGUAGES
Students will develop and refine basic programming skills needed to design, develop, and produce practical applications with a specific scripting or programming language. Prerequisite: ART109 Image Manipulation / or approval of Dept. Director Credit: 3

IMD213 DIGITAL VISUAL COMPOSITION
This course introduces students to the fundamental terminology, concepts, and techniques of digital visual composition for both static and moving images. Instruction is given on basic techniques of production, including digital still cameras as well as camcorder interfitation, lighting, setup, and operation. It focuses on the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of moving and static images. Prerequisite: None
Credits: 3

IMD222 INTERMEDIATE SCRIPTING LANGUAGES
Students will develop and refine basic programming skills. The student will acquire skills needed to design, develop, and produce practical applications with a specific scripting or programming language. Prerequisite: IMD131 Introduction to Scripting Language Credit: 3

IMD223 DESKTOP VIDEO
Students will demonstrate knowledge of editing using non-linear editing software and hardware in a computer lab. Students will learn skills related to professional video creation and use digital video editing software. Prerequisite: IMD135 Digital Video Composition Credit: 3

IMD231 CONCEPTS IN MOTION DESIGN
An introduction to motion design, concepts, and techniques. Students create interactive motion using basic principles of design for timeline-based media. Prerequisite: GD107 Digital Illustration 1 / IMD110 Digital Design and Typographic Credit: 3

IMD232 AUDIO FOR INTERACTIVE DESIGN
This course looks at the principles and practice of digital audio in an interactive context. Students will develop and refine current digital audio programs for recording, editing, sequencing, and mixing for a variety of outputs and applications. Prerequisite: AP102 Fundamentals of Audio Credit: 3

IMD240 PORTFOLIO I
Students will apply techniques and strategies for marketing themselves in their chosen fields. Emphasis will be placed on students assessing their most marketable skills; designing storyboards for their interactive portfolio; creating a professional design layout and presenting it to potential employers. Prerequisite: Expressed permission of program director Credit: 3

IMD270 INTERNSHIP
This course involves the observation and translation of three-dimensional form into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition and line quality. They will draw still life, light, and shadow. Prerequisite: None
Credits: 3

IMD271 INTERNSHIP II
This course is a continuation of the portfolio design and development process. Special emphasis is placed on the creation of a demo CD and portfolio book, business cards, and letterhead. Prerequisite: IMD260 Portfolio I Credit: 3

IMD277 MEDIA BUSINESS PRACTICES
This is a survey course with emphasis placed on entrepreneurship and small business ownership. It provides the student an overview of the following disciplines: forms of business ownership, principles of management, human relations, marketing and consumer behavior, basic accounting principles, finance management, business law, and business planning. Prerequisite: None
Credits: 3

IMD278 ADVANCED IMAGE MANIPULATION
The course builds upon the ART107 Image Manipulation course to integrate raster and vector graphics with concerns for various formats, including web and print graphics. Upon successful completion of the course, the student will demonstrate advanced research, conceptual development, and execution through the use of industry-standard raster-image software. Prerequisite: ART107 Image Manipulation Credit: 3

INTERMEDIATE SCRIPTING LANGUAGES
Students will develop and refine basic programming skills needed to design, develop, and produce practical applications with a specific scripting or programming language. Prerequisite: ART109 Image Manipulation / or approval of Dept. Director Credit: 3

CONCEPTS IN MOTION DESIGN
An introduction to motion design, concepts, and techniques. Students create interactive motion using basic principles of design for timeline-based media. Prerequisite: GD107 Digital Illustration 1 / IMD110 Digital Design and Typographic Credit: 3

AUDIO FOR INTERACTIVE DESIGN
This course looks at the principles and practice of digital audio in an interactive context. Students will develop and refine current digital audio programs for recording, editing, sequencing, and mixing for a variety of outputs and applications. Prerequisite: AP102 Fundamentals of Audio Credit: 3

PORTFOLIO I
Students will apply techniques and strategies for marketing themselves in their chosen fields. Emphasis will be placed on students assessing their most marketable skills; designing storyboards for their interactive portfolio; creating a professional design layout and presenting it to potential employers. Prerequisite: Expressed permission of program director Credit: 3

INTERNSHIP
This course involves the observation and translation of three-dimensional form into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition and line quality. They will draw still life, light, and shadow. Prerequisite: None
Credits: 3

INTERNSHIP II
This course is a continuation of the portfolio design and development process. Special emphasis is placed on the creation of a demo CD and portfolio book, business cards, and letterhead. Prerequisite: IMD260 Portfolio I Credit: 3

MEDIA BUSINESS PRACTICES
This is a survey course with emphasis placed on entrepreneurship and small business ownership. It provides the student an overview of the following disciplines: forms of business ownership, principles of management, human relations, marketing and consumer behavior, basic accounting principles, finance management, business law, and business planning. Prerequisite: None
Credits: 3

Design and Development of the Student Portfolio
This course focuses on the Interactive Media Design project management process and development of the project team as key to the successful achievement of Web Design & Interactive Media Design project goals. The process examines the main elements required in every proposal/plan, time frame, and budget. Key components of interactive design project teams serve to support the fundamental approach that certain elements must be linked to achieve project results efficiently and effectively. Prerequisite: None
Credits: 3

PROJECT MANAGEMENT
This course focuses on the Interactive Media Design project management process and development of the project team as key to the successful achievement of Web Design & Interactive Media Design project goals. The process examines the main elements required in every proposal/plan, time frame, and budget. Key components of interactive design project teams serve to support the fundamental approach that certain elements must be linked to achieve project results efficiently and effectively. Prerequisite: None
Credits: 3

INTERNSHIP
Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to become more knowledgeable about the field and to understand the nature of the workplace environment. Students will be able to apply what they have learned in the classroom and laboratory to the workplace environment. Prerequisite: CD100 Career Development Credit: 3

Mathematics and Science Elective (choose one):
BIO1309 BIOLOGY
ENVS1401 ENVIRONMENTAL SCIENCE
MATH1332 MATH FOR BUSINESSES
MATH1342 MAHATHEMATICS
PHYS1501 PHYSICS

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

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.