ASSOCIATE OF SCIENCE
DIGITAL MEDIA AND GRAPHIC DESIGN
STUDENT HANDBOOK

Contents

Graphic Design and Digital media Technology are demanding fields that emphasize tight deadlines and superior client service; the curriculum and class structure of Digital Media and Graphic Design Technology reflect this reality. To prepare you for work, classes are fast-paced and intensive, often involving the creation of projects for real-world business clients. To reproduce this work environment, we make use of many fast paced classroom projects. If you don't think you are capable of performing well in very tight turnaround time fast paced projects, then Digital Media or Graphic Design may not be the place for you and you should reconsider your career options.

Commitment to Equal Access and Equal Opportunity

Santa Fe College (SF) is committed to maintaining a work and educational environment that embraces diversity and where no member of the college community is excluded from participation in, denied the benefits of, or subject to discrimination in any college program or activity based on: their race, ethnicity, national origin, color, religion, age, disability, sex, pregnancy status, gender identity, sexual orientation, marital status, genetic information, political opinions or affiliations, or veteran status. This commitment applies to employees, volunteers, students, and, to the extent possible, to third parties, applicants for admission, applicants for employment, and the general public.

Inquiries regarding non-discrimination policies or concerns about discrimination or harassment, including concerns about sexual harassment or sexual violence under Title IX, should be directed to:

Lara Zwilling, Equity Officer and Title IX Coordinator
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Associate in Science Graphic Design Technology-3619
Associate in Science Digital Media Technology-3620

The Associate in Science degree programs in Graphic Design and Digital Media Technology offers instruction in theory and practice of graphic design or digital media production to prepare graduates for entry-level jobs in expanding career fields.

Students choose between Graphic Design and Digital media Technology. New students are admitted in fall and spring. Each new class consists of approximately 15 students, for a total of about 60 new students every year. Admission is competitive, based on faculty ranking of the departmental applications.

The program emphasizes creative thinking and problem solving in combination with hands-on instruction on industry standard computer hardware and software. Graphic Design students learn illustration, computer graphics, desktop publishing, web page design, electronic imaging and presentation techniques, photography and design, magazine and newspaper advertising layout, logo, brochure, newsletter, packaging, and direct mail design, outdoor advertising and point-of-purchase display, printing methods, and electronic pre-press production techniques. Digital Media students learn digital cinematography, non-linnear editing, audio production, sound design, motion graphics, compositing and visual effects.

Graduates work for profit and non-profit agencies in a variety of professional settings including entertainment, advertising, marketing, merchandising, management, education, science, technology, and sales. Designers may choose to specialize in desktop publishing and computer graphics; web page design; digital photo manipulation; illustration; or electronic pre-press. Digital media graduated work in TV and film production, advertising, corporate and industrial video, communications and commercial production.

Special Application Process
Because demand for spaces in Digital Media and Graphic Design Technology is so high, and because we are limited in the numbers of students we can teach by the computers and classrooms available to us, you will need to complete a separate application to Digital Media as well as an application to Santa Fe.

State Residents Cost of Attending Digital MediaTechnology, full program,
(Academic Year 2021-2022) *
in state

Full time tuition and fees	$8093.00
Books & Supplies	$950.00
Other expenses	$1000.00

*Estimates based on current charges, will vary, check college catalog for current fees.
https://www.sfcollege.edu/finance/student/tuition-dates-schedules/index.

Transfer to other Schools

Being a vocational program, the Associate in Science in Digital Media and Graphic Design Technology degrees are designed to prepare you for the job market as an entry level graphic designer or digital media production. It is a Career and Technical Education program and is not intended to be a stepping stone towards a more advanced degree such as a Bachelor of Arts. That is the role of Associate of Arts degrees. For this reason, our classes will not transfer to any Florida public university, including UF. However, We are currently offering a BAS degree in Multimedia for those who complete the AS in digital media. Students who complete the BAS program are eligble to pursue graduate (MA, MFA, PhD) degree programs.

Knowing the importance and the benefits of more advanced instruction in graphic design, we have established articulation agreements with private graphic design schools to help those students that choose to pursue an advanced degree in this field. We are constantly adding new schools to the roster of schools accepting our students.

Placement

To help you transition into the professional digital media design world, our program offers several ways to introduce your name to the design community, both local and statewide.

The Student Exhibition is held every spring, concurrent with our Seniors Portfolio Review Day. A selection of the best of our students' work is exhibited in the our department. Members of the Gainesville design community are invited to judge the work presented and select the best one for awards and prizes. Our graduating class prepares portfolio booths showing the best work of their five semesters of studies. We invite the college community as well as all the local graphic design, advertising and printing businesses. Prospective employers have the opportunity to follow your progress through the program and interview our graduating students on the spot.

As part of your Graphic Design degree requirements you are required to complete a 100 hour internship during your last semester in the program. Internships give you on-the-job experience and enable you to meet people who hire designers. Our interns are very much sought after and this provides an ample selection and variety of internship sites from which you can select. In many cases prospective employers will hire their interns once the internship is over or will recommend outstanding interns to other businesses looking for designers.

As part of our efforts to put you in contact with the best job opportunities, we will announce your graduation and entry into the graphic design job market via our web site. Our Current Graduates social media links give prospective employers outside our area access to your contact information and a link to the web based portfolio you have been working on through your classes here.

GDSA

The Graphic Design Student Association (GDSA) is a student club with a focus on design. The organization is sponsored by SF Student Government and provides its members with an outlet to further explore graphic design outside the classroom. In the past the group has made field trips to local design firms, held tutorials and workshops as well as brought in guest speakers.

The club is open to all SF students but is primarily made up of students from the Graphic Design area.The GDSA Maintains a Facebook group and instagram page with student relevant information like special events, news and articles, and job and/or internship opportunities.

Pre-Requisites

Exams
Potential students should see their exploratory advisor all required prep classes before applying for admission to Digital Media or Graphic Design Technology.

Classes
Digital Media Technology department offers classes only in the fall and the spring terms for fall starts (no summer classes) it is recommended that students plan to take their general education courses during the summer terms. Spring starts will attend DMT classes in the summer. It is required that students complete at least 3 general education courses before applying for admission to Digital Media Technology. Once admitted to Digital Media, students take all professional core classes full-time in a specific, or lockstep, sequence.

However, completing all 5 of the five general education required classes with a good GPA before applying to the program will benefit your application (see Gen Ed requirements under Degree Requirements). We also strongly recommend you take the Art Fundamentals class (ART1001C) or 2-D Design (ART1201C) to develop a competitive solution to the Application Design Problem that will be part of your application.

Academic Standards

Grading Standards
You must receive 71% or higher in a class to pass it. The grade is based on projects work, exams and quizzes and attendance. A student that falls below 71% in a class will fail the class, will be placed on probation and will be required to repeat the class. Students must maintain an overall grade point average of 2.5 or higher in the core curriculum classes to remain in the program.

Our grading scale:
A   91-100
B+   89-90
B   81-80
C+   79-80
C   71-78
D+   69-70
D   61-68
F   0 -60

Attendance Policy
All classes in Digital Media Technology have rigorous deadlines and specific schedules.

All Graphic Design and Digital Media Technology program literature indicates this fact and encourages full time attention to course work and program outcomes. If you choose to attend our courses while working a full time or demanding job schedule, you will need to develop time management strategies to meet deadlines and fulfill classroom expectations. **There are no special accommodations made for working students.**

Graphic design and digital media are demanding fields that emphasize tight deadlines and superior client service; the curriculum and class structure reflect this reality. To prepare you for work, classes are fast-paced and intensive, often involving the creation of projects for real-world business clients.

Just like in the working world, there are penalties for poor performance. Technical problems and most personal problems are not considered excuses for late work.

Attendance is required. You are expected to attend classes and lab sessions unless prevented by illness or emergency. Arrive to class on time, with the appropriate materials and work through the entire class.

It is your responsibility to read and follow the course calendar available on Canvas (SFC's learning management system) or by the syllabus given to you by your instructor. Announced changes to the course calendar, demonstrations, or general classroom critiques demand your presence; compensatory work of another kind will not be accepted in lieu of missed instruction. A missed class does not constitute an extension of an assignment!

1) Each **unexcused absence** will reduce your final grade by **7.5%**.
2) **Four** unexcused absences will result in a **failing grade** and will place you on academic probation (see below).
3) Five absences, **excused or not**, will result in a **failing grade** and will place you on academic probation (see below).
4) You are late if you arrive after your name has been called when roll is taken.
5) Each late arrival or early self-dismissal will reduce your final grade by 2.5%. Three late arrivals or early self-dismissals will count as one absence.
6) Attending class unprepared for a discussion, critique, workday, or presentation will be considered an absence.

Excused absences will require a written note from your doctor and will be granted at the discretion of the instructor. Students participating in certain college sanctioned activities may be excused as well. Always consult with your instructor beforehand.

Academic Dishonesty
Your instructors expect that the work you submit is your own. Remember you are training to be a creative designer. All projects must be original in concept and execution. Recreation of another artist's work will not be accepted regardless of changes in layout or design, or change in technique or media. Submitting such work may even constitute copyright infringement as well as academic dishonesty and with penalties ranging from receiving a 0 for the project and/or

receiving a 0 for the course to being expelled from the program or Santa Fe College entirely. Penalties for academic dishonesty are explained in the SFC Student Conduct Code, Article IV.

Academic Probation and Dismissal
If you do not meet the program's grading, attendance or conduct standards you will be placed on probation for one session after being advised as to the level of improvement or action necessary. Students are removed from probation when satisfactory progress standards have been met. Students who do not meet the agreed upon level of improvement in the time agreed are dismissed from the program.

You have the right to appeal your case to the department coordinator. If not satisfied with the appeal decision, you can further appeal your case to the Information Technology Education program director.

Re-Entry
Students who have been dismissed and wish to return to the program must submit a written request for re-entry. They may re-enter only at the discretion of the Department Coordinator with the recommendation of the department faculty. Upon re-entry, students are placed on probation for one session and must maintain satisfactory progress to continue. Once satisfactory progress is achieved, probation is discontinued.

Leave of Absence
Students can petition for one semester (two sessions) leave of absence. Petitions must be made in writing and must state the reason for the petition and projected return date. To return to active status in the program, the student needs to petition re-entry in writing half way through the semester and before registration for the following semester is finished. Re-entry petitions will be considered depending on available space only and at the discretion of the Department Coordinator. Leaves of longer than one semester will require a new application to the program.

Camera Requirements
You are not required to purchase a computer or any software to enter our program. However, a Mac or PC capable of running graphic-Intense software for home use is strongly recommended. As a student of the Digital Media Technology department you will have access to three computer labs equipped with state of the art Mac computers and the latest in design software.

Besides your regular expenses in terms of books and materials, you should plan for two major investments in your education as a designer. If you are in the Graphic Design track you will be required to purchase a DSLR camera with manual controls and a minimum 20 megapixels for your PGY2801c class.

If you are a digital media student, you will need to buy a video or combination DSLR/video camera and an external hard drive that is configurable to Macintosh/Apple products. However, you can choose to combine both camera requirements by buying a camera that will do both digital photography and digital video. Although this is a slightly more expensive purchase up front it will be a much more economical investment in the long run. You should look for a DSLR

with (at least) 1080p video capability. It is recommended that you spek with your faculty prior to purchasing a camera. **SF A.S. Graphic Design Technology** Course Sequence, based upon current curriculum

<u>First Term</u>

ADV1210	(3)	Introduction to Advertising Design and Graphics
PGY2801C	(3)	Electronic Still Photography
GRA1150C	(3)	Raster Graphics
ARH2722C	(3)	History of Graphic Design
Total	12	

<u>Second Term</u>

GRA2100C	(3)	Computer Graphics for Artists and Designers
GRA2124	(3)	Desktop Publishing
DIG2782	(3)	Advanced Interface Design
ADV1212	(3)	Advanced Graphics and Production
Total	12	

<u>Third Term</u>

CGS2822C	(3)	Web/ CSS Design
GRA2203	(3)	Advanced E Publishing
GRA2157C	(3)	Computer Illustration Methods
GRA2143C	(3)	Advanced Web Design
Total	12	

<u>Fourth Term</u>

ADV2211	(3)	Advanced Advertising Design & Graphics
DIG1341	(3)	Motion Graphics
ADV2803	(3)	Professional Practicum
GRA2940	(4)	Graphic Design Internship
Total	13	

Total Hours	49

SF A.S. Multimedia Technology Course Sequence, based upon current curriculum

First Term
  DIG1030C   (3)   Introduction to Digital Video
  GRA1150C   (3)   Raster Graphics
  GRA2930   (3)   Special Topics: Graphics
  DIG1200   (3)   Basic Video Camera
 Total   12

Second Term
  GRA2140C   (3)   Multimedia Production I
  DIG1341   (3)   Motion Graphics
  GRA2141C   (3)   Multimedia Production II
  DIG1342C   (3)   Motion Graphics 2
  Total   12

Third Term
  DIG2251   (3)   Digital Audio
  DIG2342   (3)   VFX-Keying & Coloring
  DIG2252C   (3)   Digital Audio 2
  DIG2349C   (3)   Advanced VFX
Total   12

Fourth Term
  DIG2201   (3)   Advanced Video Production
  GRA2710C   (3)   Survey of Digital Video
  GRA2583   (3)   Web and Digital Media Project
Total   9

Total Hours   45

COURSE DESCRIPTION

ADV1210 Introduction to Advertising Design and Graphics
An introduction to visual communication theory and methodology, and principles of design. Lectures include such topics as symbolism, visual perception, conceptualization and layout stages, design principles, typography, illustration and imaging, and color. This course will focus on expanding the student's knowledge of basic design principles. It will introduce the student to visual communication theory and devices including their use in the creation of graphics. Composition, typography, and color application will form their foundation for learning to communicate to target audiences. This is a hands-on course that enables students to develop their skills through the creation of various projects throughout the semester.

ADV1212 Advertising Graphics & Production
Designed to acquaint students with print production techniques. Emphasis is placed on techniques related to the advertising business. Lectures review specific uses of design, typography, and print production with sessions dedicated to practicing computer layout and production techniques. Prerequisites: GRA1150, GRA2100C, and GRA2124.

ADV2211 Advanced Advertising Design & Graphics
Advanced design projects in visual communications. Concentration will be on analysis and application of design principles for logos and trademarks, brochures and flyers, and newsletters. Other topics include psychology of color, typography, color and black-and-white visuals. The focus of this class will be to combine the knowledge acquired in Photoshop and InDesign with Illustrator and to apply this knowledge to real-life situations. In some cases the student may be dealing directly with outside clients. Prerequisites: GRA1150, GRA2100C, GRA2124.

ADV2803 Professional Practicum
An advanced advertising course requiring the student to prepare and produce a variety of general advertising campaigns, working individually as well as within a group. Emphasis is placed on accurately identifying the targeted audience, campaign design, production methods, media analysis and research. This class is a combination of working with real clients on real projects and will also cover the practical aspects of working as a graphic designer. We will discuss billable hours and design a form to keep track of the time spent on design work for each client. The focus of this class will be to synthesize all of the knowledge gained in this program to apply in real-life situations. Projects will be strictly client-based and will be covered at a professional pace. Discussions will include topics relevant to current business practices in the industry. Prerequisites: ADV1212 and ADV2211.

ARH2722C History of Graphic Design
This course will survey the history of graphic design. Students will be introduced to influential designers and become familiar with various graphic styles throughout history. It will also examine typography's 500 year history, introduce basic typographic principles, and help students to implement these principles through projects.

CGS2822C Web/ CSS Design
This course helps students to establish a solid background of World Wide Web and Web page creation and Web site basic components. A basic understanding of Web languages such as HTML, XML, XHTML, CSS, Dynamic HTML, and Javascript will be emphasized. This course will complement the Web authoring via Web design application courses.

DIG1030C Intro to Digital Video
This course introduces concepts, principles, tools and techniques for producing digital video pro-ductions related to digital film and television broadcast, advertising and web-based video plat-forms. The course focuses on types of video production and the proper equipment, safety and procedures and planning needed for producing, assembling and

delivering digital video projects. This course provides an introduction into proper camera, lighting, audio and field/studio equipment use.

DIG1341 Motion Graphics

Learn the basic concepts in motion graphics and visual effects for film, video, DVD, and the Web. This course also offers how to produce and integrate with other computer graphic design software to power the production challenges and deliver quality results.

DIG1342C Motion Graphics 2

This course introduces concepts, principles, tools and techniques for producing digital animation productions related to digital film and television broadcast, advertising and web-based video platforms. The course focuses on typography, digital 2d and 3d text-based and graphical animation. The course will also explore the history of motion media in advertising and video.

DIG1200 Basic Video Camera

Video production course designed to introduce the concepts of basic videography, exposure to different types of video cameras, composition styles, lighting techniques and safety concerns.

DIG2251 Digital Audio

The purpose of this course is to develop a thorough knowledge of basic audio concepts, audio processing principles, basic digital audio concepts, digital audio processing and production as relates specifically to the field of multimedia. All areas of knowledge will be applied to practical applications through project-oriented assignments.

DIG2252c Digital Audio 2

The purpose of this course is to develop an advanced knowledge of digital audio concepts, audio processing principles, hardware, digital audio processing and production as relates specifically to the field of video and multimedia. Areas of knowledge will be applied to practical applications through project-based assignments. Areas of knowledge include: mixing, foley audio, sound effects, sound export and output formats, sound design and music.

DIG2342 Visual Effects : Keying and Color

This course exposes students to the disciplines used in creating and compositing video shots on a blue or green screen. More sophisticated methods are introduced for color correcting and adjusting video to produce seamless composites. The course reinforces compositing concepts, techniques, and vocabulary that students have learned in previous courses. Each student produces a final edited project utilizing these skills. Concepts presented include various methods of keying, matte extraction, garbage matting, track mattes, traveling mattes, RGB color space, and color correction.

DIG2349C Advanced VFX

This course presents concepts, principles, tools and techniques for producing digital visual FX, compositing, and motion tracking related to digital film and television broadcast, advertising and web-based video platforms. The course focuses on the production of digital visual FX, procedures and planning needed for producing, assembling and delivering VFX scenes. This

course provides instruction on software-based compositing using video, green screen, 3d, motion tracking and still imagery to produce high quality VFX projects.

DIG2201 Advanced Video Production
Develops creative and organizational skills needed for advanced digital video production. Requires participation in a video production project. Students will incur additional production expenses.

DIG2782 Advanced Interface Design
Students execute advanced design concepts projects specifically for delivery for media such as kiosks, the Web and portable media. Color, resolution, access speed, and composition are considered as students employ principles of interactive design appropriate for the client and/or target audience.

GRA1150C Raster Graphics
In this course students will learn to use a raster image application (currently Adobe Photoshop) to manipulate, enhance and combine their own photos as well as scanned and stock images. Topics include general image editing techniques and photo manipulation, creation of materials for 3-D applications and the web, image scanning and other methods of assessing and using digital and non-digital visual imagery.

GRA2100C Computer Graphics for Artists & Designers
A course in the use of computer graphics in the design profession. You'll use the Macintosh computer with Adobe Illustrator to create original artwork and illustrations which will subsequently be used in layouts for varieties of publications. This course is our introduction to Adobe Illustrator. The student will be able to use Adobe Illustrator effectively and manage files to create basic illustrations

GRA 2124 Graphic Design for Desktop Publishing
Designed to provide students with hands-on usage of high-end desktop publishing software and hardware for the production of quality publications. A focus on good graphic design skills will include composition, layout, typography, pagination, style, balance, format and project planning. This course is an introduction to Adobe InDesign. By the end of this course the student will be able to use Adobe InDesign effectively and manage files correctly in MAC OSX. Prerequisites: GRA1150 and GRA2100C.

GRA2140C Multimedia Production I
This course begins the instruction of time-based graphics applications and their uses in graphic design projects. It includes the creation and use of digital video and audio files for multimedia productions. The emphasis is on digital video editing, sound editing and an introduction to 2D animation and basic multimedia authoring. In this course the student will learn the techniques for shooting, capturing and editing video using standard DV equipment and a non-linear editor.

GRA2141C Multimedia Production II
This course continues the instruction of time-based graphics applications and their uses in graphic design projects with an emphasis on multimedia integration, user interface design and interactive project design.

GRA2143C Advanced Web Design
This course is designed to give students an in-depth look at advanced issues in Web design and to give students experience in adding inter activity and animation to their Web sites. It is intended for students who have mastered the skills of building a basic Web site and who are looking for more sophisticated interface design and technique. Prerequisites GRA1150C and GRA2144C

GRA2157C Computer Illustration Methods
Using a computer as a tool, this course is designed to give graphic design students an in-depth study of object oriented drawing applications and vector based editing. Prerequisites: GRA2100C and GRA1150C.

GRA2162C 3D Modeling and Animation I
This course introduces three-dimensional computer graphics as a method for creating imagery with realistic depth and volume for presentations and motion graphic media.

GRA2168C 3D Modeling and Animation II
This course builds on tools, concepts, and techniques learned in the 3D Modeling and Animation for Graphic Designers I course. Additional techniques in animation and rendering are explored.

GRA2583 Web and Digital Media Project
This course covers DVD applications and their uses in project design. It includes the creation and use of digital video and audio files for multimedia productions. The emphasis is on DVD production and multimedia authoring.

GRA2710C Survey of Digital Video
Introduction to the concepts of digital video, video basics, digital video technology, system configuration, the development process, editing, production, effects and presentation. The emphasis is on digital video editing, sound editing and an introduction to 2D animation and basic multimedia authoring.

GRA2203 Advanced E-Publishing
This course is designed to give graphic design students an introduction to the processes of electronic and digital prepress and how it relates to the commercial printing process. It will cover the basics of digital color, color reproduction, electronic prepress systems, hardware, and working with service bureaus. It is also designed to teach students how to identify and determine the appropriate methods of printing for a particular job as well as to identify special and specialty printing methods. Prerequisites: GRA1150C, GRA2100C, GRA2124, and ADV1212

GRA2930 Special Topics: Graphics
A focus on special problems, current issues or trends. Course content and subject are variable

GRA2940 Internship
Practical experience in the application of graphic design knowledge acquired in the classroom. You will work in 1) a graphics related business or 2) independently as a consultant to an established business with varied graphics needs. You will be required to conduct job interviews, work a minimum of 100 (unpaid) hours, maintain information log sheets, secure samples of your work, satisfy two employer evaluations, produce a resume and a portfolio.

In this course the student will continue to learn the techniques for creating video. These techniques include advanced camera work and editing, motion graphics and animation.

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GRAPHIC DESIGN
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