

WEB & GRAPHIC DESIGN

WEB DESIGN CERTIFICATE

Web Designers focus on the art of creating aesthetically pleasing websites with effective usability. This compact course of study enables students to design the look and feel of an original website or upgrade an existing site, as well as implement the website by embedding images and objects in HTML (HyperText Markup Language) and define the layout in CSS (Cascading Style Sheets). This program is well-suited for creative individuals who wish to advance their careers, build their competencies and enhance their technical and creative skills by adding Web Design to their creative toolbox.

WEB DESIGN CURRICULUM

Semester One

Introduction to Graphic Design for Web and Print
Adobe Photoshop I/II

Semester Two

Web Design Fundamentals
Web Design with Adobe Flash I/II

Semester Three

Web Design with Adobe Dreamweaver & CSS I/II
JavaScript for Non-Programmers

Semester Four

Portfolio Workshop
Elective I

GRAPHIC DESIGN CERTIFICATE

Graphic Designers are artists, visual communicators and creative problem solvers for their clients. This curriculum enables creative students to communicate messages through print media, including books, posters, newsletters, magazines and packaging, while also providing an introduction to application of basic graphic design principles to the web. This area of study is ideal for individuals who wish to establish their own business, freelance or work within a corporate advertising and design environment.

GRAPHIC DESIGN CURRICULUM

Semester One

Introduction to Graphic Design for Web and Print
Adobe Photoshop I/II

Semester Two

Adobe InDesign I/II
Adobe Illustrator I/II

Semester Three

Basic Layout & Typography for Web and Print
Web Design Fundamentals

Semester Four

Portfolio Workshop
Elective I

Students who are currently enrolled in the existing Web & Graphic Certificate Programs may meet with the Director of Continuing Education to review their current transcript and transfer into the new Combined Certificate if desired.

WEB & GRAPHIC DESIGN COMBINED CERTIFICATE

For those students who wish to gain the technical and creative skills to excel in both web and print, DCAD now offers a Combined Certificate in Web & Graphic Design. Students will become well-versed in design principles as applied to both traditional print publishing as well as digital communications. Students may further customize advanced study through elective classes (offered in the spring and summer semesters).

WEB & GRAPHIC DESIGN COMBINED CERTIFICATE CURRICULUM

Semester One

Introduction to Graphic Design for Web & Print
Basic Layout & Typography for Web & Print
Adobe Photoshop I/II

Semester Two

Web Design Fundamentals
Web Design with Adobe Flash I/II

Semester Three

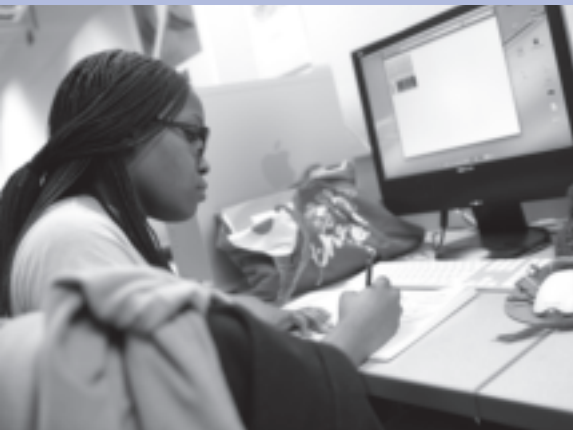
Web Design with Adobe Dreamweaver & CSS I/II
Adobe Illustrator I/II

Semester Four

JavaScript for Non-Programmers
Elective I
Elective II

Semester Five

Portfolio Workshop
Paramount Project



FACULTY

WARREN CHASE

BA, Rochester Institute of Technology. VP, Web Design at Digital Eye, LLC. Warren designs and builds websites for a variety of regional clients. www.digitaley.com

KATI DRISCOLL

Social Media Analyst at AAA Mid-Atlantic and consultant with a focus on non-profit & local organizations. Kati has several years experience in interactive marketing and combines a technical knowledge of social platforms with a passion for digital community. about.me/katidriscoll

DAVID MANZOLILLO

BA in advertising, NYIT, NY; AA in Advertising Art & Design, SUNY Farmingdale. Creative Director, JP Morgan Chase. David has taught at DCAD since 1998 and was an instructor at SUNY Farmingdale from 1993-1996. <http://manzomedia.com>

JASON OLNEY

BFA in Film with a minor in Animation, University of the Arts, Philadelphia Jason Olney is a freelance designer, illustrator and photo retoucher in Newark, Delaware. Fluent in Mac and PC, Jason also attended DCAD. <http://jasonolney.com>

CHARLEY PARKER

Studied at the Pennsylvania Academy of the Fine Arts. Cartoonist, illustrator and web designer. Produces the award-winning online comic *Argon Zark!* and works for a variety of agencies in web development. www.cparkerdesign.com

PATRICK SKELTON

BFA, Animation, University of the Arts; AFA, Animation, Delaware College of Art and Design. Patrick is an artist, designer and animator, skilled in 3D modeling, character animation and graphic design using the latest animation software, such as Maya and Zbrush. Patrick is actively involved in local arts and film festivals.

JOY SMOKER

BFA in Communication Design, Pratt Institute; AFA in Graphic Design, Delaware College of Art and Design. Joy is the Special Events & Design Coordinator at Children & Families First as well as a freelance illustrator and design consultant.

ROB WHITEHEAD

Web Designer, Web Publisher at Bank of America. Rob has extensive experience in photography, pre-press and imaging technology. Owned and operated Colourworks Photo Lab.



ADOBE CREATIVE SUITE 5 WEEKEND WORKSHOPS WINTER SEMESTER

Instructor: David Manzollilo

Saturday, 10 AM – 4 PM, January 14, 21, 28

NON-CREDIT Tuition: \$100 each/\$275 for all three
Sharpen your skills or brush up on new features with three weekend workshops that will explore the basics, introduce image manipulation, color correction, vector illustration, page layout and pre-press production. These three workshops provide an overview of Adobe Creative Suite 5 and will be taught through discussions, demonstrations, and hands-on exercises. A half-hour lunch break will be provided; students may bring their lunch or visit a local eatery.

WEEKEND 1: ADOBE PHOTOSHOP CS 5

COURSE ID: GD0064

Saturday, 10 AM – 4 PM, January 14

Learn the basics of Photoshop, image manipulation, basic color correction, and tips and tricks to enhance your work flow.

WEEKEND 2: ADOBE ILLUSTRATOR CS 5

COURSE ID: GD0070

Saturday, 10 AM – 4 PM, January 21

Explore the basics of Illustrator, and the advantages of vector illustration, Live Trace and Live Paint.

WEEKEND 3: ADOBE INDESIGN CS 5

COURSE ID: GD0071

Saturday, 10 AM – 4 PM, January 28

Complete your workshop experience with learning the basics of page layout, importing Photoshop & Illustrator files, and utilizing the built in pre-press production tools.

WEB DESIGN FUNDAMENTALS

COURSE ID: WD0040

Instructor: Warren Chase

TWELVE SESSIONS

Section I: Monday & Thursday, 6 PM – 9:15 PM;

January 2 – February 9

Section II: Thursday, 6 PM – 9:15 PM; February 16 – May 3

NON-CREDIT Tuition: \$490/Lab Fee: \$35; 3.9 CEUs

CREDIT Tuition: \$900/Lab Fee: \$35; 2 Credits

The first course in the Web Design Certificate program explores HTML and Cascading Style Sheet (CSS), the major components of website development. Learn how to format text, control page layout and understand hyperlinks and keys to comprehensive website navigation. The course will cover creating compressed graphics, developing an online form, considering basic guidelines for search engine optimization and using an FTP application. Students will employ new knowledge to construct their own functional website as a final project. *Prerequisite: Photoshop I.*

INTRODUCTION TO GRAPHIC DESIGN FOR WEB & PRINT

COURSE ID: GD0077

Instructor: Joy Smoker

TWELVE SESSIONS

Thursday, 6 PM – 9:15 PM; February 16 – May 3

NON-CREDIT Tuition: \$490/Lab Fee \$35; 3.9 CEUS

CREDIT Tuition: \$900/Lab Fee \$35; 2 Credits

This introduction to current computer graphics technology includes an overview of page-layout, vector-based illustration and pixel-based digital imaging software. Publishing techniques, rough composition skills, concept development and fundamentals of typography are introduced as students learn how such technology is used in real world applications. *Mac OS knowledge required.*



ADOBE PHOTOSHOP I
COURSE ID: GD0057 (MAC BASED)

Instructor: Jason Olney
SIX SESSIONS
Saturday, 10 AM – 1 PM; February 18 – March 24

COURSE ID: GD0054 (PC BASED)

Instructor: Rob Whitehead
SIX SESSIONS
Tuesday, 6 PM – 9:15 PM; February 14 – March 20
NON-CREDIT Tuition: \$300/ Lab Fee: \$35; 2 CEUs
CREDIT Tuition: \$450/Lab Fee: \$35; 1 Credit

This course introduces the new user to Photoshop, the most widely-used image processing and manipulation application for the desktop. Students explore this program's powerful painting, color-correction and retouching tools and investigate the relationship between image capture, resolution and output quality. *Basic computer knowledge required.*

ADOBE PHOTOSHOP II
COURSE ID: GD0058 (MAC BASED)

Instructor: Jason Olney
SIX SESSIONS
Saturday, 10 AM – 1 PM; March 31 – May 5

COURSE ID: GD0055 (PC BASED)

Instructor: Rob Whitehead
SIX SESSIONS
Tuesday, 6 PM – 9:15 PM; March 27 – May 1
NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUs
CREDIT Tuition: \$450/Lab Fee: \$35; 1 Credit

Build on your basic understanding of Adobe Photoshop. Learn to unleash the power of this program through an exploration of layers, masks, paths and channels. Customize the application by combining multiple images from diverse sources. *Prerequisite: Adobe Photoshop I.*

ADOBE INDESIGN I
COURSE ID: GD0053

Instructor: David Manzollilo
SIX SESSIONS
Monday, 6 PM – 9:15 PM; February 13 – March 19

NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUs
CREDIT Tuition: \$450/Lab Fee: \$35; 1 Credit

InDesign is the latest tool for page layout and electronic pre-press preparation. Because it's an Adobe product, InDesign is designed to work with Photoshop, Illustrator and Acrobat. In this course you will gain basic experience with the software as you work with page layout creation, creating and formatting text, inputting and manipulating images, and gain a basic understanding of color as it relates to printing. Exercises are designed to take full advantage of the basic tools within InDesign. *Macintosh knowledge required.*

ADOBE INDESIGN II
COURSE ID: GD0060

Instructor: David Manzollilo
SIX SESSIONS
Monday, 6 PM – 9:15 PM; March 26 – April 30

NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUs
CREDIT Tuition: \$450/Lab Fee: \$35; 1 Credit

Expand your knowledge of this powerful layout and production tool. Students will learn to create complex multi-page documents utilizing master pages and advanced paragraph and character styles (including the new nested styles feature). The use of tables within InDesign will be explored to automate design tasks. InDesign's robust PDF export capabilities, its helpful preflight and document packaging functions will also be explored. *Prerequisite: Adobe InDesign I.*





ADOBE FLASH I: WEB ANIMATION AND INTERACTIVITY WITH ADOBE FLASH AND HTML5 I

COURSE ID: AN0013

Instructor: Charley Parker

SIX SESSIONS

Wednesday, 6 PM – 9:15 PM; February 15 – March 21

NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUs

CREDIT Tuition: \$450/Lab Fee: \$35; 1 Credit

This class is focused on Adobe Flash but has been expanded to incorporate new HTML5 alternatives to Flash, both from Adobe and other developers. Add Flash to your range of web design skills. Master the fundamentals of the most powerful and versatile tool for creating animation and interactivity for the web. In-class projects will show you how to create motion graphics for banner ads or web presentations, and how to build Flash-based websites. The course starts with the basics of Flash interface, moves through tools and techniques into the design, planning and creation of Flash projects and publishing Flash files on the web. The course includes an overview of HTML5/Canvas alternatives like Adobe Edge, Adobe Wallaby and Tumult Hype. *Computer graphics knowledge required.*

ADOBE FLASH II: WEB ANIMATION AND INTERACTIVITY WITH ADOBE FLASH AND HTML5 II

COURSE ID: AN0014

Instructor: Charley Parker

SIX SESSIONS

Wednesday, 6 PM – 9:15 PM; March 28 – May 2

NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUs

CREDIT Tuition: \$450/Lab Fee: \$35; 1 Credit

Extend your command of the interactive power of Flash with this intermediate-level class. Add sophisticated techniques for creating multi-level movies that improve load time, using movie clips to organize and manipulate content, and importing and controlling sound and video files. The course also de-mystifies the fundamentals of ActionScript. Flash's powerful scripting language can be surprisingly simple to use and gives you extraordinary control over animation and response to user actions. Students will also be introduced to one or more timeline-based HTML5/Canvas alternatives to Flash, with a focus on creating content compatible with iPad and iPhone devices. *Prerequisite: Adobe Flash I.*



BASIC LAYOUT & TYPOGRAPHY FOR WEB & PRINT

COURSE ID: GD0076

Instructor: Joy Smoker

TWELVE SESSIONS

Tuesday, 6 PM – 9:15 PM; February 14 – May 1

NON-CREDIT Tuition: \$490/Lab Fee: \$35; 2 CEUs

CREDIT Tuition: \$900/Lab Fee: \$35; 1 Credit

Learn to communicate effectively using principles of design and typography. Issues of space, texture, color, rhythm and meaning are addressed. Type and visual elements are combined to create effective layouts. Computer typography is introduced. *Pre-requisites: Quark I or InDesign I; Mac OS competency.*

ADOBE DREAMWEAVER I + CSS

COURSE ID: WD0052

Instructor: DCAD Faculty

SIX SESSIONS

Monday, 6 PM – 9:15 PM; February 13 – March 19

NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUs

CREDIT Tuition: \$450/Lab Fee: \$35; 1 Credit

Unleash the power of Dreamweaver, a professional authoring tool for creating and managing web pages. Learn the palettes and inspectors used to construct web documents. Beginning with text formatting and tables, the class will cover the use of frames and the construction of image maps.

Prerequisite: Web Design Fundamentals.

ADOBE DREAMWEAVER II + CSS

COURSE ID: WD0053

Instructor: DCAD Faculty

SIX SESSIONS

Monday, 6 PM – 9:15 PM; March 26 – April 30

NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUs

CREDIT Tuition: \$450/Lab Fee: \$35; 1 Credit

In this intermediate level class, students will expand their understanding of Dreamweaver by exploring advanced programming capabilities, including behaviors, cascading style sheets, and Dynamic HTML.

Prerequisite: Dreamweaver I.

ADOBE ILLUSTRATOR I**COURSE ID: GD0041**

Instructor: David Manzolillo

SIX SESSIONS

Wednesday, 6 PM – 9:15 PM; February 15 – March 21

NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUs**CREDIT** Tuition: \$450/Lab Fee: \$ 35; 1 Credit

One of the backbones of modern graphic design and electronic publishing, Illustrator is the leading vector-based illustration software available. This course instructs the beginning student in the software's typical uses in today's design and publishing environment, covering basic drawing, tracing and typographic techniques.

Mac OS competency required.

ADOBE ILLUSTRATOR II**COURSE ID: GD0042**

Instructor: David Manzolillo

SIX SESSIONS

Wednesday, 6 PM – 9:15 PM; March 28 – May 2

NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUs**CREDIT** Tuition: \$450/Lab Fee: \$35; 1 Credit

Build on your basic understanding of Illustrator in this hands-on course. Explore the advanced capabilities of the software by creating dynamic type effects and using blends for realistic illustrations. Learn to integrate illustrations with Adobe Photoshop and web applications through a variety of problem-solving exercises. *Prerequisite: Adobe Illustrator I.*

INTRODUCTION TO 3-D ANIMATION I - MAYA I**COURSE ID: AN0054**

Instructor: Patrick Skelton

SIX SESSIONS

Saturday, 10 AM – 1 PM; February 18 – March 24

NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUS**CREDIT** Tuition: \$450/Lab Fee: \$35; 1 Credit

Maya is the leading 3D design animation software. This introductory class will provide students with an introduction to this powerful software, including an overview of tools, modeling, rigging, simple environments and basic animation.

3-D ANIMATION II - MAYA II**COURSE ID: AN0055**

Instructor: Patrick Skelton

SIX SESSIONS

Saturday, 10 AM – 1 PM; March 31 – May 5

NON-CREDIT Tuition: \$300/Lab Fee: \$35; 2 CEUS**CREDIT** Tuition: \$450/Lab Fee: \$35; 1 Credit

Build on your knowledge of Maya to learn about lighting, cameras, textures, advanced rigging, surface painting, advanced modeling, and character animation.

Prerequisite: Maya I.

PORTFOLIO WORKSHOP FOR WEB & GRAPHIC DESIGN**COURSE ID: WD0068**

Instructor: Rob Whitehead

FOUR SESSIONS

Thursday, 6 PM – 9:15 PM; March 29, April 12, April 25, May 10

NON-CREDIT Tuition: \$200

In a critique environment, students will develop their portfolio through new web and/or graphic design assignments to demonstrate their creative and technical skills, ultimately expanding their body of work in order to enhance marketability. This course is recommended for all advanced Certificate students.

INTERACTIVE & SOCIAL MEDIA MARKETING**COURSE ID: PH0068**

Instructor: Kati Driscoll

SIX SESSIONS

Tuesday, 6 PM – 8 PM; January 3 – February 7

NON-CREDIT Tuition: \$200; 2 CEUS

Understanding online marketing is essential for the modern artist and designer - whether you're looking to attract the attention of prospective clients & employers or promoting your creative works. The purpose of this course is to provide students with the knowledge they need to enhance their digital presence through live demonstrations, case studies and hands-on applications. Focus is on the technical basics & best practices for multiple social networks. Popular platforms, such as twitter, facebook, LinkedIn and Google+, will be covered - in addition to the advantages of blogs, social marketplaces & online communities.