WEB & GRAPHIC DESIGN

WARREN CHASE
BA, Rochester Institute of Technology. Partner and Lead Designer at Digital Eye, LLC. Warren has over 15 years experience creating websites and applications for a variety of clients. www.digitaleyeye.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. www.jasonolney.com

CHARLEY PARKER
Studied at the Pennsylvania Academy of the Fine Arts. Charley is a cartoonist, illustrator and web designer. He produces the award-winning online comic Argon Zark! and works for a variety of agencies in web development. www.cparkerdesign.com

JOY SMOKER
BFA in Visual Communications, Pratt Institute; AFA in Graphic Design, Delaware College of Art and Design. Joy is the Art Director for the College of Engineering at the University of Delaware and is also a budding metalsmith. www.joysmoker.com | www.arcusatelier.com

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

ADOBE MUSE
**COURSE ID: GD0080**
Instructor: Rob Whitehead

**SIX SESSIONS**
Wednesday, June 8 – July 13; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
Adobe® Muse™ is part of the Creative Cloud™ software that allows you to create a compelling website without writing any code. Similar to Adobe InDesign (with master pages and layers), the site is developed visually, so users do not need to be concerned about the underlying code. The course will begin with an overview of Muse and then students will quickly begin building a complete website with functional navigation, a Google map, a contact form, an image gallery, and employ some of the new web fonts available from the Adobe Edge Web Fonts. The class is very hands-on and no knowledge of web coding is required. The class is geared for beginner and intermediate levels of design.

ADOBE PHOTOSHOP I – PC PLATFORM
**COURSE ID: GD0054**
Instructor: Rob Whitehead

**SIX SESSIONS**
Wednesday, June 8 – July 13; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
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 – PC PLATFORM
**COURSE ID: GD0055**
Instructor: Rob Whitehead

**SIX SESSIONS**
Wednesday, July 20 – August 24; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
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.
ADVANCED DESKTOP PUBLISHING: ADOBE INDESIGN II
COURSE ID: GD0060
Instructor: Jason Olney
SIX SESSIONS
Tuesday, July 19 – August 23; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
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, along with its helpful preflight and document packaging functions, will also be explored. Prerequisite: Adobe InDesign I.

BASIC LAYOUT & TYPOGRAPHY FOR WEB AND PRINT
COURSE ID: GD0076
Instructor: Joy Smoker
TWELVE SESSIONS
Thursday, June 9 – August 25; 6 – 9:15 PM
Tuition: $490; Returning Students: $441; 4 CEUS
Lab / Material Fee: $35.00
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. Mac comptency required.

DESKTOP PUBLISHING: ADOBE INDESIGN I
COURSE ID: GD0053
Instructor: Jason Olney
SIX SESSIONS
Tuesday, June 7 – July 12; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
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.

DIGITAL PAINTING WITH PHOTOSHOP
COURSE ID: GD0082
Instructor: Rob Whitehead
ONE SESSION
Saturday, June 25; 1-5 PM
Tuition: $65; Returning Students: $58.50
Painting with Adobe Photoshop Creative Cloud will begin with a photo of your choosing that you wish to convert to a digital painting. From there you will learn about proper brush selection, color selection & mixing, which details to keep and which to lose in your finished piece; creating a pleasing rendition of your original photograph. Because this workshop is focused on teaching techniques for digital painting in Photoshop, it is highly recommended that you are already familiar with Photoshop before getting started. This workshop will focus on a using a landscape image for the class tutorial as opposed to a portrait photo. If you do not have an original landscape image, one will be provided by the instructor.
ILLUSTRATION WITH VECTOR GRAPHICS: INTERMEDIATE ILLUSTRATOR
COURSE ID: GD0042
Instructor: Jason Olney
SIX SESSIONS
Monday, June 6 – July 11; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
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.

IMAGE COMPOSITION & ENHANCEMENT: BEGINNING PHOTOSHOP (MAC)
COURSE ID: GD0057
Instructor: Jason Olney
SIX SESSIONS
Saturday, June 11 – July 16; 10 AM – 1 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
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.

IMAGE RETOUCHING & RESTORATION: INTERMEDIATE PHOTOSHOP (MAC)
COURSE ID: GD0058
Instructor: Jason Olney
SIX SESSIONS
Saturday, July 23 – August 27; 10 AM – 1 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
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.

INTERACTIVE DESIGN & ANIMATION WITH ADOBE ANIMATE CC I
COURSE ID: AN0056
Instructor: Charley Parker
SIX SESSIONS
Wednesday, June 8 – July 13; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
Learn the fundamentals of HTML5 motion graphics and animation for websites and banner ads, using Adobe Animate CC. Students will learn to use the vector graphics and animation features of Adobe Animate CC to create an HTML5 animated motion graphics presentation, as might be used for the introduction for a website, and add basic interactivity. Students will also create an animated banner ad, with attention to typical requirements for commercial banner ad placement. The course includes an overview of the current state of HTML5 web animation, and potential future trends, including the increasing importance of design for mobile devices.

INTERACTIVE DESIGN & ANIMATION WITH ADOBE ANIMATE CC II
COURSE ID: AN0057
Instructor: Charley Parker
SIX SESSIONS
Wednesday, July 20 – August 24; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
Learn more sophisticated HTML5 web animation techniques with Adobe Animate CC, with attention to issues of timing, easing, encapsulating motion (“symbols”) and the use of simple scripting to control timeline functions. Students will learn how to provide interactivity for responding to user input within a motion graphic presentation. Animated GIFs and the Google Web Designer banner ad creation tool will also be covered, along with the use of HTML5 animation tools to prepare static webpages, and the incorporation of existing HTML elements into HTML5 animations. The course includes an overview of the current state of HTML5 web animation, and the increasing importance of design for mobile devices.
INTRODUCTION TO ECOCOMMERCE — NEW
COURSE ID: MA0012
Instructor: Rob Whitehead
ONE SESSION
Saturday, June 11; 10 AM – 4 PM
Tuition: $100; Returning Students: $90
This introductory workshop will provide participants with an overview of the basics of electronic commerce, a valuable tool for entrepreneurs and consumers. Taught by web developer Rob Whitehead, he will share the terminology and types of e-commerce, design, development, required infrastructure, navigation, use of "cookies," and security considerations. A lunch break will be provided; students may bring their lunch or visit a local eatery.

INTRODUCTION TO GRAPHIC DESIGN FOR WEB AND PRINT
COURSE ID: GD0077
Instructor: Joy Smoker
TWELVE SESSIONS
Tuesday, June 7 – August 23; 6 – 9:15 PM
Tuition: $490; Returning Students: $441; 4 CEUS
Lab / Material Fee: $35.00
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.

LOGO DESIGN WITH VECTOR GRAPHICS: BEGINNING ILLUSTRATOR
COURSE ID: GD0041
Instructor: Jason Olney
SIX SESSIONS
Monday, June 6 – July 11; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Material Fee: $35.00
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.

ONLINE PORTFOLIO WORKSHOP — NEW
COURSE ID: GD0086
Instructor: Rob Whitehead
ONE SESSION
Saturday, June 18; 10 AM – 4 PM
Tuition: $100; Returning Students: $90
Learn how to create an online photographic portfolio to showcase your finest work. Instructor Rob Whitehead takes you through all of the steps necessary to create a dynamic online presence. Various software programs may be used such as Photoshop, Muse or Lightroom to assist in the process. Extensive experience in those programs is not necessary, as the instructor will walk you through each step to achieve great results. A lunch break will be provided; students may bring lunch or visit a local eatery.

WEB DESIGN FUNDAMENTALS
COURSE ID: WD0040
Instructor: Warren Chase
TWELVE SESSIONS
Tuesday & Thursday, June 7 – July 14; 6 – 9:15 PM
Tuition: $490; Returning Students: $441; 4 CEUS
Lab / Material Fee: $35.00
The first course in the Web Design Certificate program is open to Certificate and non-Certificate students and explores the major components of website development, including HTML, Cascading Style Sheets (CSS) and Graphic creation. Students will learn how to format text and control page layout; create compressed graphics and manipulate color schemes; understand hyperlinks and build comprehensive web navigation; develop online forms; understand website directory structure; and apply basic guidelines for search engine optimization. Students will employ their new knowledge to construct a functional website for a final project. Prerequisite: Photoshop I.
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
Interactive Design & Animation 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

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.

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
Interactive Design & Animation 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