

DMP - DESIGN AND MEDIA PRODUCTION

DMP 1103 Drawing Fundamentals (2-2-3)

In this course, students are introduced to the basic drawing skills and techniques used in graphic design. In addition to highlighting the expressive and conceptual aspects of drawing, the program emphasizes the arrangement of composition, line, shape, form, and balance. Throughout the course, students are encouraged to develop a personal approach to themes and content. As part of the artistic journey, the course emphasizes the exploration of materials and the use of experimentation using different tools.

DMP 1203 Introduction to Typography (2-2-3)

Students in this course will be introduced to the practices of typography through a comprehensive examination of its fundamental principles. The course will cover the anatomy of letterforms, construction, type classification, and its historical, technical, and aesthetic elements. Through projects and portfolio work, the program develops students' communicative skills by immersing them in a variety of design contexts in which they can uncover typographic solutions and apply the fundamentals of typography to professional situations.

DMP 1213 History of Visual Design (2-2-3)

In the History of Visual Design course, students reflect on a comprehensive overview of the evolution of visual design, spanning ancient civilizations to modern digital trends. Students explore the evolution of design, the historical context, and the influences that have shaped design practices. Students will apply the relevance of this knowledge to their contemporary and future design projects.

DMP 1223 Media Technology II (2-2-3)

In "Media Technology 2," students will be introduced to the fundamentals of InDesign while focusing on mastering advanced tools in Photoshop and Illustrator. The course will emphasize the development of intricate design skills and interactivity techniques to create compelling media content.

Prerequisites: DMD 1123

DMP 2303 Video Editing (2-2-3)

The course introduces students to the theory, principles and application of film and video editing techniques. It emphasizes aesthetic considerations and technical workflows for both picture and sound editing, covering aspects such as juxtaposition, continuity, montage, sound design, graphics, and color grading. Through a combination of practice-based exercises and critical analysis across different genres, students will acquire proficiency in post-production workflows and techniques, enabling them to refine raw footage into compelling, polished video content.

Prerequisites: DMD 1133

DMP 2313 Media Design Management (2-2-3)

This course will teach students the principles and practices of project management for graphic and media production. Students will learn how to plan, organize, execute, and monitor projects to ensure they are completed on time, within budget, and to the required quality standards. They will also learn how to manage creative teams, communicate with clients, and deliver projects successfully.

Prerequisites: DMD 1123

DMP 2323 Design Studio I (2-2-3)

This course introduces students to the professional practices for the graphic design industry covering main stages from client briefs and conceptual development to digital production and final delivery. A design framework is also provided for students to generate ideas and develop visual concepts for the production of effective graphic design solutions. Additionally, this course includes the Adobe Certified Professional (ACP) Visual Communication using Adobe Photoshop certification.

DMP 2403 Motion Media Design Techniques I (2-2-3)

In this course, students will acquire the knowledge and skills necessary to create visually stunning and emotionally compelling motion graphics. To bring static visuals to life, students will explore the design, animation and editing principles, tools, and techniques used by industry professionals to create captivating visuals and dynamic animations.

Prerequisites: DMD 1123, DMP 1203

DMP 2413 Design Studio II (2-2-3)

Design Studio II is an advanced course in vector-based graphic design tailored for students in graphic and video production programs. This course delves deeper into vector design techniques, equipping students with advanced vector design skills, and creative problem-solving abilities. Students will enhance their design expertise but also prepare for industry-recognized certification, making them competitive in the field of graphic and video production. Additionally, this course integrates the Adobe Certified Professional (ACP) Graphic Design and Illustration.

Prerequisites: DMP 2323

DMP 3503 Communication and Design (2-2-3)

This course explores the integral relationship between communication and design, focusing on how visual elements convey messages and influence audience perception. Students will learn to apply principles of graphic design to create compelling and effective visual communications across various media. Emphasis will be placed on understanding the fundamentals of design theory, typography, colour theory, layout, and visual hierarchy.

DMP 3603 UX/UI Interaction Design (2-2-3)

This course introduces students to the principles of applied UX/UI interaction design and its application to digital experiences. Using a variety of UX/UI tools and techniques, students will develop user experience design process prototypes, user research, design ideation and usability testing. In this course, graphic designers and media producers will apply the principles of UX/UI interaction design to create user-centered designs that are both functional and aesthetically pleasing.

Prerequisites: DMP 2413

DMP 4803 Multiplatform Media Branding (2-2-3)

This course is designed for students to master the advanced skills and knowledge required to create, manage, and analyze brand identities across various media platforms. It delves into the strategic and practical aspects of branding, emphasizing the importance of cohesive brand identities in contemporary marketing environments. Students will be analyzing the fundamentals of branding, including brand identity, and their significance in modern marketing. The course then progresses to developing comprehensive brand strategies that align with organizational goals and target audience segmentation.

Prerequisites: GDN 3533 or MPN 3503