

Digital Media /Internet Services

THE FACULTY

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The Digital Media/Internet Services department is a Career Program aligned with the goals of the State Chancellor's Office Economic Development/Workforce Education and Career Technical Education programs. Students may intend to work in Digital Media Design or Development fields, or they may work in a variety of professions where web and media play a marketing, support, or communication role. The department also supports lifelong learning, and as such, students interested in learning about digital media outside of employment are welcome. Courses are offered in person and online, due to the nature of their topics, and students are encouraged to work on projects and products that will be launched and marketed for their coursework and beyond enrollment. Digital Media/Internet Services students come to class with many different levels of experience, formal education, and country of origin. Emphasis is on a balance of the creative, production, development, and market aspects of Digital Media and Internet Services.

Digital Media Design and Production: Learning Outcomes

After completing a certificate or degree in Digital Media Design and Production, a student will be able to

- Plan, create, shoot, edit, and produce digital video/audio products for the web and CD/DVD output.
- Produce, market, and distribute commercial-quality products for business and industry clients.

Digital Publishing Learning Outcomes

After completing a certificate or degree in Digital Publishing, a student will be able to

- Plan, design, create layouts, and prepare files for commercial offset printing.
- Design identities and assets, create complementary websites, and produce a variety of printable documents in various formats and styles.

Web Design and Production: Design Emphasis Learning Outcomes

After completing a certificate or degree in Web Design and Production: Design Emphasis, a student will be able to

- Plan and create client-focused websites that weave traditional design concepts, innovative interface ideas, and current technologies together in order to deliver and market quality web solutions.
- Create and present a digital and print portfolio, complete with identity and commercial-level websites.

Web Design and Production: Production Emphasis Learning Outcomes

After completing a certificate or degree in Web Design and Production: Production Emphasis, a student will be able to

- Plan, organize, implement, and manage websites.
- Creating and market sites based on user needs, client purpose, and target audience to maximize site usability, functionality, scalability, and marketability.

Web Development Learning Outcomes

After completing a certificate or degree in Web Development, a student will be able to

- Plan, develop, test, and market websites with an emphasis on functionality, using applications and code, and represent efficient sites (web and mobile) that run well and optimize current search engine, standards, and scalability approaches and techniques.

DIGITAL MEDIA DESIGN AND PRODUCTION (A.A. Degree)

The focus of the Digital Media Design and Production A.A. degree is planning, creating, shooting, editing, and producing digital video/audio projects for the web and CD/DVD output. Additional emphasis includes producing, marketing, and distributing commercial quality products for business and industry clients.

Major Requirements:

Course		Units
DM/IS 001	Digital Media 1	1
DM/IS 004	Digital Layout, Color, and Typography	3
DM/IS 007	Digital Media Production Process	1
DM/IS 010C	Digital Images: Photoshop	3
DM/IS 013	Apple iLife	1
DM/IS 014C	Digital Illustration: Illustrator	3
DM/IS 025	Internet Marketing 1	1
DM/IS 057A	Digital Video Editing: Premiere Pro	3
DM/IS 062	Flash: Creating Interactive Web Pages	3
DM/IS 062B	Flash 2: Action script Animation	3
DM/IS 063	Digital Video in HD	3
DM/IS 066	Digital Audio and Video	3
DM/IS 069	DVD Authoring	3
DM/IS 086	Portfolio Planning and Review	3
DM/IS 087	Digital Media Intern Experience	3
Total Units		37

DIGITAL MEDIA DESIGN AND PRODUCTION: LEVEL 1 (Certificate)

The focus of the Digital Media Design and Production Certificate (Level 1) is planning, creating, shooting, editing, and producing digital video/audio projects for web and CD/DVD output.

Required Courses:

Course		Units
DM/IS 001	Digital Media 1	1
DM/IS 004	Digital Layout, Color, and Typography	3
DM/IS 007	Digital Media Production Process	1
DM/IS 010C	Digital Images: Photoshop	3
DM/IS 057A	Digital Video Editing: Premiere Pro	3
DM/IS 062	Flash: Creating Interactive Web Pages	3
DM/IS 066	Digital Audio and Video	3
Total Units		17

DIGITAL MEDIA DESIGN AND PRODUCTION: LEVEL 2 (Certificate)

The focus of the Digital Media Design and Production Certificate (Level 2) is producing, delivering and distributing digital video/audio projects for web and CD/DVD output.

Required Courses:

Course		Units
DM/IS010D	Digital Images: Advanced Photoshop	3
DM/IS 014C	Digital Illustration: Illustrator	3
DM/IS 013	Apple iLife	1
DM/IS 025	Internet Marketing 1	1
DM/IS 062B	Flash 2: Actionscript Animation and	3
DM/IS 069	DVD Authoring	3
DM/IS 063	Digital Video in HD	3
Total Units		17

DIGITAL PUBLISHING (A.S. Degree)

The focus of the Digital Publishing A.S. Degree is the planning, designing, laying out, and preparation of files for commercial off set printing. Additional emphasis includes producing a variety of printable documents in various formats and styles.

Major Requirements

Course		Units
DM/IS 001	Digital Media 1	1
DM/IS 003	Digital Visual Design	3
DM/IS 004	Digital Layout, Color, and Typography	3
DM/IS 007	Digital Media Production Process	1
DM/IS 010C	Digital Images: Photoshop	3
DM/IS 010D	Digital Images: Advanced Photoshop	3
DM/IS 014C	Digital Illustration: Illustrator	3
DM/IS 014D	Advanced Illustrator	3
DM/IS 018	Freelance and Startup for the Web	3
DM/IS 023	Web Design: Dreamweaver	3
DM/IS 029	Digital Print Preparation	3
DM/IS 085	Digital Printing	1
DM/IS 086	Portfolio Planning/Review	3
DM/IS 087	Digital Media Intern Experience	3
Total Units		36

DIGITAL PUBLISHING LEVEL 1 (Certificate)

The focus of the Digital Publishing Certificate (Level 1) is organizing, designing, and preparing documents for commercial printing. Students learn graphic design principles, pre-press workflow, and how to organize a commercial print project from start to finish.

Required Courses:

Course		Units
DM/IS 001	Digital Media 1	1
DM/IS 003	Digital Visual Design	3

Recommended Preparations in Basic Skills:

Before you enroll in degree applicable courses, it is recommended that you demonstrate writing competency by completing English 905 AND reading competency by completing Reading 970, or Reading 053. Some courses may also recommend a math course prior to enrollment. See individual course descriptions for math recommendations.

NOTE: Course hours per week stated in the catalog are based on an 18 week semester. For hours per week during the current 16 week semester or summer or winter sessions, please see the schedule of classes, or go to www.westvalley.edu and look under MyWebServices.

DM/IS 004	Digital Layout, Color, and Typography	3
DM/IS 007	Digital Media Production Process 1	
DM/IS 010C	Digital Images: Photoshop	3
DM/IS 014C	Digital Illustration: Illustrator	3
DM/IS 042	Digital Print Preparation	3
Total Units		17

DIGITAL PUBLISHING LEVEL 2 (Certificate)

The focus of the Digital Publishing Certificate (Level 2) is designing, producing, and preparing multi-page documents for commercial offset printing. Students learn design principles and pre-press for various types of print projects, including brochures, magazines, catalogues and newsletters.

Required Courses:

Course		Units
DM/IS 010D	Digital Images: Advanced Photoshop	3
DM/IS 014D	Advanced Illustrator	3
DM/IS 018	Freelance and Startup for the Web	3
CA 096I	Creating Web Pages With Dreamweaver	1
or		
DM/IS 023A	Dreamweaver: Quick Start	1
DM/IS 085	Digital Printing	1
DM/IS 086	Portfolio Planning/Review	3
DM/IS 087	Digital Media Intern Experience	3
Total Units		17

WEB DESIGN AND PRODUCTION: DESIGN EMPHASIS (A.A. Degree)

The focus of the Web Design and Production: Design Emphasis A.A. Degree is planning and creating client-focused websites that weave traditional design concepts, innovative interface ideas, and current technologies together in order to deliver quality web solutions. In addition, students create and present their own digital and print portfolio and professional identity.

Major requirements:

Course		Units
DM/IS 001	Digital Media 1	1
DM/IS 003	Digital Visual Design	3
DM/IS 004	Digital Layout, Color, and Typography	3
DM/IS 010C	Digital Images: Photoshop	3
DM/IS 010D	Digital Images: Advanced Photoshop	3
DM/IS 014C	Digital Illustration: Illustrator	3
DM/IS 014D	Advanced Illustrator	3
DM/IS 021A	Web Development	3
DM/IS 023	Web Design: Dreamweaver	3
DM/IS 024	Info and Content Design for the World Wide Web	1
DM/IS 025	Internet Marketing 1	
DM/IS 080	Commercial Web Site Project	3
DM/IS 086	Portfolio Planning/Review	3
DM/IS 087	Digital Media Intern Experience	3
Total Units		36

WEB DESIGN CERTIFICATE: LEVEL 1

The focus of the Web Design Certificate (Level 1) is digital design, user analysis, and working with code and applications to create innovative, client-based websites.

Certificate Courses

Course		Units
DM/IS 001	Digital Media 1	1
DM/IS 003	Digital Visual Design	3

DM/IS 004	Digital Layout, Color, and Typography	3
DM/IS 010C	Digital Images: Photoshop	3
DM/IS 014C	Digital Illustration: Illustrator	3
DM/IS 023	Web Design: Dreamweaver	3
DM/IS 024	Info and Content Design for the World Wide Web	1
Total Units		17

WEB DESIGN CERTIFICATE: LEVEL 2

The focus of the Web Design Certificate (Level 2) is to design and implement web layouts, visual interfaces, graphics, and content for commercial websites. Students develop a digital portfolio and identify for transition to the workplace or university transfer.

Major Requirements:

Course		Units
DM/IS 003	Digital Visual Design	3
DM/IS 010D	Digital Images: Advanced Photoshop	3
DM/IS 013	Apple iLife	1
DM/IS 018	Freelance and Startup for the Web and Digital Media	3
DM/IS 025	Internet Marketing 1	1
DM/IS 080	Commercial Web Site Project	3
DM/IS 086	Portfolio Planning/Review	3
Total Units		17

WEB DESIGN AND PRODUCTION: PRODUCTION EMPHASIS (A.S. Degree)

The focus of the Web Design and Production (Production Emphasis) A.S. Degree is planning, organizing, implementing, and managing client-based websites. Students learn to create and produce commercial web sites based on user needs, client's purpose, and the targeted market to maximize site usability and functionality.

Major Requirements include:

Course		Units
DM/IS 001	Digital Media 1	1
DM/IS 003	Digital Visual Design	3
DM/IS 009	Topography: Quick Start	1
DM/IS 010C	Digital Images: Photoshop	3
DM/IS 012	Online Entrepreneur	1
DM/IS 014C	Digital Illustration: Illustrator	3
DM/IS 018	Freelance and Startup for the Web	3
DM/IS 021A	Web Development	3
DM/IS 023	Web Design: Dreamweaver	3
DM/IS 023B	Web Development: Dreamweaver	3
DM/IS 024	Information and Content Design for the World Wide Web	1
DM/IS 025	Internet Marketing 1	1
DM/IS 066	Digital Audio and Video	3
DM/IS 080	Commercial Web Site Project	3
DM/IS 086	Portfolio Planning/Review	3
DM/IS 087	Digital Media Intern Experience	3
Total Units		38

WEB PRODUCTION CERTIFICATE: LEVEL 1

The focus of the Web Production Certificate (Level 1) is planning, organizing, implementing, and managing client-based websites. Students learn design and development.

Required Courses:

Course		Units
DM/IS 001	Digital Media 1	1
DM/IS 003	Digital Visual Design	3
DM/IS 007	Digital Media Production Process 1	1
DM/IS 009	Typography: Quick Start	1
DM/IS 010C	Digital Images: Photoshop	3

DM/IS 013	Apple iLife	1
DM/IS 014C	Digital Illustration: Illustrator	3
DM/IS 023	Web Design: Dreamweaver	3
DM/IS 024	Information and Content Design for the World Wide Web	1
Total Units		17

WEB PRODUCTION CERTIFICATE: LEVEL 2

The focus of the Web Production Certificate (Level 2) is producing client-based, commercial websites. Emphasis is on business development, project management, web solutions and client web presence.

Required Courses:

Course		Units
DM/IS 012	Online Entrepreneur	1
DM/IS 018	Freelance and Startup for the Web	3
DM/IS 021A	Web Development	3
DM/IS 025	Internet Marketing 1	1
DM/IS 023B	Web Development: Dreamweaver	3
DM/IS 066	Digital Audio and Video	3
or		
DM/IS 080	Commercial Web Site Project	3
DM/IS 086	Portfolio Planning and Review	3
Total Units		17

WEB DEVELOPMENT (Certificate)

The focus of the Web Development Certificate is client and server side code for website development. Students learn XHTML, CSS, scripting languages such as JavaScript and PHP/MySQL, and work with servers to develop commercial websites.

Certificate Courses

Course		Units
DM/IS 021A	Web Development	3
DM/IS 021B	Web Development 2	3
DM/IS 021C	Web Development 3	3
DM/IS 075A	Internet Services 1	3
DM/IS 023B	Web Development: Dreamweaver	3
DM/IS 025	Internet Marketing 1	1
DM/IS 024	Info and Content Design for the World Wide Web	1
Total Units		17

DM/IS 001 DIGITAL MEDIA 1

1 unit
Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement
Students will explore the world of digital media including digital media technology, skills, and creative processes. Examples of programs that have been created and are on the market, along with experimental applications and ideas for digital media programs, are included. Students will understand how digital media fits into the business structure and how digital media tools can benefit operations. Digital media communications in education, art, publishing, television and theater will be discussed. Pass/No Pass Only

DM/IS 003 DIGITAL VISUAL DESIGN

3 units
Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement
Recommended preparation: CA 020 or CA 070
This course focuses on the planning, drawing, gathering information and resources, and preparation process of digital media development.
Pass/No Pass Option

- **PREREQUISITES AND COREQUISITES are MANDATORY.** See page 17 for specific information.
- Courses used to meet prerequisite requirements must have been completed with a grade of C or credit or better.
- **RECOMMENDED** preparations are **ADVISORY.**
- This catalog is subject to change and may be incomplete. Please consult the addenda at www.westvalley.edu/catalog/.

DM/IS 004 DIGITAL LAYOUT, COLOR AND TYPOGRAPHY

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or 070

This course focuses on developing a visual understanding of basic layout design using color and typography. Emphasis will be on anatomy of type, different typefaces, cross platform issues, color theory, and the use of color to communicate effectively. Pass/No Pass Option

DM/IS 007 DIGITAL MEDIA PRODUCTION PROCESS

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course is an introduction to the multimedia business. Topics include copyright issues, pricing of products, finding clients, and developing business plans. Pass/No Pass Only

DM/IS 009 TYPOGRAPHY: QUICK START

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course focuses on the planning and use of digital type for commercial website design and other digital media applications. Selecting, purchasing, installing, and managing fonts for design and communication with the user will be emphasized. Pass/No Pass Only

DM/IS 010A PHOTOSHOP: QUICK START

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course is an introduction to Photoshop, providing a general overview of the application features and interface. The focus of this course is on acquainting the student with the capabilities and features of the application. This course provides hands-on experience in the manipulation, acquisition and management of photographic images using Photoshop. Pass/No Pass Only

DM/IS 010C DIGITAL IMAGES: PHOTOSHOP

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or 070

This course focuses on professional techniques for digital image manipulation including creating digital artwork, enhancing images, and preparing digital images for color printing. Pass/No Pass Option

DM/IS 010D DIGITAL IMAGES: ADVANCED PHOTOSHOP

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: DM/IS 010C

This is an advanced course in digital image manipulation. This course focuses on creating original imagery and effective solutions to projects. Additional topics include workflow, methodologies, and techniques needed to resolve industry level design issues, and production requirements. Pass/No Pass Option

DM/IS 010X – PHOTOSHOP: NEW VERSION FEATURES

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course focuses on new and improved tools and features included in the latest version of Photoshop. It is intended for students with a working knowledge and understanding of previous versions of Photoshop tools and functions. Pass/No Pass Only

DM/IS 011 BLOGS: FUN AND BUSINESS

1 unit

Lecture 1 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

This course focuses on blog products, techniques, marketing and revenue generation. Students create, write, syndicate, market, and promote personal or business blogs. Emphasis is on leveraging content, building tribe, and generating revenue. Pass/No Pass Only

DM/IS 012 ONLINE ENTREPRENEUR

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course reviews setting up an online auction business. Students learn how to set up an online business utilizing the tools and infrastructure required to sell in online auctions. This course also reviews profiles of successful sellers. This course may be taken two times. Pass/No Pass Only

DM/IS 013 APPLE ILIFE

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course uses the Apple iLife application suite to edit and create digital media products. The course reviews the Apple iLife suite: iPhoto to organize and print digital photographs, iMovie to capture and edit digital videos, iDVD to organize and burn DVDs, GarageBand to capture and edit digital audio, and iTunes to purchase and download music online. Pass/No Pass Only

DM/IS 014A ILLUSTRATOR: QUICK START

1 unit

Lecture 1 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

This course provides a general overview and introduction to Adobe Illustrator. Basic understanding of the interface, production tools and file management are introduced. Topics include development of images from drawings and photography, printing of images, adding text to layouts, modifying, editing, and grouping vector graphics. Pass/No Pass Only

DM/IS 014C DIGITAL ILLUSTRATION: ILLUSTRATOR

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

This course focuses on using Illustrator to create artwork, to design icons, to communicate visually with graphics, and to work with file formats. Emphasis is on the use of Illustrator for publishing, integrating with other applications, and designing web graphics. Pass/No Pass Option

DM/IS 014D ADVANCED ILLUSTRATOR

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020, CA 070 or equivalent

This is an advanced course in developing illustrations using Adobe Illustrator. The course focuses on the creation of completed commercial quality illustrations. Students have the opportunity to learn to develop their own style while exploring different types of illustrative techniques. Production methodologies from concept to pre-press consideration are emphasized. This course may be taken two times. Pass/No Pass Option

DM/IS 014X ILLUSTRATOR: NEW VERSION FEATURES

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course focuses on new and improved tools and features included in the latest version of Adobe Illustrator. It is intended for students with a working knowledge and understanding of previous versions of Illustrator tools and functions. Pass/No Pass Only

DM/IS 018 FREELANCE AND STARTUP FOR THE WEB AND DIGITAL MEDIA

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

This course explores planning, creating, marketing and growing a freelance or startup Web/Digital Media business. This course may be taken two times. Pass/No Pass Option

DM/IS 020 WEB/INTERNET PROJECT MANAGEMENT

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

This course teaches Web/Internet project management for collaborative commercial site development. Pass/No Pass Option

DM/IS 021A WEB DEVELOPMENT 1

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

This course focuses on website production and development using XHTML, HTML, and CSS. Basic scripting code is introduced. Pass/No Pass Option

Recommended Preparations in Basic Skills:

Before you enroll in degree applicable courses, it is recommended that you demonstrate writing competency by completing English 905 AND reading competency by completing Reading 970, or Reading 053. Some courses may also recommend a math course prior to enrollment. See individual course descriptions for math recommendations.

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DM/IS 021B WEB DEVELOPMENT 2

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: DM/IS 021A

This course extends the DM/IS 021A course. It focuses on web site production and development using XHTML, HTML, and CSS by adding more complex web application requirements. Additional emphasis is placed on more advanced uses of markup and scripting languages PHP/MYSQL. Pass/No Pass Option

DM/IS 021D WEB DEVELOPMENT: QUICK START

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course focuses on the basics of website development and design using XHTML, CSS (Cascading Style Sheets), and accessibility guidelines. Students create and upload basic websites. Pass/No Pass Only

DM/IS 021E E-COMMERCE OPTIONS

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course focuses on E-Commerce options ranging from consumer products offered by PayPal, Google, Yahoo, and other proprietary websites/shopping carts, and e-stores, to more sophisticated approaches used for larger-scale applications and mobile devices. Emphasis is on analyzing, selecting, developing, implementing, and planning for future growth. Pass/No Pass Option

DM/IS 023 WEB DESIGN: DREAMWEAVER

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

This course focuses on the design and layout of websites using Dreamweaver. XHTML and CSS code, web design, FTP, and other web topics are explored and applied. Pass/No Pass Option.

DM/IS 023A DREAMWEAVER: QUICK START

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

This course focuses on website layout and design using Dreamweaver. Emphasis is on implementing navigation, CSS (Cascading Style Sheets) layouts, testing, and debugging. Pass/No Pass Only

DM/IS 023B WEB DEVELOPMENT: DREAMWEAVER

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

This course reviews the advanced features of Dreamweaver. Students have the opportunity to learn server side programming, develop a web application, and how to connect to a database. Pass/No Pass Option

DM/IS 024 INFORMATION AND CONTENT DESIGN FOR THE WORLD WIDE WEB

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

*Recommended preparation: CA 020 or CA 070**Acceptable for credit: California State University*

This course focuses on creating and leveraging information and content, building target audience commitment, and generating revenue. Pass/No Pass Only

DM/IS 024A - INTERFACE DESIGN

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course focuses on creating interface design that serves the purpose of a product, intent of the client, and needs of the target audience. Students analyze design and plan and create prototypes for web and mobile devices. Pass/No Pass Only

DM/IS 024B - INTERNET LEGAL ISSUES

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course introduces conceptual and practical understanding of copyright and trademark, privacy, copying, posting pictures, videos, and music, "junk dog" statements, domain name disputes, disclaimers, and other legal issues. The course defines concepts, offers resources, and introduces options; it does not offer legal advice. Pass/No Pass Only

DM/IS 025 INTERNET MARKETING 1

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or 070

This course introduces the marketing of web sites on the Internet. Students learn to prepare web sites for submission to search engines and other web directories. Additionally, marketing plans, marketing budgets, and advertising options are explored. Pass/No Pass Only

DM/IS 025B - NEW MEDIA MARKETING

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course focuses on marketing businesses, products/projects, and ideas through new media channels. Pass/No Pass Only

DM/IS 025C WEB SEO (SEARCH ENGINE OPTIMIZATION)

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course focuses on current trends and techniques in search engine optimization to make websites findable and rank higher in multiple search engines. Pass/No Pass Only

DM/IS 025D - WEB ANALYTICS

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

This course focuses on Web Analytics, the objective tracking, collection, measurement, reporting, and analysis of quantitative internet data to optimize websites and web marketing initiatives. Pass/No Pass Only

DM/IS 025E - MOBILE ADVERTISING

1 unit

Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement

A practical guide to the emerging mobile advertising market, this course serves as an introduction and how-to guide for understanding, planning, designing, developing, and marketing mobile advertising. Pass/No Pass Option

DM/IS 029 PUBLICATION DESIGN AND PRINTING

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

This is an advanced course that focuses on design, production and publication techniques for creating business communications. Emphasis is on the creation of multi-page projects from concept to print. Adobe Illustrator and Photoshop images are used within Adobe InDesign to create multi-page layouts. Printing methodologies are also emphasized. Pass/No Pass Option

DM/IS 057A DIGITAL VIDEO EDITING: PREMIERE PRO

(FORMERLY DIGITAL EDITING: PREMIERE)

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 and CA 070

Digital video is a dynamic way of delivering content through video, CD-ROM, and websites. This class focuses on video editing using Adobe Premiere. Emphasis is on using Premiere tools to capture, edit, and compress digital video. Pass/No Pass Option

DM/IS 062A FLASH: CREATING INTERACTIVE WEB PAGES

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: CA 020 or CA 070

Students will use Flash CS4 Flash to create interactive Web pages incorporating graphics, animation, sound, and programming. Pass/No Pass Option

DM/IS 062B - FLASH 2: ACTIONSCRIPT ANIMATION AND INTERACTIVITY

(FORMERLY: FLASH 2: SCRIPTING AND WEB INTERFACES)

3 units

Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement

Recommended preparation: DM/IS 062A

This advanced course focuses on programming Flash websites. Students learn action-scripting, forms, and interactive techniques using Flash programming. Pass/No Pass Option

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- Courses used to meet prerequisite requirements must have been completed with a grade of C or credit or better.
- **RECOMMENDED** preparations are **ADVISORY.**
- This catalog is subject to change and may be incomplete. Please consult the addenda at www.westvalley.edu/catalog/.

DM/IS 063 DIGITAL VIDEO IN HD

3 Units
 Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement
Recommended preparation: CA 020 and CA 070
 This course focuses on digital video editing using High Definition equipment. This course emphasizes the integration of HD in the Digital Media industry. In addition, students have the opportunity to learn HD video shooting and editing. This course may be taken two times. Pass/No Pass Option

DM/IS 064 WEB MOTION GRAPHICS

3 units
 Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement
 This course focuses on the techniques and methodologies used to create and publish motion graphics to web sites, CD-ROM and DVD's. Basic animation theory is incorporated in the development of animated GIFF's, navigation sets, Flash sequences, and image animation. Pass/No Pass Option

DM/IS 066 DIGITAL AUDIO AND VIDEO

3 units
 Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement
Recommended preparation: CA 020 or CA 070
 This course focuses on creation and compression of video and audio files for broadcast, CD-ROM, and the Internet. Emphasis is on shooting video, importing audio and video, developing Quicktime VR, and creating and mixing audio files. Pass/No Pass Option

DM/IS 068A DIGITAL AUDIO: QUICK START

1 unit
 Lecture 1 hour; lab 0 hours, lab 0 hours by arrangement
 This course focuses on incorporating available sound from the web and CD-ROMs into digital media projects. It also introduces digital sound recording and audio editing software. Pass/No Pass Only

DM/IS 069 DVD AUTHORIZING

3 units
 Lecture 3 hours; lab 0 hours, lab 2 hours by arrangement
Recommended preparation: CA 020 or CA 070
 This course focuses on design and development of commercial DVD's. Topics include video editing, video compression, menu design, and DVD burning. Additional emphasis includes the development and design of DVD packaging and distribution. Pass/No Pass Option

DM/IS 072 MOBILE SITES / APPS DESIGN AND DEVELOPMENT

3 units
 Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement
 This course focuses on creating wireless websites for proprietary (iPhone, Blackberry, etc.) technologies and W3C recommendations (XHTML Basic, WAP). Additional, current and emerging technologies are explored. Pass/No Pass Option

DM/IS 075A INTERNET SERVICES 1

3 units
 Lecture 3 hours; lab 0 hours, lab 2 hours by arrangement
 This course combines a presentation of technical information with hands-on work to introduce web producers and developers, entrepreneurs, and company supervisors and managers to the technical aspects of the wide array of Internet services available to individuals and organizations. Examples of topics covered are current web technologies, application service providers, and upcoming Internet technologies. Pass/No Pass Option

DM/IS 085 DIGITAL PRINTING (FORMERLY: CAD: SCANNING AND COLOR PRINTING)

1 Unit
 Lecture 3 hours; lab 0 hours, lab 2 hours by arrangement
Recommended preparation: CA 020 or CA 070
 This course reviews the digital printing process including the preparation and printing of documents. This course also covers color management techniques, monitor calibration and profiling, printer calibration and profiling, and provides hands on experience producing digital prints. Pass/No Pass Option

DM/IS 086 PORTFOLIO PLANNING AND REVIEW

3 units
 Lecture 3 hours; lab 0 hours, lab 0 hours by arrangement
Recommended preparation: DM/IS 080
 This course is for Desktop Publishing and Digital Media students committed to developing a professional quality hard copy and digital portfolio. Pass/No Pass Option

DM/IS 087 DIGITAL MEDIA INTERN EXPERIENCE

3 units
 Lecture 1 hour; lab 0 hours, lab 10 hours by arrangement
Recommended preparation: CA 020 or CA 070
 Students will obtain practical experience in a business environment for a minimum of ten hours per week. This experience will be supervised both by a company employee as well as WVC instructor. In addition, students will meet with a Digital Media instructor for an hour per week to discuss ways of solving problems that are met on the job. Pass/No Pass Option

DM/IS 091, 092, 093 DIRECTED STUDIES

1-3 units
 91 - Lecture 0 hours; lab 0 hours, lab 3 hours by arrangement
 92 - Lecture 0 hours; lab 0 hours, lab 6 hours by arrangement
 93 - Lecture 0 hours; lab 0 hours, lab 9 hours by arrangement
Prerequisite: Interview with instructor to determine objectives and write a contract
 Directed studies are investigations of special interest to the student which are related to, but not included in, regular courses offered by the college.

Disability and Educational Support Program

THE FACULTY

Judy Colson
 Jean Finch
 Cheryl Miller
 Susan Sherrill
 Ross Smith
 Joan Worley

DIVISION	Student Services
DIVISION CHAIR	Tom Golbetz
DEPARTMENT	INTERIM CO-COORDINATORS
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The Disability & Educational Support Program assists students with disabilities to achieve their educational goals. DESP offers classes, primarily at the basic skills level, to prepare students for more advanced college level courses. In addition to classes, the program provides services that include but are not limited to counseling, registration assistance, test accommodations, note takers, tram service, class materials in alternate format, and adapted physical education. Adapted physical education courses are listed in this catalog under Physical Education. DESP is located in the Learning Services building.

Learning Outcomes

After completing one or more appropriate DESP courses, a student will

- Demonstrate measurable progress in one or more of the areas listed:
 - Physical Fitness
 - Arithmetic and Pre-algebra
 - Computer Use
 - Learning strategies
 - Reading
 - Writing

After completing one or more DESP program activities or services a student will be able to

- Specify, evaluate the benefits of, and access the program services and accommodations that relate to his or her disability.

Adapted Physical Education

(See Physical Education)

Recommended Preparations in Basic Skills:

Before you enroll in degree applicable courses, it is recommended that you demonstrate writing competency by completing English 905 AND reading competency by completing Reading 970, or Reading 053. Some courses may also recommend a math course prior to enrollment. See individual course descriptions for math recommendations.

NOTE: Course hours per week stated in the catalog are based on an 18 week semester. For hours per week during the current 16 week semester or summer or winter sessions, please see the schedule of classes, or go to www.westvalley.edu and look under MyWebServices.