Digital Media

Professor Daniel J. Falabella, Ph.D., Coordinator

- Combined Major in Digital Media
- Minor in Digital Media
- Interdisciplinary Major in Digital Communications
- Interdisciplinary Major in Digital Studio Art
- Interdisciplinary Major in Digital Video Arts
- Interdisciplinary Major in Game and Simulation Development
- Courses

- Albright Digital Media Alumni: Where Are They Now?

Combined Major in Digital Media

The Digital Media Combined Major was terminated on May 22, 2015. Students declared in this major on this date can continue with it, but no other students can declare it.

Requirements

**Core Courses**
- Computer Graphics Art and Design (ART 265) (counts as General Studies Foundations Fine Arts) Note: ART 265 is a prerequisite for all digital media courses.
- Digital Video I (DIG 201)
- Digital Literacy (DIG 265)
- Illustration & Design (DIG 270)
- Visual Programming (DIG 380) (counts as General Studies Foundations Quantitative Reasoning)
- Web Design (DIG 315)
- Senior Seminar (DIG 420)

**Focus Area -- Two courses required**

**Art Focus**
- Design (ART 103)
- Modern Art & Design Concepts (ART 256)

**Communications Focus**
- Writing for the Mass Media (COM 222) (Prerequisites are waived for digital media concentrators)
- Writing for Public Relations (COM 327) (Prerequisites are waived for digital media concentrators)

**Computer Science Focus**
- Game Programming (CSC 383)
• Game Design (DIG 383)

A course cannot count for both a Digital Media Focus Area requirement and for a requirement for the student’s other combined major.

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**Minor in Digital Media**

The Digital Media Minor provides in-depth study of Digital Media through a selection of five courses.

**Requirements:**

- ART 265 Computer Graphics
- DIG 201 Digital Video I
- DIG 265 Digital Literacy
- DIG 270 Digital Illustration and Design
- DIG 315 Web Design

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**Interdisciplinary Major in Digital Communications**

The Digital Media and Communications programs offer an interdisciplinary major focused on the study of Digital Communications. Beyond a traditional pairing of two “combined majors,” this interdisciplinary course of study will develop students who are well-versed in the theory and practice of digital communications and have the skills to excel in the rapidly changing media industry. This major will appeal to students who wish to apply their writing skills and industry knowledge through online and broadcast media and will equip Albright graduates for careers in digital journalism and marketing, corporate communications, and public relations, among other fields. Courses emphasize the broader history and social effects of media and digital culture as well as theories guiding digital production and advertising, such as semiotics and media convergence. Theory is put into practice through specialized courses in writing, digital production, research, illustration and design, and experiential opportunities such as work with campus media and internships with regional publications and agencies.

**Digital Communications Curriculum**

The Digital Communications major is grounded in theory, social impact, and industry practice and extends practical experience in both writing and visual design and production, culminating with two senior-level courses. Students will take:

- 6 theory/social impact/industry practices courses
- 3 writing courses
- 3 visual design and production courses
- 2 senior-level courses

**Theory / Social Impact / Industry Practice**
Required:
COM260/DIG260: Communication Theories in the Semiotics of Digital Media
DIG201: Digital Video
DIG265: Digital Literacy
COM250: Mass Communication & Society
COM/DIG 333: Practicum
DIG301: Video Production II

Choose one:
COM317: Public Relations & Advertising
COM321: Media History
COM320: Freedom of Expression

Writing
Required:
COM222: Writing for Mass Media

Choose two:
COM315: Public Affairs Reporting
COM319: Feature Writing
COM327: Writing for Public Relations & Advertising
COM390: Multiplatform writing

Visual Design & Production
Choose One FOCUS:
FOCUS 1
DIG315: Web Design
DIG383: Web Design II
FOCUS 2
DIG270: Illustration & Design
DIG383: Design II

Senior Requirement
COM480: Senior Seminar in Communications
DIG420: Capstone

Interdisciplinary Major in Digital Studio Art
The interdisciplinary major in Digital Studio Art, offered with the Art Department, is grounded in theory, visual communication, social impact and industry practice. It provides practical experience in writing and visual communication, design and production.

Requirements

- ART 101 Drawing
- ART 103 Design
- ART 113 Sculpture
- ART 216 Photography or ART 112 Painting I
- SYN 352 Aesthetic Rebels in Film and Art (formerly IDS 252)
- ART 256 Modern Art and Design Concepts
- ART 265 Computer Graphics
• ART 400 Studio Topics (Painting, Sculpture or Digital Studio)
• DIG 265 Digital Literacy
• Three courses from:
  † DIG 201 Video I
  † DIG 270 Digital Illustration and Design
  † DIG 315 Web Design or DIG 283 Visual Design for the Web
  † ART 212 Painting II or ART 213 Sculpture II
• DIG 420 Senior Seminar

One of the ART courses may also be used to satisfy the Foundations-Fine Arts requirement of the General Education Curriculum.

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Interdisciplinary Major in Digital Video Arts

The interdisciplinary major in Digital Video Arts, offered with the Theatre Department, prepares students to hone their theatrical creativity for careers in film and new media.

Requirements:

• ART 265 Computer Graphics (Required General Studies Foundations Fine Arts)
• THR 101 The Creative Process
• THR 150 Acting Studio I
• THR 213 Audio Technology
• THR 280 Script Analysis
• DIG 201 Digital Video I
• DIG 265 Digital Literacy
• DIG 300 Digital Media Production
• DIG 301 Digital Video II
• MUS 241 Electronic Music I
• THR 252 Acting for the Camera
• THR 361 Screenwriting
• ARA 390 Project Management
• THR/DIG 382 Internship
• DIG 420 Senior Seminar

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Interdisciplinary Major in Game and Simulation Development

A combined offering from the Computer Science and Digital Media departments

Integrating computer science, digital media, mathematics, music and physics, this interdisciplinary major will teach you how to utilize software engineering principles to implement game and simulation technologies.

Moreover, you’ll benefit from a liberal arts approach to game and simulation development. In addition to studying programming, artificial intelligence, game engine development, and industry-standard software packages, you’ll learn from a curriculum expressly structured to strengthen creative and critical
thinking, oral and written communication skills, and personal, social and global awareness. The result is an education that positions you to be competitive in a rapidly expanding field.

Outcomes

- Application of software engineering skills to game and simulation development
- Increased creative and critical thinking skills
- Strengthened oral and written communication abilities
- Heightened personal, social and global awareness

Possible career fields

- Software engineering
- Software development
- Computer science

Program Curriculum

- ART 265 Computer Graphics
- CSC 141 Foundations of Computer Science I
- CSC 305 Data Structures
- CSC 311 Gaming Physics and Math
- CSC 372 Graphics Programming
- CSC 391 Mobile Programming
- CSC 491 Client/Server (Networking for Games) or CSC 491 Artificial Intelligence Programming
- DIG 280 Game History and Development
- DIG 310 Introduction to Game Design
- DIG 311 Experience Design
- DIG 320 Simulation Design
- DIG 380 Visual Programming
- DIG 470 Game Production
- MUS 231 Music and Audio Design for Games

Students interested in this major should contact Professor Dan Falabella.

Courses

ART 265
Computer Graphics Art and Design
Computer Graphics is a combined studio/lecture course providing instruction in the use of industry-standard digital media tools. Students learn from the perspective of an artist and designer the essentials of digital still image creation, graphic design and digital animation. This course not only provides students with a strong technical foundation, but it also introduces students to the concepts intrinsic to art and design in the digital age.
DIG 201  
Digital Video  
This hands-on course introduces students to the concepts and technological knowledge that support the fields of digital video, script writing, lighting and non-linear editing. Students work individually and in groups on a series of short video productions using Premiere Pro, an industry standard editing and special effects software package. Cinematic history, aesthetic philosophy and key applications are taught through class demonstrations, exercises and lectures. Digital skills and a personal vocabulary are developed further through class critiques and individual instruction. *Prequisite: ART 265*  

DIG 230  
3D Animation and Special Effects  
This studio provides instruction in the use of industry-standard digital animation, special effects and conceptualization applications. Students learn from the perspective of a digital media designer/producer/director the essentials of creating virtual environments, characters and special effects. Emphasis is placed on the foundations of modeling and animating in the 3D virtual environment, preparing each designer to tackle more advanced modeling and animation methods known by professional artists. In conjunction with becoming familiar with the foundations of Maya, students develop the critical skills necessary to accurately assess the impact that digital tools have on the ways in which visual messages communicate, influence and inform our cultural and intellectual contemporary landscape. *Prequisite: ART 265*  

DIG 265  
Digital Literacy  
This course introduces students to the concepts and technological news driving digital media. Students investigate the new aesthetic tradition inherent in digital culture, gaming, instant messaging, artificial intelligence, computer graphics, digital design and the Internet. Digital history, aesthetic philosophy, and key applications are examined through class lecture and studio projects. Students are expected to consider these concerns while formulating their work. In-class critiques and individual instruction are used to refine student work. *Prequisite: ART 265*  

DIG 270  
Digital Illustration and Design  
This course will cover the use of art and design as creative tools in mass communications and art media. Through creative design projects and discussions/critiques, students will create raster and vector imagery to populate original print-ready designs. Upon completion of the course students will have technical skills (Adobe Photoshop, InDesign and Illustrator) sufficient to design, illustrate and professionally package press ready projects, as well as understand design, composition and conceptual integration of text and imagery. *Prequisite: ART 265*  

DIG 280  
Game History and Development  
This class will explore the history of digital game design as well as the technologies, culture and social-sphere that surrounds it. The course will cover digital and electronic games and platforms, as well as the tools of development
employed in their creation. An exploration of the relationship between these elements and their influence on contemporary game design and culture will be central to the course. **Prerequisite: ART 265**

**DIG 300**  
**Digital Media Production**  
This course provides an intensive hands-on investigation into a wide range of digital production tools. Skills are honed as students develop their creativity within the context of specific software applications. Students create new work for their portfolios with an emphasis on individual objectives and specific areas of interest. In addition to studio work, students examine pertinent readings in digital media and visual communications through papers and classroom discussion. Readings and essays also provide a theoretical framework for effective communication in individualized projects.

**DIG 301**  
**Digital Video II**  
This course is an opportunity for serious video students to hone their skills as an editor, director and cinematographer through the development of ambitious projects. Sound and cinematography are integrated into the concepts inherent in their productions. The screen functions as an immersive, temporal canvas where students in Digital Video II develop their green screening techniques and integrate special effects software into their productions. The primary software in Digital Video II includes the advanced application of Premiere Pro with After Effects. Students are expected to write, storyboard, edit and shoot their productions. Outcomes of the course consist of work to be included in student portfolios for graduate school and potential employment, as well as the ability to critically think about their work in relationship to other artists and in relationship to their own objectives as an artist and filmmaker in the digital age. **Prerequisite: DIG 201**

**DIG 310**  
**Introduction to Game Design**  
This course will explore the practice and theory that surrounds interactive game design. The course will focus on the principles of game design, the social and cultural context of games, and the application of these concepts. Particular attention will be placed on individual creativity, the collaborative design process, and an understanding of the meaning of "gaming" and "play" in contemporary culture. Basic prototyping and design software will be used as a part of this course. **Prerequisite: ART 265**

**DIG 311**  
**Experience Design and Narrative**  
This class will introduce students to new ways of thinking about interactivity and storytelling. Students will analyze how the interactive structure of an experience creates narrative. Focus will be placed on non-linear narratives, online interactive storytelling, alternative reality and narrative structures in game systems. Students will research the history that led to these genres and create their own interactive experience as part of the class. **Prerequisite: DIG 280, DIG 310**

**DIG 315**  
**Web Design**

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This class integrates Macromedia Flash MX with other applications resulting in web-based design and animation for online distribution. This course aids students in the development of their work within a professional standard emphasizing the concept of form and function. Students are taught appropriate history, aesthetic philosophy and key applications through class lecture and studio projects. They are expected to consider these concerns while formulating their work. In-class critiques and individual instruction are used to refine student work. Prerequisite: ART 265

DIG 320
Simulation Design
The Simulation Design Class will explore how programmers and designers can manage the simulation of small and large-scale systems and environments in both games and applied-simulation fields. A focus will be placed on the frameworks used in these simulations, including design of rule-systems, asset management, and managing out-of-simulation input. Prerequisite: DIG 280, DIG 310

DIG 330
3D Animation II
This studio course is a combination of hands-on exercises and in-class research designed for ambitious animators already familiar with working in the three-dimensional realm in AliasWavefront Maya and/or other 3D applications. This course introduces new methods of creating and manipulating both polygonal and nurb shapes developed by 3D artists who have researched for years to find the best methods of achieving effects and models. Students also learn the native language of Maya, MEL, by hands-on use for specific special effects. By exploring such methods, students are able to choose and acquire their own techniques, and gain control of the 3D world at the professional level. Prerequisite: DIG 230

DIG 370
Game Production Capstone
The Game Production course is designed to give participants an understanding of the digital game production process, from a product’s inception to its public release. While learning the methods, tools, and techniques used by game development teams, the class will create a real-world product, test it, market it, and release it to the public. Aspects of design, aesthetic, interface, monetization, and social and cultural context will all be considered. Prerequisite: DIG 310, 311

DIG 380
Visual Programming
This course targets an audience of individuals within the context of the visual arts who are interested in creating interactive and visual work though writing software but who have little or no prior programming experience. Many people think programming is only for people who are good at math and other technical disciplines. In this course, we will be extending the programming space to engage people who think differently, people with visual and spatial minds. The language used is called processing. This language makes it possible to introduce software concepts in the context of the arts and also to
open arts concepts to a more technical group. Satisfies the General Studies Foundations Quantitative Reasoning requirement.

**DIG 420**  
**Senior Seminar**  
This course is meant as a rite of passage from an undergraduate student to a professional working in the field or a scholar and artist pursuing graduate studies. The faculty works closely with students in the creation of a portfolio showcasing each student's work while demonstrating aesthetic and critical thinking. Writing assignments, resume’ construction and art and design coursework augment the senior seminar experience. Students must utilize all their talents, creative thinking, and honed craft when creating work for group critiques.

**DIG 470**  
**Game Production**  
This course is designed to give participants an understanding of the digital game production process, from a product’s inception to its public release. While learning the methods, tools, and techniques used by game development teams, the class will create a real-world product, test it, market it, and release it to the public. Aspects of design, aesthetic, interface, monetization, and social and cultural context will all be considered. *Prerequisite: DIG 310, DIG 311*

**MUS 231**  
**Music and Sound Design for Games and Video**  
This class will examine the creation and application of music and sound design as used in contemporary games, video, and other digital media. A focus will be placed on the relationship of audio to user experience and as a method of feedback in traditional and non-traditional gaming systems. The student will learn how to mix and synchronize soundtrack elements to video. Both the development process and consideration of final product will be explored. *Prerequisite: ART 265*