

MEDIA ARTS DESIGN

Division: Visual and Performing Arts

Division Dean

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Patrons of the Arts

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**Art
Dance
Journalism
Media Arts Design1
Music
Photography
Theatre**

Please contact the Cypress College Patrons of the Arts at tchevalier@CypressCollege.edu or (714) 484-7139 for further information.

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- Storyboarding Certificate (<https://catalog.nocccd.edu/cypress-college/degrees-certificates/media-arts-design/storyboarding-certificate/>)

MAD 100 C Intro to Media Arts Design

3 Units

Term hours: 36 lecture and 72 laboratory. This course focuses on the use of digital design, video, animation and page layout programs. This course is designed for artists to design, create, manipulate and export graphic imagery including print, video and motion design elements. This course is intended as a gateway into the varied offerings of the Media Arts Design program, where the student can pursue more in-depth study on the topic(s) that most attracted them during this introductory class. \$20 materials fee payable at registration. (CSU, C-ID: ARTS 250 and DMGR 100 X)

MAD 102 C Introduction to WEB Design (formerly Introduction to WEB Graphics-Mac)

3 Units

Term hours: 36 lecture and 72 laboratory. This course is an overview of the many uses of media arts design, with an emphasis on web publishing for the Internet. In the course of the semester, students create a personal web page enriched with such audiovisual elements as animation, sound, video and different types of still images. This course is intended as a gateway into the varied offerings of the Media Arts Design program, where the student can pursue more in-depth study on the topics that most attracted them during this introductory class. \$20 materials fee payable at registration. (UC/CSU)

MAD 103 C Exploring WEB Design (formerly Introduction to WEB Graphics-Windows)

3 Units

Term hours: 54 lecture. This course is an overview of the many uses of media arts design, with an emphasis on web publishing for the internet. During the course of the semester, the students create a personal webpage enriched with such audiovisual elements as animation, sound, video and different types of still images. This course is intended as a gateway into the varied offerings of the Media Arts Design program where the student can pursue more in-depth study on the topics that most attracted them during this introductory course. (UC/CSU)

MAD 104 C Introduction to 3D (formerly Introduction to 3D Graphics-Mac)**3 Units**

Term hours: 36 lecture and 72 laboratory TBA. This course is an introductory overview of 3D design. Students will create original 3D still and animation imagery for their portfolio. This course is intended as a gateway into other 3D courses where the student can pursue more in-depth study on the topic(s) that most attracted them during this introductory class. \$20 materials fee payable at registration. (CSU)

MAD 106 C Social Media Vlog Production**3 Units**

Term hours: 36 lecture and 72 laboratory. This course examines the evolving role social media and video play in the cultural and business segments of 21st Century life. Students will learn to create a Vlog or Video Blog, shoot and edit video and audio content. Students will develop a plan to distribute and market their Vlog brand identity. \$20 materials fee payable at registration. (CSU, C-ID: DMGR 120 X)

MAD 107 C Motion Design I (formerly Motion Graphics I)**3 Units****Advisory:** MAD 100 C

Term hours: 36 lecture and 72 laboratory. This course introduces students to the art of motion design. Projects like product ad, title design, infographics, logo animation will be assigned during the course to teach students how to preplan, design, animate a project, but also, how to use current industry software to achieve these goals. They will understand the design and technical challenges posed by motion design and will create projects that are used in the fields of advertising, commercial animation, music performance, theater entertainment and film. \$20 materials fee payable at registration. (CSU/UC)

MAD 108 C Digital Video Production (formerly Digital Video Production I-Windows)**3 Units**

Term hours: 36 lecture and 72 laboratory. This course introduces Windows digital video production techniques including single camera operation and procedures, basic principles and techniques of sound and scriptwriting, and digital video editing. Course topics include the operation of digital camcorders; lighting and sound equipment and post production digital editing suites; concepts and techniques of nonlinear digital editing, including organization of the editing process; working the time line and audio editing, with emphasis on the principles and aesthetics of video editing. \$20 materials fee payable at registration. (CSU)

MAD 110 C Animation History Technology**3 Units**

Term hours 54 lecture. This course is an introduction to the history and technological development of the field of animation. Animation will be explored from various perspectives: chronology, form, culture, and by personality. Emphasis is placed on examining how animation records, reflects and comments on world events and culture. (UC/CSU, AA GE, CSU GE, IGETC)

MAD 111 C Introduction to Media Writing**3 Units****Advisory:** Eligibility for ENGL 100 C or ENGL 101 C or ESL 110 C.

Term hours: 54 lecture. This is a basic introductory course in writing for the film and electronic media. Emphasis on preparing scripts in proper formats, including fundamental technical, conceptual and stylistic issues related to writing fiction and non-fiction scripts for informational and entertainment purposes in film and electronic media. Includes a writing evaluation component as a significant part of the course requirement. (CSU)

MAD 112 C Digital Illustration (formerly Electronic Illustration-Mac)**3 Units**

Term hours: 36 lecture and 72 laboratory. This course focuses on creating vector images for illustration, integration into publishing, and as stand-alone design allowing high resolution output. This course offers the professional artist basic computer skills needed for employment and/or advancement. \$20 materials fee payable at registration. (CSU)

MAD 114 C Digital Illustration II**3 Units**

Term hours: 36 lecture and 72 laboratory. This course is intended for the graphic designer, illustrator and fine artist, focusing on the advanced usage of several 2D vector based drawing software packages. The course focuses on the advanced usage of vector images for integration into publishing/page layout software and as stand-alone images allowing high-resolution output. This course focuses on creating vector images for illustration, integration into publishing, and as stand-alone design allowing high resolution output. This course offers the professional artist advanced computer skills needed for employment and/or advancement. \$20 materials fee payable at registration. (CSU)

MAD 116 C Graphic Design I (formerly ART 140 C)**3 Units**

Term hours: 36 lecture and 72 laboratory. This is a basic course in advertising/graphic design, with emphasis on problem solving in lettering, typography, and trademark design. It includes development of concept development, layout, and presentation skills. Projects include lettering design, layout, trademark design, and typography. Students are introduced to non-electronic and electronic design techniques. Materials fees are for materials provided by the department. \$20 materials fee payable at registration. (CSU/UC)

MAD 117 C Graphic Design II (formerly MAD 144 C)**3 Units****Prerequisite(s):** MAD 116 C with a grade of C or better.

Term hours: 36 lecture and 72 laboratory. This is an intermediate course in advertising/graphic design with emphasis upon development of a highly comprehensive finished portfolio. Course includes refinement of concept development, layout, and presentation skills. Students refine their non-electronic and electronic design techniques. Material fees for materials are provided by the department. \$20 materials fee payable at registration. (CSU)

MAD 118 C Graphic Design III (formerly ART 142 C)**3 Units****Prerequisite(s):** MAD 117 C with a grade of C or better.

Term hours: 36 lecture and 72 laboratory. This is an advanced course in advertising/graphic design with an emphasis upon development of comprehensive finished portfolio pieces. This course includes group and individual design projects planned to provide experience in all steps of graphic design from concepts and development of a campaign continuity to production specifications. Special attention and emphasis is placed on planning and preparation of an advertising/graphic portfolio. Materials fees for materials are provided by the department. \$20 materials fee payable at registration. (CSU)

MAD 120 C Beginning 3D**3 Units**

Term hours: 36 lecture and 72 laboratory. This course focuses on computer generated 3D design techniques through the use of three-dimensional design programs. The course emphasis is on the introduction of three-dimensional concepts, the use of modeling tools, menu structures and modeling building applications of 3D design systems. Skills taught in this course will give students the ability to create original three-dimensional computer generated models of organic or mechanical design and animate them. \$20 materials fee payable at registration. (CSU)

MAD 122 C History of Graphic Design**3 Units**

Advisory: Eligibility for college-level composition or appropriate placement.

Term hours: 54 lecture. This course surveys the history of visual communication, design's sociopolitical and cultural contexts, and the artistic and technological characteristics of various movements. Students gain a broad understanding of design and its dynamic past to discover inspiration for the present. Students conduct research, propose, and create a project inspired by the designers and movements studied. (UC/CSU, AA GE, CSU GE, IGETC)

MAD 124 C Stop-Motion Animation Film I**3 Units**

Term hours: 36 lecture and 72 laboratory. In this course, students will learn the art and techniques of stop-motion animation filmmaking through lectures and hands-on demonstrations. Students will create stop-motion films using traditional clay puppets and brickfilms techniques to tell stories. (CSU)

MAD 125 C Stop-Motion Animation Film II**3 Units**

Term hours: 36 lecture and 72 laboratory. In this course, students will learn advanced skills, techniques and aesthetics for stop-motion animation filmmaking through lectures and hands-on demonstrations. Students will create stop-motion films using traditional clay puppets and brickfilms techniques to tell stories. (CSU)

MAD 126 C Crime Film Genre**3 Units**

Advisory: ENGL 100 C Term hours: 54 lecture.

Crime film genre revolves around criminal activity. This class examines the motivations of criminals and the affects of criminal activity on individuals and society. Crime films chronicle the patterns of business, individual, and political crimes perpetrated in private and public and how the comment or reflect society in a given era. (UC/CSU, CSU GE, AA GE)

MAD 127 C Fantasy Film Genre**3 Units**

Advisory: ENGL 100 C Term hours: 54 lecture.

Fantasy films are films that belong to the fantasy genre with fantastic themes, usually magic, supernatural events, mythology, folklore, or exotic fantasy worlds. A primary focus of this class is the analysis of technical advancements in film production and cinematic techniques and styles present in the genre. Students study films screened as part of the course activities. (UC/CSU, CSU GE, AA GE)

MAD 128 C Comedy Film Genre**3 Units**

Advisory: ENGL 100 C.

Term hours: 54 lecture. Comedy films are films that leverage physical and verbal humor to support the narrative present in a film. A primary focus of this class is the analysis of technical advancements in film production and cinematic techniques and styles present in the comedy film genre. Students study films screened as part of the course activities. (UC/CSU, CSU GE, AA GE)

MAD 129 C Musical Film Genre**3 Units**

Advisory: ENGL 100 C.

Term hours: 54 lecture. Musical films are films that punctuate the narrative with musical numbers that often include original songs and scores performed by the lead characters and supporting cast. A primary focus of this class is the analysis of technical advancements in film production and cinematic techniques and styles present in the comedy film genre. Students study films screened as part of the course activities. (UC/CSU, CSU GE, AA GE)

MAD 130 C Intro to Electronic Media**3 Units**

Term hours: 54 lecture. This course introduces the history, structure, function, economics, content and evolution of radio, television, film, the internet, and new media, including traditional and mature formats. The social, political, regulatory, ethical and occupational impact of the electronic media are also studied. (UC/CSU, AA GE)

MAD 131 C Introduction to Media (formerly MM 105 C)**3 Units**

Advisory: Eligibility for ENGL 100 C

Term hours: 54 lecture. This course introduces the close analysis of film and television texts. Examines the broad questions of form and content, aesthetics and meaning, and history and culture. Explores the diverse possibilities presented by the cinematic art form through an examination of a wide variety of productions, national cinemas, and film movements. Topics include modes of production, narrative and non-narrative forms, visual design, editing, sound, genre, ideology and critical analysis. (CSU/UC)

MAD 132 C Digital Painting**3 Units**

Term hours: 36 lecture and 72 laboratory. This course focuses on digitally painting images. Course topics include creation of original drawings; paintings and illustrations, using an assortment of digitally based chalks, pens, paints, inks, papers and textures. The course offers the professional artist raster based digital drawing /painting and illustration skills, on a computer, needed for employment and/or advancement. \$20 materials fee payable at registration. (CSU)

MAD 134 C Digital Imaging (formerly Digital Imaging-Mac)**3 Units**

Term hours: 36 lecture and 72 laboratory TBA. This course focuses is on the usage of software for the manipulation of bit-mapped (raster) images using illustrative, photographic, scanned and video images as the basis for image manipulation. Course topics include image enhancement, editing, composite, retouching, photo montages, prepress, color separations and web based images. \$20 materials fee payable at registration. (CSU)

MAD 136 C Digital Imaging II (formerly Digital Imaging II-Mac)**3 Units**

Term hours: 36 lecture and 72 laboratory. This course focuses on the advanced usage of software for the manipulation of bit-mapped (raster) images using illustrative, photographic, scanned and video images as the basis for image manipulation. Course topics include image enhancement, editing, composite, retouching, photo montages, prepress, color separations and web based images. \$20 materials fee payable at registration. (CSU)

MAD 150 C Intermediate 3D (formerly Intermediate Animation-Mac)**3 Units**

Term hours: 36 lecture and 72 laboratory. This course focuses on intermediate skills in 3D computer modeling and animation using industry standard 3D software. This course focuses on intermediate techniques in modeling, texturing, lighting, motion control, and rendering animations for various purposes. Skills taught in this course will give students the ability to create original 3D computer-generated models of intermediate organic or inorganic design with a high degree of realism and resolution. Animation techniques explored will provide cinematic realism and presentation. \$20 materials fee payable at registration. (CSU)

MAD 156 C Advanced 3D (formerly Advanced Animation-Mac) 3 Units

Term hours: 36 lecture and 72 laboratory. This course focuses on advanced skills in 3D computer modeling and animation with 3D industry standard software. This course focuses on advanced techniques in modeling, texturing, lighting, motion capture, and rendering animations for various purposes. Skills taught in this course will give students the ability to create digital 3D models of advanced design with a high degree of realism and resolution. Animation techniques explored will provide cinematic realism and presentation. The course will combine 3D modeling and animation with 2D graphics imagery through mapping, editing techniques and visual effects. \$20 materials fee payable at registration. (CSU)

MAD 175 C Entertainment Design Studio 3 Units

Term hours: 36 lecture and 72 laboratory. This is a course in contemporary art making with a special emphasis on new genres and technology-based media, including projects in digital media, installation, performance, video, interdisciplinary media, experiential design and other nontraditional media and processes. The course will include lectures, discussions, field trips, performances and projects that address contemporary art and technology topics. \$20.00 MATERIALS FEE - PAYABLE AT REGISTRATION. (CSU)

MAD 176 C Digital Design Studio I (formerly MAD 199 C) 1 Unit

Term hours: 54 laboratory. This course is designed as an open laboratory for students currently enrolled in Media Arts Design courses that require completion of digital assignments and/or personal digital portfolio development. Extended laboratory hours to supplement those available in a student's regular class. This lab provides students the opportunity to attain fundamental skills to complete their assignments and personal projects. \$20 materials fee payable at registration. Pass/No Pass only. Open Entry/Open Exit. (CSU)

MAD 177 C Digital Design Studio II 1 Unit

Prerequisite(s): MAD 176 C with a grade of C or better.

Term hours: 54 laboratory. This course is designed as an open laboratory for students currently enrolled in Media Arts Design courses that require completion of digital assignments and/or personal digital portfolio development. Extended laboratory hours to supplement those available in a student's regular class. This lab provides students the opportunity to attain fundamental skills to complete their assignments and personal projects. \$20 materials fee payable at registration. Pass/No Pass or Letter Grade option. Open Entry/Open Exit. (CSU)

MAD 178 C Digital Design Studio III 1 Unit

Prerequisite(s): MAD 176 C and MAD 177 C, with a grade of C or better.

Term hours: 54 laboratory. This course is designed as an open laboratory for students currently enrolled in Media Arts Design courses that require completion of digital assignments and/or personal digital portfolio development. Extended laboratory hours to supplement those available in a student's regular class. This lab provides students the opportunity to attain fundamental skills to complete their assignments and personal projects. \$20 materials fee payable at registration. Open Entry/Open Exit. Pass/No Pass or Letter Grade option. (CSU)

MAD 179 C The Film Business - Conception to Exhibition 3 Units

Term hours: 54 lecture. This comprehensive and unique course will provide the Film/Media student with the actual tools to parallel their creative vision with the proper marketing strategies to succeed in the Film/Media business. This course will focus on the parallel businesses of film production and Film Distribution/Exhibition as the film making progress moves along. (CSU)

MAD 180 C Video Editing (formerly Video Editing-Mac) 3 Units

Term hours: 36 lecture and 72 laboratory. This course includes the study and hands-on use computers, assorted hardware, software, media recorders, and other tools and techniques used for editing and composition of video and audio sources. The course is to provide a thorough introduction to the world of digital video editing used in the fields of multimedia, digital cinema, web based streaming video and mobile video distribution. \$20 materials fee payable at registration. (CSU)

MAD 182 C Cinematography 3 Units

Term hours: 36 lecture and 72 laboratory. This is a course in digital cinema planning and production taught through hands-on experience, research and video production. Course topics include digital cinema as a distinct form of artistic expression; an investigation of the aesthetic, technological, economic, and social factors that contributed to the evolution of digital cinema; logistics, script development, sound recording, video and sound editing; and methods by which the visual and aural elements may be organized. The roles and responsibilities of the digital cinema artist will be examined, including skills and knowledge required in developing, budgeting, managing, producing, and distributing programs. \$20.00 Material Fee - Payable at Registration. (CSU/UC)

MAD 183 C Preproduction for TV, Video and Film 3 Units

Term hours: 54 lecture. This course prepares students to make a film by teaching the necessary steps leading up to shooting the film in production. Topics covered include script, proposal, treatment, casting, crew, locations, financing, personnel, permits, unions, and talent. (CSU)

MAD 184 C Digital Video Explorations 3 Units

Term hours: 36 lecture and 72 laboratory. This course focuses on the experimental use of digital video and audio programs. This course is designed for students to input, create, manipulate and output experimental digital video. This class is intended as a gateway into the varied offerings of the Digital Cinema program, where the student can pursue more in-depth study on the topic(s) that most attracted them during this introductory class. \$20 materials fee payable at registration. (CSU)

MAD 185 C Documentary Film Production (formerly Documentary Digital Cinema) 3 Units

Term hours: 36 lecture and 72 laboratory. This course provides an introduction to contemporary documentary filmmaking techniques used by digital cinema technicians and artists. Hands-on demonstration and lecture and group activities present technical and artistic approaches to documentary productions. Students participate in individual and group projects to produce documentary films. \$20 materials fee payable at registration. (CSU)

MAD 186 C Film and Video Field Productions (formerly Live Event Video and Audio Production) 3 Units

Term hours: 36 lecture and 72 laboratory. This course is designed to introduce the student to the aesthetic concepts, basic skills, and techniques used by videographers to create story films. Students will acquire hands on knowledge of Digital Cinema applications and hardware used in live event videography. \$20 materials fee payable at registration. (CSU)

MAD 187 C Motion Design II (formerly Motion Graphics II) 3 Units

Term hours: 36 lecture and 72 laboratory. This advanced course studies in-motion graphics design and software. Topics include both technical and aesthetic issues for motion graphic composition and implementation. Students concentrate on one area to explore in depth and further develop their skills. Production workflow is emphasized. Current trends and styles are discussed. \$20 materials fee payable at registration. (CSU)

MAD 188 C Beginning Single Camera Production**3 Units**

Term hours: 36 lecture and 72 laboratory TBA. This course provides an introduction to the theory, terminology, and operation of single camera video production, including composition and editing techniques, camera operation, portable lighting, video recorder operation, audio control and basic editing. This course focuses on the aesthetics and fundamentals of scripting, producing, directing on location, postproduction, and exhibition/distribution. \$20 materials fee payable at registration. (CSU, C-ID: FTVE 130)

MAD 189 C Cinematography II**3 Units**

Term hours: 36 lecture and 72 laboratory. This is an advanced course in digital cinema design and production planning taught through hands-on experience, research and video production. Course topics include digital cinema as a new media tool; synthetic lighting, technological advances in cinematography and emerging tools and techniques. \$20 materials fee payable at registration. (CSU/UC)

MAD 190 C Contemporary Art Studio**3 Units**

Term hours: 36 lecture and 72 laboratory. This is a course in contemporary art making with a special emphasis on new genres and technology-based media, including projects in digital media, installation, performance, video, interdisciplinary media, and other nontraditional media and processes. The course will include lectures, discussions, field trips, and projects that address contemporary art and technology topics. (UC/CSU)

MAD 191 C Film Noir Genre**3 Units**

Advisory: ENGL 100 C or ENGL 101 C or ESL 110 C.

Advisory ENGL 100 C or ENGL 101 C or ESL 110 C. Term hours: 54 lecture. This course is an in depth exploration of Film Noir. The film genre identified by its crime melodramas where private investigators, innocents and deceptive characters live in a world of corruption, betrayal, obsession, intense romantic trysts and sudden violence. Films will be screened from this period in cinema which began in the early 1940's and continued to the late 1950's with echoes of the genre emerging up to the present. (UC/CSU, AA GE, CSU GE, IGETC)

MAD 192 C Great Directors of Cinema**3 Units**

Advisory: Eligibility for ENGL 100 C or ENGL 101 C or ESL 110 C

Term hours: 54 lecture. This course is a study of historically and aesthetically important film directors focusing on how their work has advanced and defined the art of cinema. The course will explore various directors in terms of themes, stylistic tendencies including use of cinematography tools and social/historical context. (CSU/UC, AA GE, CSU GE, IGETC)

MAD 193 C Introduction to 2D Animation**3 Units**

Term hours: 36 lecture and 72 laboratory. This course is an introduction to 2D animation production including classical character animation and non-traditional techniques. The class will explore traditionally drawn and emerging digital animation techniques and technology. \$20 materials fee payable at registration. (CSU)

MAD 194 C Beginning Motion Picture Production**3 Units**

Term hours: 36 lecture and 72 laboratory. This course provides an introduction to the theory, terminology, and process of motion picture production for film and television. Topics include basic cinematography including the operation, function and creative uses of production and post-production equipment, scriptwriting, camera operation, shot composition, lighting, sound recording and mixing, and editing. \$20.00 Materials Fee - Payable at Registration. (CSU, C-ID: FTVE 150)

MAD 195 C Science Fiction Film Genre**3 Units**

Advisory: Eligibility for ENGL 100 C or ENGL 101 C or ESL 110 C.

Term hours: 54 Lecture. This course is an in depth exploration of the Science Fiction Film Genre. The genre is identified by speculative science based narratives which may include time travel, aliens, robots and other futuristic elements. Science fiction films have been used to explore political and social issues as well as human condition. A primary focus of this class is the analysis of technical advancements in film production and cinematic techniques and styles present in the genre. Students will be required to obtain and view films from a provided list. (CSU/UC, AA GE, CSU GE, IGETC)

MAD 196 C Silent Film Genre**3 Units**

Advisory: ENGL 100 C, ENGL 100HC, ENGL 101 C or ESL 110 C.

Term hours: 54 lecture. This course is an in depth exploration of Silent Film Genre. The film genre identified as the first attempt at narrative storytelling using the film medium was popularized during the first three decades of the 20th Century. The course covers the history, technology and productions from the original silent era and continues into the contemporary era where silent film has experienced a rebirth. (CSU/UC, AA GE, CSU GE, IGETC)

MAD 197 C Western Film Genre**3 Units**

Advisory: Eligibility for ENGL 100 C or ENGL 101 C or ESL 110 C.

Term hours 54 lecture. This course is an in depth exploration of the Western Film Genre which originated in the United States. The film genre is identified by its heroes and villains struggling for control of the American frontier and conquest over the wilderness. Films will be screened from this period in cinema which began in the silent era and continue to the present. A focus will be placed on the technological advances in film production and cinematic styles that have influenced contemporary films. (CSU/UC, AA GE, CSU GE, IGETC)

MAD 198 C Horror Film Genre**3 Units**

Advisory: Eligibility for college-level composition or appropriate placement.

Term hours: 54 lecture. This course is an in depth exploration of the Horror Film Genre. Horror films reflect social anxieties, and impact contemporary culture. The course covers the history, technology and productions of the horror film genre along with its influence on culture and other entertainment mediums. The course investigates cinematic techniques employed to create fear in audiences and examines the business of international horror cinema. Students analyze how horror films express character, philosophy, gender, desire, sexuality, and violence in the narrative mise-en-scene. The course investigates the audience's attraction to fear, the history of horror as entertainment and its part in spawning urban myths. (AA GE, UC/CSU, CSU GE, IGETC).

MAD 200 C Storyboarding, Comics, Previz (formerly Storyboard, Comics, Pre Visual)**3 Units**

Advisory: ART 120 C

Term hours: 36 lecture and 72 laboratory. This course focuses on sequential arts such as storyboards, comics, and visual development. Emphasis will be on story structure, the language of film, camera shots, drawing and painting for comics, film and animation. This course also covers concept development and design. \$20 materials fee payable at registration. (CSU)

MAD 201 C 3D Typography for Media Design**3 Units**

Advisory: MAD 100 C.

Term hours: 36 lecture and 72 laboratory. This is an intermediate course on typography with emphasis on its use in digital communication. It includes development of concept, layout, and presentation skills. Projects include lettering design, layout, and 3D typography. Students are introduced to digital design techniques both in 2 dimensional and 3 dimensional forms. Materials fees are for materials provided by the department. \$20 materials fee payable at registration. (UC) (CSU)

MAD 203 C Intermediate 2D Animation**3 Units****Prerequisite(s):** MAD 193 C with a grade of C or better.

Term hours: 36 lecture and 72 laboratory. This is an intermediate level course to 2D animation production including classical character animation and non-traditional techniques. This course will explore traditionally drawn and emerging digital animation techniques and technology. \$20 materials fee payable at registration. (CSU/UC)

MAD 204 C Visual Development and Layout**3 Units****Advisory:** ART 120 C

Term hours: 36 lecture and 72 laboratory. This course is focusing on visual development of characters, environments, backgrounds, architecture, and props design using research, sketching, painting and color to create dramatic, stylized designs for animation, live action, theater and gaming productions. The primary goal is to provide a clear methodology to generate original, believable and inventive work with drawing and the use of relevant computer software. \$20 materials fee payable at registration. (CSU)

MAD 207 C Projection Design (formerly Projection Mapping for Live Entertainment)**3 Units****Advisory:** MAD 100 C and MAD 107 C.

Term hours: 36 lecture and 72 laboratory. This is an intermediate level course focusing on projection design using industry standard software. These designs are projected on buildings or other surfaces during live entertainment, stage production and concert events. The primary goal is to provide a clear direction to generate original, believable and inventive work with the use of relevant technology. The \$20 materials fee payable at registration, are provided by the department. (CSU/UC)

MAD 210 C 3D Storyboarding and Layout**3 Units****Advisory:** MAD 104 C or MAD 200 C.

Term hours: 36 lecture and 72 laboratory. This course is focusing on 3D-layout, a specific form of digital "storyboarding" with emphasis on composing shots in 3D, positioning and animating the camera, loading any needed set pieces and characters into the shot and putting them into their positions. The primary goal of the class is to generate a clear 3D environment as well as limited character movement for each shot, based on a script or a storyboard. Students will work with relevant computer software. \$20 materials fee payable at registration. (CSU)

MAD 295 C Media Arts Design Internship**3 Units**

Term hours: 36 lecture and 72 laboratory. This course is an exploration of internship opportunities in the field of media arts including, graphic design, 2D and 3D modeling and animation, motion picture production, video production, computer graphics, visual effects and web design and Internet distribution of content. Pass/No Pass or Letter Grade Option (CSU, C-ID: DMGR 130 X)

MAD 298 C MAD Seminar**0.5-12 Units****Prerequisite(s):** May be required.**Corequisite(s):** May be required.**Advisory:** May be required.

Term hours: 0-216 lecture and/or 0-648 laboratory depending on units attempted. These courses may be offered from semester to semester which are designed to meet the interests and needs of the students. Fee: May be required-Payable at Registration. Pass/No Pass or Letter Grade option. (CSU)

At Cypress College, there are Department Program Student Learning Outcomes and Degree & Certificate Program Student Learning Outcomes.

Department Program Student Learning Outcomes:

The courses taught by this department contribute to the following ISLO/PSLOs: A-Breadth of Knowledge, Competencies, and Skills, B-Communication Skills, C-Critical Thinking, Problem Solving, and Information Competency Skills, and D-Personal, Academic, and Professional Development; specifically, the following ISLO/PSLO subcategories: A1-Arts, Sciences, and Kinesiology Career Technical Education, B1-Reading, B2-Writing, B3-Communicating, B4-Presenting, C1-Analysis, C2-Computation, C3-Research, C4-Problem Solving, C5-Technology, D1-Personal Responsibility, and D2-Global Citizenship.

Given a variety of media arts design, web design, video, cinema, and animation processes, students will be able to:

- Demonstrate their knowledge of various computer graphics, cinema and time based processes, theory, and technical skills.
- Effectively communicate content through the principles and elements of design.
- Critically analyze the principles and elements of design for content and historical importance.
- Visually articulate and comprehend the interconnection between media arts design, web design, video, cinema, design and culture.

Degree & Certificate Program Student Learning Outcomes:

The program student learning outcomes for each award can be found on the specific degree or certificate page.