

# VISUAL COMMUNICATION AND DESIGN (WEB AND INTERACTIVE MEDIA) (VCIM)

## VCIM-1200 Game Design I: Introduction to Game Design 3 Credits

Foundation of game design with an emphasis on concept, planning and creation of game prototypes. Topics include history of games from tabletop to tablet, markets, mechanics, prototyping, play testing, and analysis. Students will explore theme, genre, rules, tools, goals, and peripheral concepts of game design.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VC-1000 Visual Communication Foundations, or concurrent enrollment; or departmental approval.*

## VCIM-1400 Game Design II: Game Engines 3 Credits

Applied technical and aesthetic fundamentals of 2D and 3D game design using industry standard engines. Includes survey of the game design industry. Emphasis on design and interaction of 2D and 3D assets to be used in entertainment games.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VCIM-1200 Game Design I: Introduction to Game Design, or concurrent enrollment; and VCIL-1640 3D Design, or concurrent enrollment; or departmental approval.*

## VCIM-1570 Web Publishing I: HTML 3 Credits

Foundational web design, planning and construction with emphasis on web standards, usability and accessibility. Students construct web pages in HTML and CSS using basic text-editing software. Topics include analysis of how and why a website succeeds or fails, aesthetics and visual design for web, planning, creation, uploading and registration of sites, troubleshooting, search engine optimization and basic marketing strategies.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VC-1000 Visual Communication Foundation, or concurrent enrollment.*

*OAN Approved: Transfer Assurance Guide OIT003. CTAN Approved: Career Technical Assurance Guide CTIM004.*

## VCIM-1770 Web Publishing II: Site Theory & Construction 3 Credits

Expansion and continuation of topics introduced in Web Publishing I. User research, planning, designing, constructing and publishing a website using industry standard methods and tools.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VCIM-1570 Web Publishing I: HTML, or concurrent enrollment; or IT-2310 Web Programming, or concurrent enrollment.*

## VCIM-1970 Midpoint Portfolio Review 1 Credit

Sophomore level portfolio review. Individual strengths and areas of specialization are reviewed and evaluated. Students are encouraged to edit and modify existing work to prepare for advanced courses, projects and final portfolio.

*Lecture: 1 hours*

*Prerequisite(s): Departmental approval: completion of 18 core credits at 1000 level, or completion of 9 core credits and concurrent enrollment of an additional 9 credits.*

## VCIM-2072 Service Learning: Real World Experience in Web, Game Design, and Interactive Media 3 Credits

A service-learning course. Web, Game Design and Interactive Media students work on client-based community projects for non-profit organizations. In addition to design and technical challenges, professional practices such as contracts, client relations, and teamwork are put into action.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VCIM-2281 Web Publishing III: JavaScript or concurrent enrollment; or VCIM-2291 Web Publishing IV: Data-Driven Sites or concurrent enrollment; or VCIM-2380 Interactive Media II or concurrent enrollment; or VCIM-2200 Game Design III or concurrent enrollment; or departmental approval based on comparable skills.*

## VCIM-2200 Game Design III: Game Design Studio 3 Credits

Create a variety of game projects for an intended audience, platform or device. Course emphasizes game design pipeline of planning, design, testing, refining and publishing.

*Lecture: 1 hour. Laboratory: 5 hours*

*Prerequisite(s): VCIM-1400 Game Design II: Game Engines or departmental approval.*

## VCIM-2271 2D Animation 3 Credits

Introduction to 2D animation, including the history and principles of animation as well as a hands-on technical and aesthetic exploration of the media. A variety of digital and manual techniques from character animation to motion graphics are covered using industry standard tools. Direct applications for web, game design, illustration, graphic design, photography and art are examined. Planning and storytelling via the integration of imagery, text, and sound are emphasized. May be repeated for up to 6 credits; only 3 credits may be applied to degree requirements.

*Lecture: 1 hour. Laboratory: 5 hours*

*Prerequisite(s): VC-1000 Visual Communication Foundation or ART-1081 2D Design and Color or departmental approval: comparable skills.*

## VCIM-2281 Web Publishing III: JavaScript 3 Credits

Provides an introduction and solid foundation in JavaScript, including syntax, conditionals, functions, manipulating the DOM, and event handling. Working commonly used JavaScript libraries are also covered. Prior scripting or programming experience is welcome but not required.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VCIM-1570 Web Publishing I: HTML, or IT-2310 Web Programming.*

**VCIM-2291 Web Publishing IV: Data-Driven Sites**

**3 Credits**

Learn to create data-driven, dynamic websites. Combines an overview of programming terms and concepts with practical examples.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VCIM-1570 Web Publishing I: HTML or IT-2310 Web Programming.*

**VCIM-2372 Interactive Media I - Design Thinking**

**3 Credits**

Introduction to design thinking, a methodology for solving problems. Learn about design thinking and storytelling through the creation of interactive media projects. Create interactive experiences from different perspectives and understand how storytelling can help build an excellent experience from the start.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VC-1431 Vector Graphics.*

**VCIM-2380 Interactive Media II - App Design**

**3 Credits**

Introduction to app design. Explores current and emerging interactive technologies. The class covers app design from project inception to functional prototypes. No app development or coding is covered.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VCIM-2372 Interactive Media I or concurrent enrollment.*

**VCIM-2401 Game Design IV-Game Publishing**

**3 Credits**

Develop and refine a body of work focusing on specific role(s) in the game design industry. Develop and promote assets, projects, portfolio, demo reel, blog and game presentation.

*Lecture: 1 hour. Laboratory: 5 hours*

*Prerequisite(s): VCIM-2200 Game Design III: Game Design Studio or concurrent enrollment.*

**VCIM-2470 Virtual Reality Imaging**

**2 Credits**

Technical and aesthetic concepts of virtual reality photography. Use of computer hardware and software for creating virtual reality images. Images used for interactive onscreen presentations or output as large scale panoramic photographic prints.

*Lecture: 2 hours*

*Prerequisite(s): VCPH-1450 Digital Imaging I, and VC-1000 Visual Communication Foundation, or departmental approval.*

**VCIM-2572 User Experience Studio**

**3 Credits**

Course offers broad possibilities for the conception and creation of advanced interactive projects. Students are encouraged to explore concepts and techniques beyond the parameters of previous coursework. Individual students work with the instructor to set the criteria, research, and ultimately complete the project.

*Lecture: 1 hour. Laboratory: 5 hours*

*Prerequisite(s): VCIM-2380 Interactive Media II or concurrent enrollment; or departmental approval.*

**VCIM-2700 User Experience Design**

**3 Credits**

Introduction to user experience design. Includes practice with a variety of user research methods and applying those research results to interactive media projects.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VC-1431 Vector Graphics.*

**VCIM-2820 Independent Advanced Study/Research in Interactive Media**

**1-3 Credits**

Directed individual study. Study/research title and specific content arranged between instructor and student (see Credit Schedule of classes for current offerings). May be repeated for a maximum of six credits of different topics.

*Lecture: 1-3 hours*

*Prerequisite(s): Departmental approval, and instructor approval, and ENG-0995 Applied College Literacies, or appropriate score on English Placement Test. Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.*