

IM - INTEGRATED MEDIA

IM120 Computers and File Management

Credit 1

Fall

Registration Requirement: Concurrent registration in IM120, IM122, IM123, IM124, IM125 and IM178, plus student's choice of GD150, IM150, or TV150 is required.

Introduces computer hardware, network and file management skills necessary for producing digital media. Students learn to identify, organize, share, back up, archive and view digital files on local, networked and cloud-based storage locations.

Additional Course Fee: \$100.00

IM122 Basic Image Editing

Credit 1

Fall

Registration Requirement: Concurrent registration in IM120, IM121, IM122, IM123, IM124 and IM1278, plus student's choice of GD150, IM150, or TV150 is required.

Introduces students to key features and uses of image editing software. This introductory course covers nondestructive photo editing and compositing techniques using layers, masking, adjustment layers, blending modes and smart objects.

Additional Course Fee: \$10.00

IM123 Basic Sound Editing

Credit 1

Fall

Registration Requirement: Concurrent registration in IM120, IM121, IM122, IM123, IM124 and IM1278, plus student's choice of GD150, IM150, or TV150 is required.

Students explore the basic attributes of sound and its role in digital media production. The physical attributes of sound, acoustics, microphone design and application, and industry standard digital audio tools are covered.

Additional Course Fee: \$10.00

IM124 Basic Non-linear Editing

Credit 1

Fall

Introduces basic workflow and post production processes using non-linear editing software. Students learn to set up production folders and project files, log and tag media files, work with a variety of compression and transcode codecs, and the basic operation of a timeline-based editing tool.

Additional Course Fee: \$10.00

IM125 Basic Page Layout

Credit 1

Fall

Registration Requirement: Concurrent registration in IM120, IM121, IM122, IM123, IM124 and IM1278, plus student's choice of GD150, IM150, or TV150 is required.

Introduces key features, tools and uses of professional page layout software. Students learn to set up a document and construct simple typographic compositions for print and digital distribution.

Additional Course Fee: \$10.00

IM165 Image Manipulation

Credits 4

Winter

Registration Requirement: IM122.

This course introduces Adobe Photoshop as the premiere image editing software used by creative industry professionals. All aspects of the program are covered, including discussion of hardware, image capture, file formats, color space and output management. Photoshop tools, retouching, compositing and photo-illustration are among areas covered. There is an emphasis placed on editing and manipulating photographs within a nondestructive workflow.

Additional Course Fee: \$40.00

IM178 Integrated Media Overview

Credits 4

Fall

Registration Requirement: RD090 and WR090, or IECC201R and IECC201W; and MTH020; each with a grade of "C" or better; or placement above stated course levels. Open to all students who register for all required fall term courses: IM120, IM122, IM123, IM124, IM125, IM178 and a choice of one of the following: GD150, IM150, or TV150.

This course offers a comprehensive exploration of digital media, with an emphasis on both media creation and literacy. Through a blend of interactive workshops and insightful lectures, the course encourages students to actively create and critically analyze various forms of contemporary media. The curriculum is designed to equip students with the skills necessary to be both proficient media creators and discerning media consumers, fostering responsible and informed engagement in the media landscape.

Additional Course Fee: \$40.00

IM190 Web for Media

Credits 2

Spring

Registration Requirement: IM120.

This survey class introduces students to a variety of services, distribution tools and promotional strategies for media on the web. Students will be exposed to the basic elements of how promotional web-sites are designed and constructed along with current social media tools and channels for self promotion. Topics such as image processing, media file formats and template customization are covered as students prepare their work for display on the internet.

Additional Course Fee: \$50.00

IM265 Personal Branding

Credits 2

Winter

Registration Requirement: Limited to second year Integrated Media students or instructor approval.

This course will stress the importance of professional development and personal branding for promotional purposes. Students will go through the design process to develop appropriate branding elements to be applied to branding collateral and other promotional materials.

IM270 Project Development

Credits 4

Fall

Registration Requirement: Second-year Integrated Media students. Students work in interdisciplinary groups to produce professional quality sound, video, design or multimedia projects. The creative development process is explored and documented through the scoping, client brief, pre-production, production and post-production phases. Project paperwork is required as students move through each phase of the production process.

Additional Course Fee: \$50.00**IM271 The Creative Pitch**

Credits 4

Winter

Registration Requirement: IM270.

Students work in small creative teams to explore the multiple ways that design, photography, film, video and sound-based technologies converge, integrate and emerge. By scoping a project, determining a budget, and writing a creative brief and pitching creative solutions for a campaign, students experience the strategic planning process used in the creative services.

Additional Course Fee: \$40.00**IM272 Integrated Media Projects**

Credits 4

Spring

Registration Requirement: IM271.

This course simulates a creative agency where students work with one another on actual client projects. Emphasis is on creative problem-solving, working within budgetary constraints and producing high quality projects. Client management and presentation skills are stressed along with project documentation, time management, teamwork and collaboration. Students experience all aspects of producing creative solutions, including concept development, design, photography, copy writing, sound and video components.

Additional Course Fee: \$50.00**IM282GA Integrated Media Focus: Graphic Design**

Credits 2

Winter

This course introduces students to graphic design vocabulary, principles and processes. Emphasis is on communication methods used to convey an idea to a specific audience through the implementation of graphic software applications and digital techniques. May be repeated for a maximum of four credits. This course is also available as IM282GB and IM282GC.

Additional Course Fee: \$20.00**IM282GB Integrated Media Focus: Graphic Design**

Credits 2

Winter

- maximum 4 This course introduces students to graphic design vocabulary, principles and processes. Emphasis is on communication methods used to convey an idea to a specific audience through the implementation of graphic software applications and digital techniques. May be repeated for a maximum of four credits. This course is also available as IM282GB and IM282GC.

Additional Course Fee: \$20.00**IM282PA Integrated Media Focus: Photography**

Credits 2

Winter

This course covers digital imaging programs and workflow as students learn to capture and/or manipulate images for both print and digital delivery. May be repeated for a maximum of four credits.

Additional Course Fee: \$15.00**IM282VA Integrated Media Focus: Video**

Credits 2

Winter

Students learn software, techniques, production and/or creation methods focused on digital video. Students gain an understanding of industry standards in workflow and production practices.

Additional Course Fee: \$20.00**IM282VB Integrated Media Focus: Video**

Credits 2

Winter

- maximum 4 Students learn software, production and/or distribution methods focused on digital video and digital editing systems. Students gain an understanding of industry standards in workflow and production practices. May be repeated for a maximum of four credits.

Additional Course Fee: \$20.00**IM290 Integrated Media Portfolio**

Credits 4

Spring

Registration Requirement: Second-year standing in an Integrated Media program.

Students identify a career focus within the creative services industry. A variety of presentation techniques are explored as well as the tools, materials and processes for developing and showing a collection of creative work. Emphasis is on the development of representative samples in the form of a portfolio and/or reel and accompanying promotional materials. Students learn to present their work in a professional manner.

Additional Course Fee: \$75.00

Course fees are subject to change. Additional section fees (web, hybrid, etc.) may apply.