

# APPLIED DIGITAL MEDIA (ADM)

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## ADM 500 Digital Media Orientation Credits: 1

**Typically Offered:** Fall.

**Course Description:** A two-day orientation to the Digital Media program, including university resources and access, expectations of graduate student performance, basic training in use of key equipment, review of Digital Media curriculum, completion of individual skill set inventories, advisement for any remedial coursework, and explanation of final project requirements.

## ADM 505 Convergent Media Theory and Practice Credits: 3

**Typically Offered:** Fall.

**Course Description:** A consideration of the mixing and convergence of contemporary media: print, film, video, photography, music, electronic, and digital. The course delineates media forms, including their emergence and uses, and examines theories of culture, media, and information that include theories of audience participation, non-hierarchical flattening, rhetorical positioning, long tails and niches, pervasive economical marketing, dispersals of authority, and others.

## ADM 510 Research and Development Credits: 2

**Typically Offered:** Fall.

**Course Description:** In-depth study of digital media developers, educational resources, media analysis and criticism. Includes the structuring of a continuous research agenda.

## ADM 520 Professional Writing for Media Credits: 3

**Typically Offered:** Fall.

**Course Description:** Introduction to the varied demands of professional writing, including storyboarding, scripting, and creative expression for convergent and interactive contexts.

## ADM 525 Project Management Credits: 2

**Typically Offered:** Fall.

**Course Description:** Study of media project organization from original conception to finished project. Includes responsibilities, timeline, marketing, etc.

## ADM 610 Media Expression Credits: 2

**Typically Offered:** Fall.

**Course Description:** In-depth analysis of digital media creations: conceptualizing visualization, sound design, sequencing, and narrative form.

## ADM 615 Digital Compositing Credits: 3

**Typically Offered:** Fall.

**Course Description:** Techniques and theory of motion graphics and digital compositing. The course will focus on developing and gathering elements for integrating animation, video, audio, and still sources while applying techniques to manipulate them. Project emphasis will be given to motion graphics and combining real-world and digital elements using chroma keying (green screen). The class will be project based and will encourage students to produce portfolio-quality work.

## ADM 625 Digital Media Internship Credits: 3

**Typically Offered:** Departmental Discretion.

**Course Description:** Students gain hands-on experience producing digital media products for a business or non-profit organization, working a minimum 100 clock hours. Course grade will be based on an end-of-semester portfolio and self-evaluation and an evaluation from the client.

**Prerequisite(s):** Must complete one semester of graduate coursework prior to internship.

## ADM 630 Convergent Media Law and Ethics Credits: 2

**Typically Offered:** Fall.

**Course Description:** Relevant legal issues and ethical concerns arising from convergent media. Issues examined include copyright law and its relevance in an electronic age, privacy issues, fair use in the context of mixed- or multi-media, legal and ethical responsibilities of Internet site providers, ethical and rhetorical positioning of bloggers, and implications of the Telecommunications Act of 1996.

## ADM 635 Collaboratory Credits: 3

**Typically Offered:** Fall, Spring.

**Course Description:** Creation of original media projects with an integrated team approach. Project management and collaboration are emphasized. May be repeated for credit.

## ADM 640 Interactive Design Credits: 3

**Typically Offered:** Spring.

**Course Description:** A study of the integration of components utilized in multimedia applications with authoring software. Students use industry standard software as a tool for producing interactive projects for CD-ROM, information kiosk, DVD, or Internet delivery. Students will learn the fundamentals of design for these platforms, including interactive storytelling, navigation metaphors, technical constraints, and usability. Topics include but are not limited to basic animation techniques, transitions, user interactivity, basic scripting, interactive development process, and usability. Efficiency and optimization of programs as well as usability and interface design will be emphasized.

## ADM 645 Digital Cinema Credits: 3

**Typically Offered:** Fall.

**Course Description:** Application of the theories, aesthetics, and techniques used in Digital Video Production. Examines the preproduction, production, and postproduction processes from concept, scripting, budgeting and directing, to completion, evaluation, and distribution. Students will expand upon practical knowledge in the realization of a short narrative, experimental, or documentary style digital video project.

## ADM 650 Digital Production Credits: 3

**Typically Offered:** Fall, Spring.

**Course Description:** Advanced project to develop in-depth knowledge with Media Tools and techniques in all digital media. May be repeated for credit.

## ADM 665 Digital Audio Production Credits: 2

**Typically Offered:** Spring.

**Course Description:** Digital audio production: hardware, software, concepts and terminology involved in signal capture, processing, synthesis. Includes equipment setup, software selection methods, file formats, and individual/group projects. Critical analysis of professional productions will be developed.

## ADM 680 Independent Graduate Study Credits: 1-3

**Typically Offered:** Fall, Spring.

**Course Description:** This course is an advanced study of a particular theme or topic related to digital media through readings, research, seminars, project development and analysis. Independent projects will be developed in consultation with a graduate faculty mentor. May be repeated for credit.

## ADM 690 Final Project Credits: 1-6

**Typically Offered:** Fall, Spring.

**Course Description:** A major cumulative and integrated media project and the creation of a portfolio of all degree activity. Must be taken during the final semester of the program.