WEB & GRAPHIC DESIGN

WARREN CHASE
BA, Rochester Institute of Technology. Partner and Lead Designer at Digital Eye, LLC. Warren has over 15 years experience creating websites and applications for a variety of clients. www.digitaleye.com

DAVID MANZOLILLO
BA in Advertising, NYIT, NY; AA in Advertising Art & Design, SUNY Farmingdale. Dave has taught at DCAD since 1998 and is the Creative Director at Independence Blue Cross. www.manzomedia.com

JASON OLNEY
BFA in Film with a minor in Animation, University of the Arts, Philadelphia. Jason Olney is a freelance designer, illustrator and photo retoucher in Newark, Delaware. Fluent in Mac and PC, Jason also attended DCAD. www.jasonolney.com

CHARLEY PARKER
Studied at the Pennsylvania Academy of the Fine Arts. Charley is a cartoonist, illustrator and web designer. He produces the award-winning online comic Argon Zark! and works for a variety of agencies in web development. www.cparkerdesign.com

JOY SMOKER
BFA in Visual Communications, Pratt Institute; AFA in Graphic Design, Delaware College of Art and Design. Joy is the Art Director for the College of Engineering at the University of Delaware and is also a budding metalsmith. www.joysmoker.com | www.arcusatelier.com

HERB SPARKS
BFA in Sculpture and Illustration, University of Delaware. Herb Sparks currently consults as an interactive designer and developer to many regional companies. He has been doing interactive web work for more than 10 years and has been teaching at DCAD for over five years.

ROB WHITEHEAD
Web Designer, Web Publisher at Bank of America. Rob has extensive experience in photography, pre-press and imaging technology. Rob owned and operated the Colourworks Photo Lab.

ADOBE INDESIGN I
COURSE ID: GD0053
Instructor: Dave Manzolillo
SIX SESSIONS
Tuesday, Feb. 23 – Mar. 29; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Materials Fee: $35.00
InDesign is the latest tool for page layout and electronic pre-press preparation. Because it’s an Adobe product, InDesign is designed to work with Photoshop, Illustrator and Acrobat. In this course you will gain basic experience with the software as you work with page layout creation, creating and formatting text, inputting and manipulating images, and gain a basic understanding of color as it relates to printing. Exercises are designed to take full advantage of the basic tools within InDesign. Macintosh knowledge required.

ADOBE INDESIGN II
COURSE ID: GD0060
Instructor: Dave Manzolillo
SIX SESSIONS
Tuesday, Apr. 5 – May 10; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Materials Fee: $35.00
Expand your knowledge of this powerful layout and production tool. Students will learn to create complex multi-page documents utilizing master pages and advanced paragraph and character styles (including the new nested styles feature). The use of tables within InDesign will be explored to automate design tasks. InDesign’s robust PDF export capabilities, along with its helpful preflight and document packaging functions, will also be explored. Prerequisite: Adobe InDesign I.
ADOBE MUSE  
**COURSE ID: GD0080**  
Instructor: Rob Whitehead  
**SIX SESSIONS**  
Wednesday, Apr. 6 – May 11; 6 – 9:15 PM  
**Tuition:** $300; **Returning Students:** $270; 2 CEUS  
**Lab / Materials Fee:** $35.00  
Adobe® Muse™ is part of the Creative Cloud™ software that allows you to create a compelling website without writing any code. Similar to Adobe InDesign (with master pages and layers), the site is developed visually, so users do not need to be concerned about the underlying code. The course will begin with an overview of Muse and then students will quickly begin building a complete website with functional navigation, a Google map, a contact form, an image gallery, and employ some of the new web fonts available from the Adobe Edge Web Fonts. The class is very hands-on and no knowledge of web coding is required. The class is geared for beginner and intermediate levels of design.

ADOBE CREATIVE SUITE WEEKEND WORKSHOPS  
**Instructor:** David Manzolillo  
**Tuition:** $100 each; **Returning Students:** $90 each  
**Sharpen your skills or brush up on new features with three weekend workshops that will explore the basics, introduce image manipulation, color correction, vector illustration, page layout and pre-press production. These three workshops provide an overview of Adobe Creative Cloud and will be taught through discussions, demonstrations, and hands-on exercises. A half-hour lunch break will be provided; students may bring their lunch or visit a local eatery.**

ADOBE WEEKEND WORKSHOP – PHOTOSHOP  
**COURSE ID: GD0064**  
**ONE SESSION**  
Saturday, Jan. 16; 10 – 4 PM  
Learn the basics of Photoshop, image manipulation, basic color correction, and tips and tricks to enhance your work flow.

ADOBE WEEKEND WORKSHOP – ILLUSTRATOR  
**COURSE ID: GD0070**  
**ONE SESSION**  
Saturday, Jan. 23; 10 – 4 PM  
Explore the basics of Illustrator, and the advantages of vector illustration, Live Trace and Live Paint.

ADOBE WEEKEND WORKSHOP – INDESIGN  
**COURSE ID: GD0071**  
**ONE SESSION**  
Saturday, Jan. 30; 10 – 4 PM  
Complete your workshop experience with learning the basics of page layout, importing Photoshop & Illustrator files, and utilizing the built-in pre-press production tools.

BASIC LAYOUT & TYPOGRAPHY FOR WEB AND PRINT  
**COURSE ID: GD0076**  
Instructor: Joy Smoker  
**TWELVE SESSIONS**  
Thursday, Feb. 25 – May 12; 6 – 9:15 PM  
**Tuition:** $490; **Returning Students:** $441; 4 CEUS  
**Lab / Materials Fee:** $35.00  
Learn to communicate effectively using principles of design and typography. Issues of space, texture, color, rhythm, and meaning are addressed. Type and visual elements are combined to create effective layouts. Computer typography is introduced.  
**Mac competency required.**

ILLUSTRATION WITH VECTOR GRAPHICS: INTERMEDIATE ILLUSTRATOR  
**COURSE ID: GD0042**  
**Instructor:** Jason Olney  
**SIX SESSIONS**  
Monday, Apr. 4 – May 9; 6 – 9:15 PM  
**Tuition:** $300; **Returning Students:** $270; 2 CEUS  
**Lab / Materials Fee:** $35.00  
Build on your basic understanding of Illustrator in this hands-on course. Explore the advanced capabilities of the software by creating dynamic type effects and using blends for realistic illustrations. Learn to integrate illustrations with Adobe Photoshop and web applications through a variety of problem solving exercises.  
**Prerequisite:** Adobe Illustrator I.
IMAGE COMPOSITION & ENHANCEMENT: BEGINNING PHOTOSHOP (MAC)
**COURSE ID: GD0057**
Instructor: Jason Olney
**SIX SESSIONS**
Saturday, Feb. 27 – Apr. 2; 10 AM – 1 PM
**Tuition:** $300; **Returning Students:** $270; 2 CEUS
**Lab / Materials Fee:** $35.00
This course introduces the new user to Photoshop, the most widely-used image processing and manipulation application for the desktop. Students explore this program's powerful painting, color-correction, and retouching tools and investigate the relationship between image capture, resolution and output quality.
*Basic computer knowledge required.*

IMAGE RETOUCHING & RESTORATION: INTERMEDIATE PHOTOSHOP (MAC)
**COURSE ID: GD0058**
Instructor: Jason Olney
**SIX SESSIONS**
Saturday, Apr. 9 – May 14; 10 AM – 1 PM
**Tuition:** $300; **Returning Students:** $270; 2 CEUS
**Lab / Materials Fee:** $35.00
Build on your basic understanding of Adobe Photoshop. Learn to unleash the power of this program through an exploration of layers, masks, paths and channels. Customize the application by combining multiple images from diverse sources.
*Prerequisite: Adobe Photoshop I.*

INTERACTIVE DESIGN & ANIMATION FOR THE WEB I
**COURSE ID: AN0056**
Instructor: Charley Parker
**SIX SESSIONS**
Wednesday, Feb. 24 – Mar. 30; 6 – 9:15 PM
**Tuition:** $300; **Returning Students:** $270; 2 CEUS
**Lab / Materials Fee:** $35.00
Learn the basics of HTML5 motion graphics and animation for websites and banner ads, using Adobe Edge Animate. Students will learn to prepare and import graphics and create an HTML5 animated motion graphics presentation, as might be used for the introduction for a website, and add basic interactivity. Students will also create an animated banner ad, with attention to typical requirements for commercial banner ad placement. The course includes an overview of HTML5 animation tools and options for publishing to various platforms, including the iPad and other mobile devices. The use of Adobe Flash will also be covered.

INTERACTIVE DESIGN & ANIMATION FOR THE WEB II
**COURSE ID: AN0057**
Instructor: Charley Parker
**SIX SESSIONS**
Wednesday, Apr. 6 – May 11; 6 – 9:15 PM
**Tuition:** $300; **Returning Students:** $270; 2 CEUS
**Lab / Materials Fee:** $35.00
Learn more sophisticated HTML5 web animation techniques, with attention to issues of timing, easing, encapsulating motion ("symbols") and the use of simple scripting to control timeline functions. Students will learn how to provide interactivity for responding to user input within a motion graphic presentation. Animated GIFs and the Google Web Designer banner ad creation tool will also be covered, along with the use of HTML5 animation tools to prepare static webpages, and the incorporation of existing HTML elements into HTML5 animations. The course includes an overview of the current state of HTML5 and Flash animation, and potential future trends, including the increasing importance of design for mobile devices.
INTRODUCTION TO ECOMMERCE – NEW

COURSE ID: MA0012
Instructor: Rob Whitehead

ONE SESSION
Saturday, one session: Mar. 5; 10 AM – 4 PM
Tuition: $100; Returning Students: $90

This introductory workshop will provide participants with an overview of the basics of electronic commerce, a valuable tool for entrepreneurs and consumers. Taught by web developer Rob Whitehead, he will share the terminology and types of ecommerce, design, development, required infrastructure, navigation, use of “cookies,” and security considerations. A lunch break will be provided; students may bring their lunch or visit a local eatery.

INTRODUCTION TO GRAPHIC DESIGN FOR WEB AND PRINT

COURSE ID: GD0077
Instructor: Joy Smoker

TWELVE SESSIONS
Tuesday, Feb. 23 – May 10; 6 – 9:15 PM
Tuition: $490; Returning Students: $441; 4 CEUS
Lab / Materials Fee: $35.00

This introduction to current computer graphics technology includes an overview of page-layout, vector-based illustration and pixel-based digital imaging software. Publishing techniques, rough composition skills, concept development and fundamentals of typography are introduced as students learn how such technology is used in real world applications. Mac OS knowledge required.

INTRODUCTION TO VIDEO EDITING IN PREMIER PRO – NEW

COURSE ID: GD0085
Instructor: Rob Whitehead

ONE SESSION
Saturday, one session – Feb. 20; 10 AM – 4 PM
Tuition: $100; Returning Students: $90

Learn the basics of Adobe Premiere Pro, the industry-leading video editing software, from instructor Rob Whitehead. The one day workshop will give students a sampling of how to edit, manipulate, and export video projects for personal use such as the web or making a DVD video presentation. Topics include working with imported media, timelines, transitions, and special effects; outputting files to various formats and how to work within the Creative Cloud. A lunch break will be provided; students may bring lunch or visit a local eatery.

JAVA SCRIPT FOR NON-PROGRAMMERS

COURSE ID: WD0067
Instructor: Herb Sparks

TWELVE SESSIONS
Monday, Feb. 22 – May 9; 6 – 9:15 PM
Tuition: $490; Returning Students: $441; 4 CEUS
Lab / Materials Fee: $35.00

JavaScript is the language for building interactive web pages. The first step in translating a great design from the ground up starts with HTML and CSS. The next leap to take in the learning process is JavaScript. Developing interactive pages using JavaScript is now commonplace and a great skill to have for any web designer. This class will cover the fundamentals of JavaScript and how to make your web pages interactive. Topics will include AJAX, event handling, development tools and JavaScript libraries (pre-written code for easier development). The second half of the class will cover jQuery, one of the most popular libraries used to make programming easier for designers and developers. The course will also cover advanced CSS and HTML5 features that used to be exclusive to JavaScript, but are now common features in modern browsers. All class activities will be hand-coded. Prerequisite: a full understanding of HTML and CSS.
LOGO DESIGN WITH VECTOR GRAPHICS: BEGINNING ILLUSTRATOR
COURSE ID: GD0041
Instructor: Jason Olney
SIX SESSIONS
Monday, Feb. 22 – Mar. 28; 6 – 9:15 PM
Tuition: $300; Returning Students: $270; 2 CEUS
Lab / Materials Fee: $35.00
One of the backbones of modern graphic design and electronic publishing, Illustrator is the leading vector-based illustration software available. This course instructs the beginning student in the software’s typical uses in today’s design and publishing environment – covering basic drawing, tracing and typographic techniques. Mac OS competency required.

ONLINE PORTFOLIO WORKSHOP – NEW COURSE ID: GD0086
Instructor: Rob Whitehead
ONE SESSION
Saturday, one session: Mar. 12; 10 AM – 4 PM
Tuition: $100; Returning Students: $90
Learn how to create an online photographic portfolio to showcase your finest work. Instructor Rob Whitehead takes you through all of the steps necessary to create a dynamic online presence. Various software programs may be used such as Photoshop, Muse or Lightroom to assist in the process. Extensive experience in those programs is not necessary, as the instructor will walk you through each step to achieve great results.
A lunch break will be provided; students may bring lunch or visit a local eatery.

PARAMOUNT PROJECT FOR WEB & GRAPHIC DESIGNERS
COURSE ID: WD0070
Instructor: Rob Whitehead
FOUR SESSIONS
Monday, Feb. 22, Mar. 7, Mar. 21, & Apr. 4
Sessions 1 & 4: 6 – 8PM; Sessions 2 & 3: 6 – 7PM
Tuition: $200; Returning Students: $180
Lab / Materials Fee: $35
For committed Graphic & Web Design Certificate students, the Paramount Project is an opportunity to demonstrate mastery and add to your portfolio through the development and delivery of a personally-designed, independently-created Project that is interesting and meaningful to you. From concept to completion, your Project will enable you to gain knowledge in your chosen subject matter while applying problem-solving skills that demonstrate core competencies in the areas of graphic and web design. With guidance from DCAD faculty, students will:
• Prepare a Project Proposal (client/topic, objective, issue/problem to be solved/need, audience, potential solutions, deliverables)
• Work independently towards completion throughout the semester
• Conduct Progress Report Meetings with faculty
• Deliver the Project Presentation at the end of the semester
• Provide feedback on the Paramount Project experience
Students should expect to spend a significant amount of time and effort in pursuit of Project completion outside of class meetings, which are dedicated to progress reports and critiques.

Students should be prepared with 2 – 3 potential concepts for the first class meeting. The end results of the Project should be a new, substantial, portfolio-worthy work that demonstrates both creative and technical skills and reflects the students’ interests.

WEB DESIGN FUNDAMENTALS
COURSE ID: WD0040
Instructor: Warren Chase
TWELVE SESSIONS
Monday & Thursday, Jan. 11 – Feb. 22; 6 – 9:15 PM
Tuition: $490; Returning Students: $441; 4 CEUS
Lab / Materials Fee: $35.00
The first course in the Web Design Certificate program is open to Certificate and non-Certificate students and explores the major components of website development, including HTML, Cascading Style Sheets (CSS) and Graphic creation. Students will learn how to format text and control page layout; create compressed graphics and manipulate color schemes; understand hyperlinks and build comprehensive web navigation; develop online forms; understand website directory structure; and apply basic guidelines for search engine optimization. Students will employ their new knowledge to construct a functional website for a final project. Prerequisite: Photoshop I.
WEB DESIGN CERTIFICATE

Web Designers focus on the art of creating aesthetically pleasing websites with effective usability. This compact course of study enables students to design the look and feel of an original website or upgrade an existing site, as well as implement the website by embedding images and objects in HTML (HyperText Markup Language) and define the layout in CSS (Cascading Style Sheets). This program is well-suited for creative individuals who wish to advance their careers, build their competencies and enhance their technical and creative skills by adding Web Design to their creative toolbox.

WEB DESIGN CURRICULUM

Semester One
Introduction to Graphic Design for Web and Print
Adobe Photoshop I/II

Semester Two
Web Design Fundamentals
Interactive Design & Animation I/II

Semester Three
Web Design with Adobe Dreamweaver & CSS I/II
JavaScript for Non-Programmers

Semester Four
Portfolio Workshop
Elective I

GRAPHIC DESIGN CERTIFICATE

Graphic Designers are artists, visual communicators and creative problem solvers for their clients. This curriculum enables creative students to communicate messages through print media, including books, posters, newsletters, magazines and packaging, while also providing an introduction to application of basic graphic design principles to the web. This area of study is ideal for individuals who wish to establish their own business, freelance or work within a corporate advertising and design environment.

GRAPHIC DESIGN CURRICULUM

Semester One
Introduction to Graphic Design for Web and Print
Adobe Photoshop I/II

Semester Two
Adobe InDesign I/II
Adobe Illustrator I/II

Semester Three
Basic Layout & Typography for Web and Print

Semester Four
Web Design Fundamentals
Adobe Illustrator I/II

Semester Five
JavaScript for Non-Programmers
Elective I

WEB & GRAPHIC DESIGN COMBINED CERTIFICATE

For those students who wish to gain the technical and creative skills to excel in both web and print, DCAD now offers a Combined Certificate in Web & Graphic Design. Students will become well-versed in design principles as applied to both traditional print publishing as well as digital communications. Students may further customize advanced study through elective classes.

WEB & GRAPHIC DESIGN COMBINED CERTIFICATE CURRICULUM

Semester One
Introduction to Graphic Design for Web & Print
Basic Layout & Typography for Web & Print
Adobe Photoshop I/II

Semester Two
Web Design Fundamentals
Interactive Design & Animation I/II

Semester Three
Web Design with Adobe Dreamweaver & CSS I/II
Adobe Illustrator I/II

Semester Four
JavaScript for Non-Programmers
Elective I
Elective II

Semester Five
Portfolio Workshop
Paramount Project