### TYPICAL COURSE SEQUENCE

**Media Arts**

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<th>1st Quarter</th>
<th>2nd Quarter</th>
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<th>6th Quarter</th>
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<tr>
<td>FND150 Digital Color Theory</td>
<td>GWDA101 Applications &amp; Industry Prereq: FND150 or Advanced Placement</td>
<td>GWDA109 Concepts in Motion Graphics Prereq: FND150 or Advanced Placement</td>
<td>GWDA201 Audio and Video Prereq: FND135</td>
<td>GWDA206 Portfolio Prep Prereq: AD Approval</td>
<td>GWDA209 Portfolio Prereq: GWDA206</td>
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<td>FND105 Design Fundamentals</td>
<td>GWDA111 Introduction to Layout Design Prereq: FND150 or Advanced Placement</td>
<td>GWDA103 Digital Illustration Prereq: FND150 or Advanced Placement</td>
<td>GWDA213 Timeline Animation &amp; Interaction Prereq: FND135</td>
<td>GWDA253 Authoring for Interaction Prereq: GWDA213</td>
<td>GWDA382 Design for Mobile Devices Prereq: GWDA202</td>
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<td>FND110 Observational Drawing</td>
<td>IM224 Digital Typography Prereq: FND150</td>
<td>PHO119 Digital Illustration I Prereq: FND150 or Advanced Placement</td>
<td>GWDA132 Information Architecture Prereq: GWDA111 or Advanced Placement</td>
<td>GWDA202 Interface Design Prereq: GWDA132</td>
<td>Liberal Arts Natural Science Elective</td>
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<tr>
<td>HUM101 Art of Professionalism</td>
<td>COM101 English Composition Prereq: COM83 or Passing Score on Approved Placement Test</td>
<td>MAT124 Geometry</td>
<td>Liberal Arts Communications Elective</td>
<td>Liberal Arts Quantitative and Symbolic Reasoning Elective</td>
<td>HUM290 Contemporary Art and Design</td>
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**Liberal Arts Electives**

- HUM101 Art of Professionalism
- COM101 English Composition
- MAT124 Geometry
- Liberal Arts Communications
- Liberal Arts Quantitative and Symbolic Reasoning
- HUM290 Contemporary Art and Design

**Web Design & Interactive Media**

ASSOCIATE OF APPLIED ARTS PROGRAM
Web Design & Interactive Media

FND103 Concepts in Computer Graphics
Prerequisite: FND105 Design Fundamentals
This course introduces the student to the wide range of applications for computers in industries ranging from computing video production, and includes extensive hands-on training in the use of mainstream computer graphic programs.

FND105 Design Fundamentals
This introductory course will explore the principles of design and introduce and develop the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design will be presented as a tool of communication.

FND110 Observational Drawing
This course is a fundamental drawing course where the students will explore various art and media and learn to use a variety of drawing tools. The emphasis will be on perspective with the students drawing three-dimensional objects in one-, two- and three-point perspectives.

FND150 Digital Color Theory
This fundamental course will provide an introduction to the principles of color and exploration of color theory as it relates to design. Students will learn how to use color in both traditional and contemporary media and to render color effects for print and electronic production methods. In addition, the psychological and cultural aspects of color will be explored, as well as their role in the design process.

PHO119 Digital Image Illustration I
Prerequisite: PHO111 Image Manipulation or FND103 Concepts in Computer Graphics or Advanced Placement
Students demonstrate more advanced research, conceptual development, and execution skills through the industry-standard raster-image software. The student applies conceptual and photographic skills to create innovative and compelling visual composites, which portray the visual message of the concept.

IM224 Digital Typography
Prerequisite: FND150 Digital Color Theory
This course is a continuation of the study of the fundamentals of typography. The development of marketable, original, and creative problem solving solutions will also be examined with an emphasis on creative techniques. Industry standard software will be used in the development of digital typography and hierarchial skills.

GWDA101 Applications & Industry
An introduction to the history, principles, elements and vocabulary of graphic design. Methods are explored to help identify design objectives and improve communication skills.

GWDA103 Digital Illustration
Prerequisite: FND105 Design Fundamentals or Advanced Academic Standing
This course will explore vector-based graphic applications that are considered to be industry standard. Using different software applications, the student will demonstrate an understanding of electronic illustration.

GWDA109 Concepts in Motion Graphics
This course is an introduction to the concepts, mechanics and historical context of time-based media. Students will develop sensitivity to composition, structure and narrative/narrative progression that motivates works in various media.

GWDA111 Introduction to Layout Design
Prerequisite: FND105 Design Fundamentals or Advanced Academic Standing
This class will concentrate on utilizing design principles and theories in problem solving, focusing on the importance of layout comprehensiveness, layout, and the use of grid systems for multi-component layouts.

GWDA113 Fundamentals of Web Page Scripting
Prerequisite: PHO111 Image Manipulation or Advanced Academic Standing
Students integrate design skills with the basic computer language skills (HTML) required in order to create Web pages. Emphasis is balanced between the design and technical elements Web page design and production.

GWDA132 Information Architecture
Prerequisite: FND105 Design Fundamentals
An introduction to the concepts and processes of planning interactive projects that solve business and user needs. Students research users, goals, competition and content, and develop the navigation structure, process flow, layout and labeling systems that best address these needs. They prepare and present a professional information architecture proposal.

GWDA201 Audio & Video
Prerequisite: GWDA109 Concepts in Motion Graphics and PHO119 Image Manipulation
Students Develop the concept skills of desktop editing. Through a series of simple projects, students are introduced to basic commands stressing the functions of desktop.

GWDA206 Portfolio Prep
Prerequisite: Academic Director Approval
This course emphasizes evaluation and coordination of projects by students and instructor for the purposes of preparing a professional portfolio. Coursework focuses on bringing out the individual qualities, strengths and skills of the student. Particular emphasis is placed upon identifying near and long-term professional employment goals, as well as related strategies and resources.

GWDA202 Interface Design
Prerequisite: GWDA132 Information Architecture
An exploration of the synthesis of visual and information design principles. This course will examine the conceptual and practical design of interfaces. Students discuss interface design heuristics and user interface design process such as sketches, mood boards, wireframes, visual comprehensives, and prototypes are executed.

GWDA209 Portfolio I
Prerequisite: Academic Director Approval
The evaluation and coordination by students and instructor of projects for the purpose of preparing a professional portfolio. Coursework focuses on bringing out the individual qualities, strengths and skills of the student.

GWDA213 Timeline Animation & Interaction
Prerequisite: FND150 Digital Color Theory or Advanced Placement
This course investigates the use of animation in the development of interactive as well as non-interactive digital media art. The class will emphasize the mechanics of 2D animation and sound with interactivity.

GWDA223 Advanced Web Page Scripting
Prerequisite: GWDA223 Intermediate Web Page Scripting
Building upon the skills learned from Fundamentals of Web Page Scripting, the student will add functionality to their basic HTML document by the addition of scripting language that will make the document more dynamic in nature.

GWDA243 Advanced Web Page Scripting
Prerequisite: GWDA223 Intermediate Web Page Scripting
Students will be introduced to dynamic scripting skills to develop complex interactivity and applications. The course also examines client-side forms of conjunction with server-side scripting.

GWDA253 Authoring for Interaction
Prerequisite: GWDA213 Timeline Animation & Interaction
The intent of this course is to build on the Computer Animation for Multimedia course. Website and multimedia presentations will gain greater functionality using the scripting capability of any particular SVG program.

GWDA283 Design for Mobile Devices
Prerequisite: GWDA243 Object Oriented Scripting
Students will learn to create custom solutions for content delivery on mobile devices by developing web application and devices application user interface tools optimized for delivery on mobile devices.

Effective Winter 2014
The Art Institute of Seattle is accredited by the Northwest Commission on Colleges and Universities (NWCCU), and institutional accrediting body recognized by the Councilor Higher Education. NWCCU can be reached at: 8060 165th Ave. NE, Suite 100

For detailed program and cost info AiPrograms.info/ais
You will find program duration, tuition, fees, and other costs, median debt, federal salary data, alumni success, and other important info.

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