

INTERACTIVE DESIGN & DIGITAL ARTS

These classes are held at the **Center for the Digital Arts**, located at 27 N. Division Street in Peekskill. For more information or to register, call 914-606-7300. Software versions are subject to change.

NEW! 3D Animation Certificate 180 Hrs

This is a one-year non-credit certificate program. Ideally, students will take two courses per module. *However, courses may be taken independently without certificate completion. For the certificate, the culminating experience will be the creation of a demo reel for their portfolio to show employers or schools to continue on their career paths. Demo reels will be exhibited in a certificate completion exhibition in *The Westchester Gallery* at the Center for the Digital Arts, Peekskill Extension. **Students need to be 16 years of age or older with computer skills for entry into this program.**

Contact Dr. Sherry Mayo at 914-606-7385 or sherry.mayo@sunywcc.edu for further information.

This program will take students through the 3D animation production pipeline and cover many facets of 3D creation. From modeling our assets and characters to animating and final rendering, this certificate will guide you through the fundamental principles of 3D animation. Whether you are interested in film, video games, or commercial work, these courses will get you going in the right trajectory. Prepare for an intensive exploration! Prerequisite: Basic computer knowledge.

Module I

Modeling I for Animation 30 Hrs

This course will introduce students to creating hard surface modeling such as vehicles and assets for production in Autodesk Maya. The course will consist of demonstrations combined with discussion and tutorials created by the instructor; in-class exercises and an assignment will be given every week. In addition, different lighting scenarios such as interior, exterior, and studio lighting with Arnold renderer will be also covered.

CE-DGART 2093PE, 10 Tues., Feb 5-Apr. 9, 6:00-9:00pm, \$350. #13198

Animation I 30 Hrs

This course will introduce students to animating in Maya. Students will start with the basics and learn about the twelve principles of animation. Some assignment examples will consist of a bouncing ball, walk-cycles, jumping, and kick ball.

CE-DGART 2094PE, 10 Thurs., Feb 7-Apr. 11, 6:00-9:00pm, \$350. #13199

Module II

Modeling II/Digital Sculpting for Concept and Animation 30 Hrs

This course will introduce students to creating organic characters and sculpture for production using Autodesk Maya, ZBrush, and Mudbox. This course will introduce students to creating hard surface & organic characters and sculpture for production and concept art with Pixologic ZBrush. We will also cover the 3D printing process and print work. The course will consist of demonstrations combined with discussion, and tutorials created by the instructor, in-class exercises and an assignment will be given every week. In addition, students will be given different lighting scenarios such as interior, exterior and studio lighting with Arnold renderer.

CE-DGART 2095PE, 10 Tues., May 7-July 9, 6:00-9:00pm, \$350. #13200

Animation II 30 Hrs

As a continuation to Animation, students will now look at creating basic rig setups to more advanced rig setups for characters and assets. Towards the end of this course, the class will focus on the importance of posing and body mechanics for animation.

CE-DGART 2096PE, 10 Thurs., May 9-July 18 (skip July 4), 6:00-9:00pm, \$350. #13201

Module III

Animation III 30 Hrs

As a continuation to Animation II, students will learn about creating storyboards, animatics, and creating an animation based on their own stories. Each student will create a mini 15 second animation with a pre-rigged character of choice. Students will also be recording their own live video reference, which will help with timing for their animations.

CE-DGART 2097PE, 10 Tues., Sept. 17-Nov. 19, 6:00-9:00pm, \$350. #13202

Demo Reel Creation and Exhibition 30 Hrs

In this course, students will use the technical, drawing, and storytelling skills they have learned in the previous courses to produce their demo reel of choice. It is expected that the reel will be of a high degree of finish regardless of the content. In addition, students will investigate survival skills and portfolio practices necessary to work as a professional, freelance or independent computer graphic artist. Students will exhibit their final work at The Westchester Gallery, Peekskill Extension.

CE-DGART 2098PE, 10 Thurs., Sept. 19-Nov. 21, 6:00-9:00pm, \$350. #13203 Exhibition Dec. 2-Feb. 3, 2020

**Save \$\$ when you register for all six classes during the term for only \$1,750.
Savings will reflect when course fees are calculated after enrolling.**

Certificate in User Experience Design (UX)

User Experience Design is a 48-hour, non-credit certificate that prepares graduates for working in interactive technologies and provides them with industry literacy through applied practice. The program will offer a foundation in user experience strategies, design thinking, and interactive design. Students will acquire skills in Web Programming, Interactive Design, Mobile App Development, UX/UI Fundamentals and UX/UI Portfolio. Prerequisite: Basic computer experience.

Design Thinking

Focuses on collaboration in the design thinking process. Work in groups to brainstorm an interactive experience and determine the look and feel of an interactive product(s). Group brainstorming, design principles, elements and features lists, and brand identity will be the outcomes. Students will take away the essentials of the design process.

CE-DGART 2073PE, 1 Sat., Feb. 16, 9:00 am-4:00 pm (1-hour break), \$175. #11759

NEW! User Experience Fundamentals

Learn about the field of user experience and the essential principles of human-centered design, including information architecture and its application through current case studies. Discuss the different areas of user experience and why it is important. Explore the design process and different types of user research, taxonomies, labeling and navigation. Students will be given a sample project and get hands-on experience creating a persona, site map, wireframe, and conduct a sample usability test.

CE-DGART 2092PE, Sat., Feb. 23, 9:30 am-4:30 pm (1-hour break) and Mar. 2, 9:30 am-12:30 pm, \$400. #13178

Web Programming

This course will teach HTML, CSS, XML, and PHP programming languages and focus on front end web development to actualize dynamic web pages and apps. Student will be utilizing a variety of web tools and resources.

CE-COMP 2157PE, 2 Sat., Mar. 9 & 16, 9:00 am-4:00 pm (1-hour break), \$300. #13182

Mobile Applications Development

Investigate mobile device user interface and responsive design of applications on cell phones and other portable devices. Learn how websites look on mobile devices and to assess quality across devices. Specific topics include configurations and profiles; standard and custom user interface elements and events; text and multimedia messaging; and an investigation into current technologies. Students will prepare a mobile app prototype upon completion.

CE-COMP 2138PE, 2 Sat., Mar. 23 & 30, 9:00 am-4:00 pm (1-hour break), \$300. #11753

Website Optimization, AdWords, and Analytics

An overview and understanding of how website analysis works and how Google Analytics enables website managers to analyze traffic. Learn to assess visitor traffic, including sources, top landing pages, top exit pages, number of visits, and bounce rates. Get knowledge of how to enhance website copy, navigation, and design to improve your successful website conversions, and how to test different website versions to attract and retain visitors. Explore what Web 2.0 means and how engaging content and features are transitioning the web from a one-way experience to a two-way relationship.

CE-COMP 2131PE, 1 Sat., Apr. 27, 1:00-4:00 pm, \$200. #11758

Multiplatform Marketing

This course will provide an overview of interactive advertising and social media marketing across multiple platforms and surfaces of display including mobile. Brand identity will also be included. Writing for the Internet will be a focus of this course.

CE-BUS 2075PE, 1 Sat., May 4, 9:00 am-12:00 noon, \$100. #11754

Mindful Entrepreneurship

The mindfulness movement, as specifically targeted to business people/practitioners/independent sole practitioners, takes time out for breathing, meditation, taking a break to be strategic about decision making and trying to be present. These practices help you keep mindful and provide the ability for creative generation. Students will be exposed to some strategies that will allow them to access these practices and stress reduction. Coloring activity or deep breathing exercises will be used.

CE-BUS 2074PE, 1 Sat., May 4, 1:00-4:00 pm, \$100. #11755

**Save \$\$ when you register for all seven classes during the term for only \$1,435.
Savings will reflect when course fees are calculated after enrolling.**

***For the 72 hour Advanced User Experience Design Certificate, the portfolio course below is required.**

User Experience Design Portfolio

Provides a human-centered approach, sketching for user experience, journey maps, flow diagrams, architecture diagrams, prototypes, and wireframes. Investigate user interaction principles and aspects of visual artifacts necessary to create a satisfactory user experience. Culminating experience results in a realized professional portfolio piece. **Required for the 72-hour Advanced User Experience Design Certificate – *24 hours.** Prerequisite: Prior digital imaging experience required.

*May be taken alone.

CE-DGART 2089PE, 4 Sat., May 11-June 1, 9:00 am-3:00 pm, \$386. #13183

Open Studio Access Package

The Center for the Digital Arts at Peekskill is an artist's space and a friendly environment in which to work. The Center hosts five Apple post-production studios including two video labs, an animation studio including ZBrush, and facilities for other digital projects. The studio also offers large format printing, 3D MakerBot printers and 3D scanners for use by artists enrolled in this program. This package is for the professional or aspiring artist with competent computer skills who wants to continue to develop a portfolio and use the Center's resources. Note: Interview with Technical Support Manager required; choose daily access fee or package fee.

CE-DGART 2003PE, Jan. 19-May 14, M/T/W/Th, 9:00 am-9:00 pm **and** F/Sa, 9:00 am-4:00 pm,
Package Fee \$313. #13184

CE-DGART 2050PE, daily access subscription fee \$27 per day.

Google Analytics

Learn how to navigate the Google Analytics interface. In this course, beginner- and intermediate-level attendees gain insight into dashboard metrics, platform terminology, campaign tracking, filters, custom reports, and more. The course demonstrates how to analyze basic audience, acquisition, and behavior reports, and set up campaign tracking. You will learn how to work with important dashboard metrics to improve website conversions and traffic.

CE-COMP 2179PE, 3 Sat., Jan. 19-Feb. 2, 9:00 am-12:00 noon, \$350. #13185

Digital Imaging for Photography

In this rigorous six-week class, students will learn the fundamentals of digital photography, from learning the more advanced manual functions in their cameras to how to create strong and dynamic compositions. The course will include slideshows and lectures on important contemporary photographers' critique sessions of new work, which will be assigned each week. Dedicated lab time to enhance color and contrast work through Adobe Lightroom will be offered. This course provides the opportunity for aspiring amateur photographers to push their work to the next level.

CE-DGART 2090PE, 6 Sat., Feb. 2-Mar. 9, 10:00 am-12 noon, \$250. #13186

Weekend Front End Coding Boot Camp

This course will entail learning HTML/CSS/JavaScript. Front end code is the code that builds the web pages that people see. The power of these languages together can make you a very powerful designer/front end programmer and put you in demand in the work force. **For ages 14 & up.**

CE-COMP 2172PE, 4 Sa/Su, Jan. 26-Feb. 3, 9:30 am-4:30 pm (30-minute lunch break), \$235. #11963

Design with Code Boot Camp

This course will use HTML/CSS/JavaScript with SDK and Photoshop, enabling students to build a shopping cart for their website. This is a web design course with front end programming. Students will produce a portfolio piece (a website) along with knowledge of front end programming. **For ages 14 & up.**

CE-COMP 2171PE, 4 Sat., Feb. 9-Mar. 2, 9:30 am-4:30 pm (30-minute lunch break), \$235. #13187

Coding for Kids

Give your child the edge and have them engage in coding sequences of instructions that empower them to control robots and gaming interfaces. Students need to be able to write commands in the right sequences in order to communicate their instructions to others. Computer coding is what makes this possible and is a key 21st century competency for children today. Students will code stories, animations, and games. **For ages 7-11.**

CE-COMP 2127PE, 8 Sat., Apr. 6-May 25, 10:00 am-12:00 noon, \$170 (+ \$50 lab fee). #13188

Intro to Web Programming

This course will introduce the concepts of HTML, CSS, JavaScript and PHP programming. Students will learn web languages and focus on front end web development. Students will learn tools like MAC Finder, MAC WordPad, TextWrangler, MAC Atom, CHROME bookmarks, create and edit and run a file. Students will utilize a variety of web tools and resources to apply to web programming.

CE-COMP 2180PE, 4 T/W, Jan. 22-30, 6:30-9:30pm, \$250. #13189

Web Programming 1

Provides the theoretical concept of web services with an overview of what is required to build a website; including HTML, CSS and JQuery, as well as WAMP/MAMP and Java Script. Concepts of server administration, security management, and user interactivity together with the integration techniques of operation systems, web servers, and data base systems will be introduced. Learn about service architectures, implement a server by scripting programs for business logic, and develop user and file security policies. Laptop optional. Intro to Web Programming strongly recommended.

CE-COMP 2158PE, 11 T/W, Feb. 5-Mar. 12, 6:30-9:30 pm, \$440. #13190

Web Programming 2

Provides installation, configuration, and setup of WAMP/MAMP server on your own PC, using a working webserver (Apache), database (MySQL) and PHP/Python environment. Students perform database administration and test PHP server level programs; use Python and PHP to connect to web and database servers, use WAMP to build and test a fully working website. Use MySQL Workbench and MySQL command line to create tables and indexes, populate tables with data elements; use PHP to create dynamic web pages with MySQL, and use WAMP MySQL console to manage and monitor databases. Must bring your own laptop. Required prerequisite: Web Programming 1.

CE-COMP 2162PE, 11 T/W, Mar. 19-Apr. 23, 6:30-9:30 pm, \$440. #11760

Digital Matte Painting and Special Effects

This course introduces techniques for creating paintings with realistic perspective, lighting, and textures in Photoshop through a unified multi-stage project throughout the term. Students will start the session by developing an understanding of different types of perspective drawing by creating a concept sketch. Later students will find the light and dark side of shapes to give them some form. Then photographic textures will be applied to enhance the realism of the project. Students will learn color correction on the chosen reference photos and also be shown how to use them in the project. The final step will be creating the mood of the entire painting. **For ages 14 & up.**

CE-DGART 2084PE, 11 Wed., Feb. 27-May 8, 6:00-9:00 pm, \$400. #13191

Introduction to 3D Modeling and Printing

Explore new technology that enables the design of everything from car parts to jewelry. Learn how to be “makers” by using 3D modeling software and 3D scanners to print actual physical objects that you’ve designed. Use a free software package, TinkerCAD, to create 3D forms that you can realize through 3D printing. Our MakerBot studio is equipped with multiple 3D scanners and printers and an array of colors.

CE-DGART 2069PE, 2 Thurs., Apr. 4-11, 6:30-9:30 pm, \$244 (+ \$50 lab fee). #13192

Adobe Photoshop for Certification

An Adobe expert certification can help you prepare for the Adobe Certified Expert in Photoshop CC exam, which measures your skill, and proficiency in Photoshop. This is not a course on how to use Photoshop; it is a course to help those with a high level of knowledge in Photoshop to pass the certification exam. You might also learn some great features or functions within Photoshop that you never knew existed.

CE-DGART 2086PE, 16 T/Th, Apr. 2-May 23, 6:00-8:00 pm, \$450. #13193

Quick Start to Adobe Photoshop CC in 24 Hrs

Learn to use the latest version of Photoshop with time management features and enhancements for web and video designers. This training package will include imaging formats, use of Photoshop in computer imaging, and output for the web. No previous experience with Photoshop necessary; previous computer experience required.

CE-DGART 2042PE, 4 Sat., Jan. 26-Feb. 16, 9:00 am-3:00 pm, \$399. #11762

Quick Start to Lightroom in 24 Hrs

For the beginner photographer: learn all aspects of Adobe Lightroom, from the basics of importing photography files to the more complex steps of image post-production and presentation. In addition, learn its organizational aspects, including how to safely import and store files on hard drives, tag and label photos, create image collections, and the importance of backup files. Each student will create a presentation of 15-20 photographs in an online book or website created in Lightroom.

CE-DGART 2077PE, 4 Sat., Mar. 16-Apr. 6, 9:00 am-3:00 pm, \$399. #11761

Quick Start to Adobe Illustrator CC in 24 Hrs

Learn to use the latest version of Illustrator with new 3D and web features. Includes digital illustration, drawing tools, Bezier curves, fonts, and use of Illustrator in graphic design and 3D. No previous experience with Illustrator necessary; previous computer experience required.

CE-DGART 2040PE, 4 Sat., Feb. 23-Mar. 16, 9:00 am-3:00 pm, \$399. #13194

Quick Start to Adobe InDesign CC in 24 Hrs

Learn to use the latest version of InDesign and take advantage of the integrative power and dynamic nature of its print-to-web solutions. Includes an overview of graphic layout and design, an overview of interface and tools, and a hands-on exercise. No previous experience with InDesign necessary; previous computer experience required.

CE-DGART 2041PE, 4 Sat., Apr. 27-May 18, 9:00 am-3:00 pm, \$399. #13195

ART & CRAFTS

NEW! Internet Tools for Artists & Writers 10 Hrs

This course focuses on the use of online tools to publish and promote a creator’s work. Tools discussed and used by the students include social media, mailing lists, blogging, podcasting, broadcasting, videocasting, newsletter & newspaper publishing, and “publishing on demand”. The instructor, John F. McMullen, is the Poet Laureate of Yorktown and has a 30-year background as a citizen of cyberspace.

CE-COMP 2189PE, 5 Mon., Feb. 4-Mar. 4, 6:00-8:00pm, \$200. #13442

Painting and Drawing for Adults

Work with a variety of media and learn different approaches to painting and drawing. Prep a palette, mix colors, use media, work on various surfaces, learn about brushes, investigate the use of colors and shades, and create strong compositions. Painting and drawing from observation will be implemented by working from a live model, still-life arrangements, portraiture, and working outdoors. Class will be encouraged to work together to create the atmosphere of an *atelier*. For all levels.

At Peekskill Center: CE-ART 2146PE, 12 Sat., Feb. 2-Apr. 20, 10:00 am-12:00 noon, \$250 (+ \$20 studio fee). #11763

Digital Painting for Adults

This is an experimental course that integrates digital painting with offline media such as drawing, painting, and collage. Students will scan in their manual works and utilize tools like Photoshop, tablet and stylus, and a variety of printers to construct original works.

At Peekskill Center: CE-ART 2233PE, 6 Sat., Apr. 27-June 1, 1:00-3:00 pm, \$250. #13196