

Academy of Digital Media (ADM)

ACADEMY COSTS	12-week ACADEMY OF DIGITAL MEDIA Tuition	\$1299.00
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	SOFTWARE / TEXTBOOK	
	Adobe Creative Suite Design Premium CS5 or newer version	Market Value
	OR, Online subscription to the Adobe Creative Cloud	\$ 49.95/month
	TEXTBOOKS: • Non Designers Design and Typebook ,, Robin Williams ISBN-10: 0321534050 ISBN-13: 978-0321534057 Peachpit Press \$30.00 (approx)	
	• The Web Designers Step by Step Guide to Dreamweaver , A non-technical manual (included in tuition-download online)	
DESCRIPTION	The Academy of Digital Media (ADM) is a twelve (12) week ONLINE design academy, utilizing a combination of instructional delivery systems, from online video instruction, forum discussions, research papers, weekly assignments, and online interface with the instructional team members.	
TARGET STUDENT	Coursework is career-focused and emphasizes the current design and business practices using the latest industry-preferred design software applications in the field and is intended to attract local, national, and international students: <ul style="list-style-type: none">• Professionals who want to sharpen their current graphic and web design skills• Individuals who aspire to create innovative solutions using graphic elements in their publishing and art• Novices considering a career in the industry of Graphic and Web design	
PREREQUISITES	REQUIREMENTS for this program demand that students have a basic understanding of the graphic design industry, a commitment to the process of online learning, and a motivation for successful completion. In addition, students will need to have adequate working knowledge of fundamental computer operations (MAC or PC), have immediate access to a computer for the duration of the program with reliable internet connection, and possess the Adobe Creative Suite Design Premium CS5 or higher version AND required textbooks.	

Academy of Digital Media (ADM), cont.

- PROGRAM OBJECTIVES:**
- **Develop entry to mid-level professional graphic designers,** well-skilled in the contemporary principles of Visual Communication, software and production methodologies as applied the print, design, and web industries.
 - **Provide an efficient, personalized, effective instructional environment** ONLINE, allowing access from a local, national, and international student base.

- STUDENT OBJECTIVES:**
- **Develop applicable skills of graphic design** and visual communication principles
 - **Develop competency in the use of the Adobe Creative Suite** (Photoshop, InDesign, Illustrator, and Dreamweaver)
 - **Build an interactive pdf portfolio** for marketing skillsets to industry professionals, and for the solicitation of freelance work.
 - **Develop an operational Portfolio Website** for marketing skillsets to industry professionals, and for the solicitation of freelance work.

LEARNING OUTCOMES: Delivery of instruction through this ONLINE format has proven to result in a very high-level of design competency and professional outcome. Buy comparison to more elongated and or protracted programs, the students graduating from the Academy of Digital Media fare extremely well in this professional industry.

The efficiency of the learning process through the ONLINE environment (accessibility 24 hours a day, 7 days per week, from anywhere in the world) provides a comprehensive and flexible learning environment. **NO STUDENT LEFT BEHIND.**

Academy of Digital Media (ADM), cont.

PROGRAM SECTIONS This graphic design program has been carefully developed by both graphic professionals and experienced, credentialed educators equaling approximately 150 hours of instruction over a 12-week period of time.

VISCOMM I

VISCOMM II

WEB DESIGN I

WEB DESIGN II

PORTFOLIO DEVELOPMENT / BUSINESS PRACTICES

INSTRUCTOR / AVAILABILITY

Our general “rule of thumb” for instructor availability and response to student inquiries is 24 hours, unless the inquiry is received over a weekend or holiday period. This could mean as long as 48 hour response time. **However**, experience has told us that our instructor-base is much more accessible than that throughout the academy due to the immediacy of the subject matter.

INSTRUCTIONAL OVERVIEW

What is it like to learn **ONLINE** through the Academy of Digital Media?

HERE IS A TYPICAL WEEK-LONG STRUCTURE

Log on to the Digital Design Institute Instructional site and access the weeks Lesson plan. It will clearly outline in a step-by-step fashion what the week will bring.

Generally, the week is a combination of the following:

- 1) **Review the instruction videos** for the week. approx. 5-15 (repeat as necessary)
- 2) **Perform the instruction**, contained within the videos.
- 3) **Due at end of each weeks instruction** (Saturday afternoon) are one or more of the following:
 - performance assignments
 - research papers online
 - interactive discussion forums
 - design critiques and evaluation of peers work
 - participate in live online webinars

This process continues for a full 12 weeks culminating in a **FINAL PRESENTATION** of all Portfolio materials Online.

Academy of Digital Media (ADM), cont.

COURSE TOPICS

The following is a general overview of ADM instructional topics:

- Responsibilities of a designer
- Elements of Design
- Design and Typography
- Design and Color
- Gestalt Unification
- Branding Identity
- Process of Design
- Business and Marketing
- Industry interface
- Client interview and interface
- Professional organizations
- Web user-interface
- css, xhtml, source code
- **SOFTWARE INSTRUCTION**
 - Photoshop
 - Illustrator
 - InDesign
 - Acrobat Pro
 - Dreamweaver
- Portfolio development
 - web portfolio
 - interactive pdf
- Resumes and Presentations

SOFTWARE REQUIREMENTS

ADOBE CREATIVE SUITE Design Premium CS5 or
newer version