

Digital Imaging and Marketing AATECH Course Descriptions

Computer Applications CSIT 120 (*Prerequisite for all AATECH courses*): Hands-on experience with microcomputers and microcomputer applications featuring the use of Windows, word processing, spreadsheet, database, and presentation graphics software.

Graphic Design ARTD 100: Design principles as they apply to graphic communication. Abstract and pictorial design for the printed media. Film and architectural signage. Lettering is applied as an abstract design element.

Hardware and O.S. Fundamentals CSNT 110: Provides the knowledge and skills necessary to build a foundation in computer hardware and operating systems. Includes P.C. hardware and operating system fundamentals; installation, configuration and upgrading; diagnosing and troubleshooting; preventative maintenance; motherboards, processors, and memory; printers; and basic networking, including network operating systems.

Business Management BMGT 105: Analysis of personal qualifications, forms of ownership, sources of information, financing, planning, legal problems, record keeping, advertising, insurance, sales promotions, credit, public relations, and current aids to successful management.

Business Math BUS 110: Theory and practical application to business situations of computing trade and cash discounts, commissions, payrolls, property taxes, interest, bank discount, compound interest, present value, annuities, sinking funds, insurance, consumer credit, and depreciation.

Digital Imaging/Photoshop I GCIP 140: The study of digital imaging and editing with Adobe Photoshop for visual, pictorial, and graphic use in all media. Emphasis on creating and enhancing imagery for effective use in mass communication media.

Multimedia I GCMW 101: Introduction to multimedia authoring software combining text, graphics, sound, animation, video clips, and user interface to produce effective visual presentations.

Digital Imaging/Photoshop II GCIP 141: The concepts of intermediate digital imaging with Adobe Photoshop for visual, pictorial and graphic use in all media. Effective image creation for motion graphics, publications, and Internet for effective visual communications.

Web Page Layout I GCMW 102: A hands-on introduction to page layout for the Internet. Typographic considerations, screen layout, graphical interfaces, and structured page design for effective Internet communications.