

PRE



Business of Art and Design: Brand Strategy and Marketing

Learn the principles of marketing and tools for creating an effective brand strategy. Students will take on the role of a brand strategist to create a campaign for a struggling business or a new creative business. The final project will be a visual proposal of a new brand strategy and promotional marketing campaign. This Immersion is relevant to all majors.

Computer Animation: 3D Animation

Discover the complexities of computer animation. This Immersion covers subjects that are universal to most 3D software packages and to animation. Through a series of assignments, students will be introduced to basic modeling, animation, texturing, and lighting techniques using the 3D modeling and animation software.

Creating With AI

This Immersion offers hands-on experience with cutting-edge tools, setting the foundation for AI fluency in art and design. Explore AI-driven text and image generation, delve into the ethical implications of AI in art, and craft interactive digital experiences. This course is a great fit for students interested in all art and design majors.

Creative Writing: Comics and Picture Books

Learn the fundamentals of writing for comics and picture books. This Immersion will focus on writing the scripts that form the backbone of an engaging comic or picture book. Together, we'll build a welcoming writing workshop environment that includes daily exercises, critique, and a discussion of published works. Successful students will strengthen their ability to tell a story, begin crafting their own unique voice, and learn how to present their work like a professional. By the conclusion of this course, students will have completed one original script for a comic and one manuscript for a picture book.

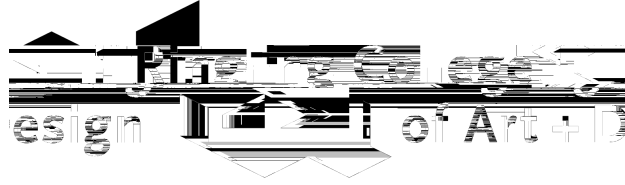
Digital Illustration

Explore the fundamentals of digital illustration. Students will gain a basic understanding of design principles, user interfaces, tool functions, and digital image making using professional software such as Adobe Photoshop and Illustrator, to create industry-appropriate digital illustrations. This course is a great fit for students interested in the Illustration, Computer Animation, Game Art, Graphic Design, Motion Design, and Virtual Reality majors.

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Visual Development for Game

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PRECOLLEGE 2024: CORE CLASSES

Core Classes provide an introduction to the principles and elements of the fundamental skills applicable to all visual arts studies. All PreCollege students are automatically enrolled in all four Core Classes as a component of this comprehensive program. Core Classes meet Monday-Thursday, 9-11:30 am.

2D Design

Exploring the subjects of landscape and location, students will learn digital drawing, to employ emphasis and sophisticated color harmonies, and to combine text with image to create digital postcards.

3D Design

Students will learn the process of digital sculpting to create an embellished human skull and animal creature using ZSpheres. Students will learn the terminology of 3D space, line, plane, edge, mass, space, and movement.

4D Design

This class will introduce students to the basics of working with time-based media and designing in “4D space”. Students will explore timing, spacing, rhythm, and sequential design using both traditional and digital media.

Figure Drawing

Working from the draped figure, this class will introduce students to the basics of drawing the human form. Through daily drawing exercises, students will explore the concepts of gesture, proportion/measurement, volume/space, basic anatomy, and composition.