

# DIGITAL MEDIA ARTS

**Note: The Bachelor of Arts in Digital Media Arts is suspended.**

Students are invited to apply to the Bachelor of Arts in Audio Engineering (<https://catalog.csudh.edu/academics/audio-engineering/>) or the Bachelor of Arts in Film and Television Production (<https://catalog.csudh.edu/academics/film-television-production/>).

**College of Arts and Humanities  
Department of Digital Media Arts**

## Program Description

Digital Media Arts at CSUDH is a hands-on, professionally-oriented B.A. Degree program geared for students who want marketable job skills for careers in the television, motion picture, music recording, sound design, and interactive media industries. Students major in one of the three DMA degree options:

1. Audio Recording Option;
2. Music Technology Option; or
3. Television Arts Option.

In this program, students

1. track, mix, and master their own original music recordings in stereo and 5.1 surround sound in our two Recording Studios that are available to students on a 24/7 basis;
2. write, produce, direct, and edit their own music video, documentary, drama, public service announcement (PSA), TV commercial, and client-based video projects in our 10,000 square-foot Television Studio and twelve editing bays that are available to students on a 24/7 basis; and
3. design and author their own interactive websites in our state-of-art computer lab facilities equipped with the latest software.

The mission of the Digital Media Arts Department is to

1. provide an academic program that gives students a solid base in the theory and technology skills required for professional careers in the digital media industries;
2. provide hands-on experience in the basic software and hardware tools utilized in digital media production;
3. provide the opportunity for students to work in teams, applying their producing, directing, writing, composing, editing, and engineering skills to produce a variety of professional-quality digital media products; and
4. develop interpersonal skills and professional demeanor that will enable students to work effectively and cooperatively as team players on collaborative projects in the industry.

The DMA curriculum emphasizes collaborative teamwork among the students in our three program options. For example, Television Arts students will write, produce, film, and edit a TV commercial or short movie that our Audio Recording students then take over to perform the sound design elements of ADR, foley, and sound effects editing, while our Music Technology students compose, arrange, and record original music scores for the film's soundtrack. Conversely, our Audio Recording and Music Technology students record and produce a band's song while the Television Arts students film and edit the music video for the song and

the bonus material for the interactive DVD, Blu-ray, or website, such as interviews with the band and behind-the-scenes "making of" footage.

The Digital Media Arts curriculum is geared for students who want to have careers working as professionals in the digital media industry. These career goals include producer, director, sound engineer, writer, composer, editor, director of photography, camera operator, audio/video post-production, sound designer, disc authoring, MIDI composer/arranger, motion graphics and animation designer, webmaster, and freelance videographer. With Hollywood just 20 minutes from campus, our students have the opportunity to work for and serve internships at a variety of commercial TV stations, recording studios, motion picture studios, audio and video post-production houses, and cable networks. There are also internship and employment opportunities for our students in noncommercial media venues such as educational media at schools and colleges and in-house media production at major corporations.

The Certificate in Television Arts (21 units) and the Certificate in Audio Technology (24 units) are designed for students already holding a Bachelor's Degree whose primary objective is immediate training in the field of television production or audio recording. These certificate programs allow students to concentrate exclusively on just the training in their selected field of study.

## Features

**Television Studio** allows students to produce multi-camera projects in a 10,000 square-foot sound stage equipped with real time 3D virtual set creation for digital compositing on a 40x12 covered cyc, Grass Valley SEG, Inscriber CG, Leicht Still Store, Kino-Flo and Mole-Richardson studio lighting, Mackie 16 channel mixer, and Strand CD80 dimmer system.

**Recording Studios** equipped with Pro Tools 10 HD with HDX 24 In/Outs; SSL AWS-900+SE, 32x24x2 Console, 32x24x2 Sound Workshop Console, Furman HDS-6 and HR-6 headphone distribution system, Blue Sky monitors, various plug-ins by Sony, Oxford, Line 6, Digidesign, Native Instruments, Focusrite, Massenberg Design Works, M-Audio, and McDSP, and a variety of professional microphones such as Neumann U-87, TLM-170, KM-83/84, AKG C414, Audix DP-5 drum pack, Groove Tube MD-1, and Sennheiser MD421 for recording, mixing, and mastering in stereo and 5.1 surround. Avantone Reference Monitors are also available for composite soundtrack mixing of dialogue, foley, sound effects, and music score for television and film projects.

**Design Labs** equipped with 20 Mac Pro stations and 25 iMac stations allow students to design disc cover packaging, motion graphics, television titles, websites, and green screen effects using Photoshop, Illustrator, After Effects, and Dreamweaver.

**Video Editing Suites** allow students to edit projects using Avid, Final Cut Pro, and Premiere in rooms equipped with Encore for Blu-ray and DVD authoring.

**Field Production Camera Systems** equipped with Panasonic HD camcorders; Nikon full-frame cine-rig DSLR's with prime lenses, Tascam PCM audio recorders, and DP-4 professional monitors; Sachtler tripods; Cobra crane and dolly systems; LED light kits by Dracast, Fiilex, and Ikan; Lowel lighting kits with Rifa softboxes; Chauvet ellipsoidal spots; Reflecmedia portable green screen system; GoPro cameras with helmet, handle bar, and suction cup mounts; steady trackers; sliders; Matthews C-Stands and Road Rags; Sennheiser boom microphone systems with PCS carbon fiber poles; and Ikan HD field monitors allow students to shoot professional-quality video on location.

**Mackie Station** consists of a Mackie 16x8 Mixing Console and a Roland A90 full-weighted controller equipped with ProTools M-Powered, Digital Performer, Reason, Tassman, Logic, MOTU Symphonic, and VocAlign for ADR, foley, music scoring, walla-walla, and sfx drop-ins.

**Live Sound Reinforcement System** equipped with QSC power amps, JBL speakers, Yamaha stage monitors, Audix DP-7 drum mike package, Shure SM57/58 mikes, and Atlas stands.

Students receive hands-on instruction on the proper use of the equipment in these production facilities. Once students pass their Proficiency Exams, they can schedule access to these facilities on a 24/7 basis to work on class production projects outside of class time.

## Graduation with Honors

Undergraduate students may be candidates for graduation with honors in Digital Media Arts if they meet the following criteria:

1. A minimum of 45 units in residence at CSU Dominguez Hills.
2. A minimum grade point average of 3.7 in all courses used to satisfy the requirements for the Digital Media Arts major.
3. A cumulative grade point average of 3.7 in all courses taken at CSU Dominguez Hills.

## Academic Advisement

It is crucial that students meet with the appropriate advisor of their selected degree option before enrolling in or planning a course schedule in Digital Media Arts. (Television Arts, George Vinovich gvinovich@csudh.edu); (Audio Recording, Mark Waldrep mwaldrep@aixmediagroup.com); (Music Technology, Cesar Mejia cmejia@csudh.edu). These advisors assist students in selecting appropriate courses and staying on track in their selected degree option in Digital Media Arts.

Digital Media Arts courses are offered in a specific sequence that requires prerequisite and co-requisite courses. Consulting with the appropriate advisor ensures that students complete their program in the most expedient and efficient manner possible. As such, students do not waste time and energy by completing unnecessary courses and units. Advisors also serve as career counselors and concerned mentors to help bridge the gap between the world of the university and the world of the working professional.

## Preparation

Students entering the Digital Media Arts program who wish to focus on Audio Recording or Music Technology should have a demonstrated interest and/or background in music, composition, audio production, and current uses of personal computers in the field. Additionally, students familiar with the internet and other online information services will find these skills essential in the rapidly changing world of digital media production and delivery. Students interested in pursuing professional careers in the highly-competitive television and film industry should be aware that those who succeed in establishing a career in the industry are characteristically hard-working, disciplined, focused on a career, and most of all, resilient to persevere in the face of continuous rejection. Strong writing, interpersonal, and computer skills are a definite advantage in this field.

## Recommended Lower Division Electives

Code	Title	Hours
ART 170	2-D Design	3
COM 100	Media & Society	3
COM 206	Photojournalism	3
COM 250	Writing for the Media	3
MUS 110	Music Fundamentals	3
MUS 111	Intro. To Music Theory	3
<b>Total Hours</b>		<b>18</b>

## Student Organizations

DMA students can enhance their academic studies and involvement in the industry by joining the DMA Success Club on campus or by becoming student members of professional organizations such as the Society of Motion Picture and Television Engineers (SMPTE), the Media Communicators Association- international (MCA-i), or the local student chapter of the Audio Engineering Society (AES). Student membership in these professional associations allows students to network with industry executives and working professionals regarding internships and job opportunities in the field. The proximity of the campus to the center of the media and entertainment industry of Hollywood, Burbank, and Los Angeles allows students to attend major trade show conferences such as ShowBiz Expo, Post L.A., Musicom, DV Expo, SMPTE, NAB and SIGGRAPH.

## Career Possibilities

Graduates from the Digital Media Arts program will find career opportunities in a wide range of existing entertainment, informational, and educational venues. The broad focus of the instruction in this program prepares students for roles as media production specialists, audio engineers and producers, interactive designers, music technologists, and MIDI-assisted composers. The emerging areas of the internet will create additional demand for graduates skilled in advanced media production techniques. The Television Arts program with its hands-on training and production project experience prepares graduates for a variety of career opportunities in the television and film industry such as producer, director, writer, camera operator, video editor, lighting director, sound technician, and motion graphics designer in a variety of venues such as commercial broadcasting at TV stations, networks, studios, and production houses; noncommercial television such as in-house corporate, government, educational, and institutional communications operations; public access and local origination cable television; and of course, free-lance production services as a video consultant.

## Undergraduate Programs

### Bachelor

- Digital Media Arts, Bachelor of Arts (<https://catalog.csudh.edu/academics/digital-media-arts/digital-media-arts-ba/>)

### Certificate

- Audio Technology, Certificate (<https://catalog.csudh.edu/academics/digital-media-arts/audio-technology-certificate/>)
- Television Arts, Certificate (<https://catalog.csudh.edu/academics/digital-media-arts/television-arts-certificate/>)

# Faculty

George Vinovich, Department Chair

Professors: Mark Waldrep

Division Office: LCH E-303, (310) 243-3543

## Courses

### **DMA 195. Special Topics in Music. (1-3 Units)**

Offered As needed

### **DMA 300. Digital Technology, Culture and the Arts. (3 Units)**

Prerequisite: HUM 200 or consent of instructor. Survey of the impact of digital technology on culture and the arts including but not limited to the visual arts, music, dance, video, film, literature, and theatre.

Offered Fall

### **DMA 310. Tools and Techniques in Digital Media Production. (3 Units)**

Prerequisite: Must have junior standing or consent of instructor. Introduction and examination of the fundamental software and hardware tools used in the production of media for digital delivery. Emphasis on creative production techniques and the development of skills required in the digital media industry. Restricted to majors.

Offered Fall, Spring

### **DMA 320. TV Directing I. (3 Units)**

Co-requisites: Concurrent enrollment in DMA 323 and DMA 328. Fundamental techniques in producing and directing multi-camera television productions in the studio, and single-camera, film-style programs on location. Emphasis on producer/director skills for performance-based productions in the studio and on location. Six hours of activity per week. Restricted to majors.

Offered Fall

### **DMA 322. TV Directing II. (3 Units)**

Prerequisites: DMA 310, DMA 320, DMA 323, and DMA 328 are required. Advanced techniques in producing and directing multi-camera television productions and single-camera, film-style programs in the studio and on location. Emphasis on producer/director skills for drama-based productions. Six hours of activity per week. Restricted to majors.

Offered Spring

### **DMA 323. TV Crew Production. (3 Units)**

Co-requisite: Concurrent enrollment in DMA 328 and either DMA 320 or DMA 322. Participation in a variety of crew assignments on production projects in the studio and on location. Repeatable for credit. Six hours of activity per week.

Offered Fall, Spring

### **DMA 324. TV Titling and Animation. (3 Units)**

Prerequisite: DMA 310 is required. Introduction to computer-generated titles and basic, two-dimensional animation for television production. Students will explore the aesthetics of graphic design elements for the screen and related software programs. Six hours of activity per week. Restricted to majors.

Offered Spring

### **DMA 325. EFP Videography. (3 Units)**

Prerequisites: DMA 310, DMA 320, DMA 323, and DMA 328 are required. Restricted to majors. Application of professional-format videotape recording techniques used in location shooting. Emphasis on using portable lighting systems, reflectors, and location sound recording techniques. Experience in technical aspects of equipment setup, system trouble shooting, and preventative maintenance. Six hours of activity per week.

Offered Spring

### **DMA 326. TV Sound Design. (3 Units)**

Prerequisites: DMA 310, DMA 320, DMA 323, and DMA 328 are required. Use of synthesizers, samplers, and MIDI for music scoring, sound effects drop-ins, ADR, and foley in television and stage productions. Six hours of activity per week. Restricted to majors.

Offered Spring

### **DMA 327. Independent TV Production. (3 Units)**

Prerequisite: DMA 322 and DMA 323. Aspects of producing television features on an independent-producer basis. Practice in pre-production coordination, location shooting, directing, and editing techniques in the production of a broadcast-quality feature segment for public airing on the University cable TV channel. Repeatable for credit. Six hours of activity per week.

Offered Spring

### **DMA 328. DSLR Video Production. (3 Units)**

Co-requisites: DMA 320 and DMA 323 are required. Introduction to the theory and practice of using DSLR photo cameras for video production. Students will learn fundamental techniques for lighting, proper exposure, camera movement, audio recording, and video editing.

Offered Fall

### **DMA 330. Audio Recording. (3 Units)**

Prerequisite: Junior standing or consent of instructor. Theory and practice of sound recording. Acoustics, psychacoustics, microphones and microphone techniques, consoles, mixers, signal processing and multi-track recording techniques.

Offered Fall

### **DMA 331. Audio Recording Lab. (1 Units)**

Prerequisite: Previous or concurrent enrollment in DMA 330. Hands-on experience in studio recording using Pro Tools HD. Live mix to stereo techniques and fundamentals of studio flow path. Three hours of laboratory per week.

Offered Fall

### **DMA 335. Music Synthesis. (3 Units)**

Prerequisite: Junior standing or consent of instructor. Production techniques, equipment, theory, and history of electro-acoustic music with an emphasis on MIDI. Psychoacoustics and a conceptual approach to electronic music production using a variety of MIDI-based software.

Offered Fall

### **DMA 336. Music Synthesis Lab. (1 Units)**

Prerequisite: Previous or concurrent enrollment in DMA 335. Hands-on experience in production using hardware and software synthesizers and MIDI in conjunction with Pro Tools, Digital Performer, Reason, and various sequencers for a variety of musical styles. Three hours of laboratory per week.

Offered Fall

### **DMA 346. Digital Media Prod Workshop. (1 Units)**

Prerequisite: Consent of instructor. Investigation of a single topic, chosen in consultation with a faculty member, culminating in a paper, presentation, or creative project. Repeatable for credit for up to six units.

Offered Fall, Spring, Summer

### **DMA 400. Strategies for Digital Media Delivery. (3 Units)**

Prerequisite: DMA 310. Advanced exploration into the methods and mechanics of informational and entertainment design and delivery. Evaluation of media production strategies including linear and non-linear scripting, conditional branching, and virtual reality via online, optical disc, and hybrid formats

Offered Fall, Spring

**DMA 410. Media Arts Projects. (3 Units)**

Prerequisites: DMA 320 required. Experience in producing client-based projects for a variety of campus, corporate, or community organizations. Students participate in a variety of activities ranging from video coverage and live sound reinforcement of campus events to writing, filming, recording and editing client-based projects.  
Offered Spring

**DMA 430. Advanced Audio Recording. (3 Units)**

Prerequisite: DMA 330 and consent of instructor. A continuation of DMA 330 incorporating digital audio workstations and associated peripheral equipment, signal processing and mastering for optical disc and web delivery, console automation, 5.1 surround mixing techniques, and DVD audio.  
Offered Spring

**DMA 431. Advanced Audio Recording Lab. (1 Units)**

Prerequisite: Previous or concurrent enrollment in DMA 430 and consent of instructor. Practical multi-track session work featuring increased access to studio facilities for individual and group recording projects using Pro Tools HD in conjunction with analog console and Digidesign Command 8 control surface. Three hours of laboratory per week.  
Offered Spring

**DMA 432. Recording Studio Maintenance. (2 Units)**

Co-requisite(s): Concurrent enrollment in DMA 433 required. Installation, maintenance, troubleshooting, and repair of professional audio equipment in a studio environment.  
Offered Fall, Spring

**DMA 433. Recording Studio Maintenance Lab. (1 Units)**

Co-requisite(s): DMA 432. Installation, maintenance, trouble shooting, and repair of professional audio equipment in a studio environment. Three hours of laboratory per week.  
Offered Fall, Spring

**DMA 435. Advanced Music Synthesis. (3 Units)**

Prerequisite: DMA 335 and consent of instructor. A continuation of DMA 335. Synthesizer and sampler sound design using a variety of synthesis strategies and concepts. Direct software and hardware sound synthesis theory using software synthesizers such as Tassman and Reason, modular synthesizers and MIDI.  
Offered Spring

**DMA 436. Advanced Music Synthesis Lab. (1 Units)**

Prerequisite: Previous or concurrent enrollment in DMA 435 and consent of instructor. Experience in programming a variety of digital synthesizers including Tassman, Reason, FN-7, and Motu software synthesizers. Three hours of laboratory per week.  
Offered Spring

**DMA 438. Music Production. (3 Units)**

Prerequisite: DMA 330, DMA 331 and DMA 431 are required. Analysis of recordings in music production. Spatial and timbral ear-training techniques for recording engineers and producers. Access to Pro Tools HD 5.1 surround system and a variety of engineering and production topics which include surround mixing techniques, advanced microphone techniques, DVD Audio specifications, and DVD authoring. Restricted to majors.  
Offered Fall, Summer

**DMA 439. Music Production Lab. (1 Units)**

Prerequisites: DMA 330, DMA 331, DMA 430 and DMA 431 are required. Practice in the production of studio recordings. Responsibility for music composition and arrangements, rehearsal, performance, studio and musician bookings, artist promotion, engineering assistance and artistic direction and management. Interdisciplinary projects involving video or theatre are also possible. Repeatable course. Three hours of laboratory per week. Restricted to majors.  
Offered Fall, Summer

**DMA 447. Audio Projects Lab. (1 Units)**

Prerequisite: DMA 331 and DMA 431. Advanced studio session work culminating in passing the Audio Recording Proficiency Exam  
Offered Infrequent

**DMA 450. Computer Music. (3 Units)**

Prerequisite: DMA 435 and consent of instructor. Advanced studies in computer applications in music. Course concentrates on CSOUND and new technologies. Topics will vary with new innovations in the field. Students will have access to Pro Tools LE workstations for individual projects. A-C/NC grading.  
Offered Summer

**DMA 452. Audio Production. (3 Units)**

Prerequisite: DMA 430 and DMA 431 are required. Advanced skills in integrating audio production components of voice over, music, and sound effects with graphics, motion graphics and video on multi-media projects that include proposal, interactive design, audio recording, music mixing, mastering, and encoding and authoring to optical disc.  
Offered Fall

**DMA 456. Mixing and Mastering. (3 Units)**

Prerequisites: DMA 438 and DMA 439 are required. Theory and practice in various styles of mixing and mastering popular music. Application of panning, equalization, dynamics processing, spatial effects, modulation effects, automation, song sequencing and methods for final delivery. Hardware-based instruction. ITB digital methods and hybrid workflows.  
Offered Spring

**DMA 460. Digital Audio Workstation Concepts. (3 Units)**

Prerequisites: DMA 435 and DMA 436 are required. Theory and practice of operating a Digital Audio Workstation using a variety of software programs. Experience in recording session set-ups, grouping, touting techniques, MIDI composition and editing, song structuring, an editing and mixing scenarios for outputting stereo stem mixes.  
Offered Fall

**DMA 490. Senior Seminar. (3 Units)**

Research projects, chosen in consultation with the instructor, culminating in a paper, presentation, or creative project.  
Offered Spring

**DMA 494. Independent Study. (1-3 Units)**

Traditional and modern approaches to the study of language. Fundamentals of phonology and grammar.  
Offered Fall, Spring

**DMA 495. Special Topics in DMA. (3 Units)**

Study of a single topic or contemporary issue in the entertainment industry of television, film, music, or digital media to be determined by the instructor. Repeatable for credit. Repeatable 3 times for a maximum of 9 units.  
Offered Infrequent

**DMA 496. Internship in the Media. (1-3 Units)**

Directed work experience in the television, film, music, or digital media industry under the supervision of a professionally-qualified mentor. CR/NC grading only. Repeatable for credit. Ten hours of work experience per week.

Offered Fall, Spring, Summer

**DMA 499. Senior Proj Digital Media. (2 Units)**

Prerequisite: Senior standing or consent of instructor. A capstone course culminating in the production of a final, collaborative project in conjunction with students from other program options in Digital Media Arts. Selected in consultation with and evaluated by a faculty panel.

Offered Fall, Spring