



d/mac

FIND YOUR
PASSION
& BRING IT
TO **LIFE**

COLLEGE
INFO

Digital Media Arts College

ABOUT DMAC

Digital Media Arts College (DMAC) is a private, accredited arts college located in Boca Raton, FL. Within a small campus setting, DMAC students realize their potential in digital arts and develop the technical skills required to achieve a successful career. All classes are taught in a studio-like atmosphere within its 33,000-square-foot facility equipped with industry-standard tools for digital Graphic Design, Web Design and Development, as well as Programming, and Computer Animation.



AT **DMAC**, WE NEVER LEAVE YOU STANDING ON THE **DOORSTEP TO SUCCESS.**

WHY DMAC?

A LIFETIME OF REAL-WORLD LEARNING

If you are passionate about digital arts, DMAC is the place for you. After all, that's all we do. From Graphic Design and Computer Animation, to Programming and Web Design and Development, our uniquely qualified professors can help you turn your passion into an exciting career. At DMAC, you'll work with innovative technology in an immersive and inspiring environment.

5 GREAT REASONS TO CHOOSE DMAC:

1. PURE FOCUS ON DIGITAL ARTS:

- Adaptable curriculum keeps pace with current trends
- A highly technical learning environment ensures achievement
- A studio-like facility typifies the real-world workday
- Awards - 36 ADDYs in 2013!

2. SMALL, ART-ENTHUSED CAMPUS:

- A nurturing, student-centric setting
- Conveniently close to art communities from Miami (South Beach) to West Palm Beach
- A robust student life that encourages and rewards creativity
- Small class sizes

3. EMPHASIS ON PREPARATION:

- Program development
- Career assistance
- Placement assistance

4. THE TOOLS TO TAKE ON THE WORLD:

- All the digital tools, software and resources needed to work for an employer or start your own business

5. CONTINUED LEARNING SUPPORT FOR A LIFETIME:

- Return to DMAC anytime post-graduation to audit courses, refresh your skills and stay connected, at no additional cost!

DESIGN DEGREES

ASSOCIATE OF SCIENCE

Students learn everything from the basics to more advanced design tools and techniques.

GRAPHIC DESIGN

Learn how the industry works as you excel in design concepts including:

- Publication Design
- Design Principles
- Raster Imaging
- Social Media Campaigns
- Web Design
- Vector Imaging

MULTIMEDIA DESIGN

Learn advanced concepts including:

- Motion Design
- Vector Imaging
- Website Design
- Raster Imaging
- Interface Design
- 3D Design

BACHELOR OF FINE ARTS

This program covers everything from initial understanding of the client's needs to final digital output and presentation.

GRAPHIC DESIGN

Learn how the industry works as you excel in design concepts including:

- Web Design
- Motion Graphics
- Package Design

GRAPHIC DESIGN, ADVERTISING DESIGN CONCENTRATION

Learn advanced concepts including:

- Copywriting
- Multimedia Marketing Campaigns
- Branding

MASTER OF FINE ARTS

Take your skills and career to the next level using industry-standard technology and techniques.

GRAPHIC & WEB DESIGN

Learn how the industry works as you excel in design concepts including:

- Analytical Website Interface and Usability
- Advanced Web Technology
- Advanced Motion Graphics
- Web Marketing & SEO
- Design Management
- Web Applications

WEB DEGREES

BACHELOR OF SCIENCE

Turn your love for art and technology into a thriving career.

WEB DESIGN & DEVELOPMENT

Learn how the industry works as you excel in concepts including:

- Graphic Design
- Interactive Media
- Motion Graphics
- Programming

WEB DESIGN AND DEVELOPMENT, PROGRAMMING CONCENTRATION

If you've ever wanted to use technology to add life to your art, this program is the perfect way to do that.

Learn advanced concepts including:

- Programming through e-commerce coursework and web application deployment
- Programming through search engine optimization (SEO) web infrastructure and administration as well as mobile programming





3D DEGREES

BACHELOR OF FINE ARTS

Our undergraduate program in Computer Animation emphasizes the fundamentals of visual story telling while training students in the techniques of modern digital animation.

COMPUTER ANIMATION

Students will learn:

- 3D Modeling
- Animation
- Lighting and Texturing
- Concept Art and Design

COMPUTER ANIMATION, GAME ART CONCENTRATION

Students enrolled in this concentration develop technical and artistic skills in computer animation while focusing on game art creation.

Students learn advanced concepts including:

- Character Modeling
- Concept Art
- Texturing for Games

MASTER OF FINE ARTS

VISUAL EFFECTS ANIMATION

Specializes in high concept digital visual effects, including:

- Advanced 3D Modeling
- Motion Capture
- Advanced 3D Animation
- Video and Audio Editing
- Character Animation
- CG Programming (MEL scripting)

JUMP START

DID YOU KNOW YOU COULD START TAKING COLLEGE CLASSES BEFORE YOU GRADUATE FROM HIGH SCHOOL?

“Jump start” your college career and take your favorite art classes while still a senior or junior in high school. Attend your first class at DMAC and you will be on your way to earning a Bachelor’s degree in 2 1/2 years.

Students will learn:

- Basic Drawing
- Principles of Design
- Introduction to 3D Animation
- Basic Graphic Design
- Digital Imaging and Painting





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FOR MORE INFO
WWW.DMAC.EDU



Financial Aid Available For Those Who Qualify
Career Development Assistance - Accredited Member, ACICS