Spring 2015

Call 314-984-7777 to register for workshops today!

Digital Arts and Technology Alliance

DATA

St. Louis Community College

Continuing Education

3221 McKelvey Road, Suite 250
Bridgeton, MO 63044
314-984-7777

Digital Arts Workshops

stlcc.edu/ce

Adobe Photoshop CC for Professionals: The First Step

Through a series lectures and tutorials, this initial introduction to Adobe Photoshop will teach you software fundamentals, such as how to create, copy, transform and manage layers, how to combine layers into groups, transfer content from one document to another, travel backwards and forwards through Photoshop time, control the magnification of your document. You will learn how to craft selections with the marquee tool, the quick selection tool, the magic wand and the select-color-range feature, making adjustments both destructively and non-destructively, simple color alterations via adjustment layers and an introduction the power of the clone stamp. This workshop will cover the basic components of this powerful program and prepare you for The Next Step.

CVTW:701 | $129

600	F 8:30am-4:30pm	Zak Zych
	Jan. 23	*MC - HE, 233*

Adobe Photoshop CC for Professionals: the Next Step

This workshop will start where The First Step workshop ended. This intermediate Adobe Photoshop class will explore more advanced photo manipulation features such as the spot healing brush tool, the red eye tool, how to control the size of your document via the image size and canvas size dialog boxes, the crop tool, how to save images for the web and include an introduction to using layer masks in concert with adjustment layers as a means of improving the color and contrast of your images.

CVTW:701 | $129

601	F 8:30am-4:30pm	Zak Zych
	Feb. 6	*MC - HE, 233*

Intro to Adobe Photoshop Lightroom 5

This workshop introduces the basics of Lightroom 5. A powerful and comprehensive set of digital photography tools that enable you to organize and bring out the best in your images, achieving amazing image quality. Lightroom 5 is designed as an end-to-end photographic workflow process for both amateur and professional photographers.

CVTW:701 | $129

602	F 8:30am-4:30pm	Charles LaGarce
	April 3	*MC - HE, 233*

What Is New in the Latest Adobe Creative Cloud Software

Adobe has changed the way it delivers software to users. Learn about the changes to your favorite Adobe software in the new Creative Cloud Suite. Whether you've already made the switch, are thinking about upgrading, or are just curious, this workshop will show you the new features and interfaces. Get a taste of new software available only in the Creative Cloud Suite.

CVTW:701 | $129

601	Sa 8:30am-4:30pm	
	May 9	*MC - HE,136*

Adobe InDesign CC for Professionals: the First Step

Enhance your graphic design skills and productivity with InDesign. Learn how to import illustrations and photos and set type correctly for flyers, brochures, and other basic applications. Learn how to convert Quark documents into Adobe InDesign documents. Learn key commands and other great tips for making easy work of your layouts.

CVTW:702 | $129

681	Sa 8:30am-4:30pm	Edward Engel
	Jan. 31	*MC - HE, 233*

Adobe InDesign CC for Professionals: the Next Step

Don't know the best way to set up your brochure or multi-page document? Learn how to optimize your page set up for better productivity. Modern typesetting techniques, including examples from the top magazines, show you how to make your document look great. Introduction to style sheets allows you to keep your work looking consistent and professional.

CVTW:702 | $129

680	Sa 8:30am-4:30pm	Edward Engel
	May 2	*MC - HE, 233*

Adobe Illustrator CC for Professionals: the First Step

Is Illustrator still a mystery to you? Enter the world of vector graphics with this introductory workshop. Demystify anchor points, paths, and Bezier curves. You'll transform shapes into graphic images. Explore the tool box and basic commands to boost your vector confidence. Learn to use gradients, gradient mesh, compound paths, blends, envelopes, live paint, type tools, and more to achieve professional results. Save template and palette libraries to speed your workflow.

CVTW:702 | $129

683	Sa 8:30am-4:30pm	John Schmitt
	Feb. 14	*MC - HE, 233*

Adobe Illustrator CC for Professionals: the Next Step

You know the tools; now put them to use to create resolution-free vector illustrations. Think like an illustrator to work through trouble spots. Learn to combine live trace, transparency, envelopes and amazing 3D effects with mapping to draw complex images. Demystify the appearance palette, and use layers to create simple Flash animations.

CVTW:702 | $129

684	Sa 8:30am-4:30pm	John Schmitt
	Feb. 21	*MC - HE, 233*

Adobe Illustrator: Web Graphics and Techniques

Discover how to use Illustrator's capabilities to create designs for web sites. Explore essential tools and techniques for preparing design elements for web sites. No coding or web site building experience needed, this workshop is for those with a good understanding of Adobe Illustrator who want to learn how to best intergrate designs for web sites.

CVTW:712 | $139

680	Sa 8:30am-4:30pm	John Schmitt
	April 11	*MC - HE,233*

Create, Publish, and Distribute Ebooks with Smashwords

In this workshop, students will learn step-by-step instructions that make it easy for anyone to create, publish, and distribute an eBook. Authors will learn how to format their manuscripts so that the completed Microsoft Word files can be uploaded to Smashwords, a self-serve publishing web service. Smashwords will deliver the files into multiple eBook formats for reading on various eBook reading devices. Once published and approved by Smashwords, the books will be available for sale online at a price set by you the author.

CVTW:712 | $129

601	F 8:30am-4:30pm	
	Jan. 30	*MC - HE, 233*

Pages: Apple's Layout and Word Processing Application

Apple's Pages software offers an interesting alternative for publication layout and word processing. With compatibility with iOS platforms, the software offers flexibility and portability with easy to use features to help you develop your publications.

CVTW:712 | $139

680	F 8:30am-4:30pm	Edward Engel
	Feb. 27	*MC - HE,136*

Digital Architectural Photography for Professionals

Acclaimed photographer Richard Sprengeler will lead a day-long workshop in creating successful photographs of architecture. Methods for approaching composition, exposing for varied lighting conditions and raw image processing will be explored. Some experience with Adobe Photoshop and Lightroom is preferred. A tripod and DSLR are recommended, but not required.

CVTW:710 | $129

682	Sa 8:30am-4:30pm	Richard Sprengeler
	March 17	*MC - HE, 233*

The Cloud and What You Need to Know

This course goes through the various aspects of using Cloud Storage to organize and store your digital assets. Learn about Cloud Storage services such as Google Drive and how to use apps and plugins to create, store and manage all of your digital information. Learn about security best practices to ensure you keep your information safe and secure. Other Cloud Services covered are Drop-Box and Wiggio.

CVTW:713 | $129

682	Sa 8:30am-4:30pm	Kevin Ward
	April 11	*MC - HE, 233*

The Digital Arts and Technology Alliance (DATA) at STLCC-Meramec supports cutting-edge digital technology courses and workshops through an interdisciplinary partnership of career and digital media programs that offer:

- AAS degrees
- Certificates of Specialization
- Digital Media
- Animation
- Digital Photography
- Interactive Design
- Page Layout/Graphic Design
- Video Art

Continuing education workshops as well as customized workshops, are designed to meet the needs of professionals.

This Alliance meets world class/global standards of excellence through the skills of faculty and staff who are expert in the use of the most advanced digital equipment and programs available.

Social Media Marketing for Professionals

This social media workshop will cover the concepts and application of social media marketing and will equip you with skills needed to plan and implement a successful social media marketing strategy. Topics will include the use of email marketing, using social media tools such as Twitter, and blogging, and how to use Facebook to create a fan page and increase traffic to your business page.

CVTW:713 | $129

603	F 8:30am-4:30pm	Anthony Carosella
	April 17	*MC - HE, 233*

Facebook for Business: Effective Marketing Techniques for Professionals

In this workshop, students will be introduced to the features and functionality employed to effectively use Facebook to promote your business or even personal pursuits. Students will learn how to setup and create pages and learn the techniques used to customize and brand their pages. Additionally, we will be covering ways to promote your site through organic activities, as well as paid promotions. It is ideal to already have a Facebook account set up before the day of the course. If you have an idea for a page that you want to create, you can do so during this course.

CVTW:713 | $129

681	Sa 8:30am-4:30pm	Kevin Ward
	April 25	*MC - HE,233*

AfterEffects for Professionals: The First Step

Gain understanding and skill in utilizing AfterEffects to create motion graphics. We focus on learning the interface in AfterEffects, putting graphics in motion and rendering finished movie and animation projects. Participants will also explore a workflow between Photoshop and AfterEffects. Be prepared for an intensive hands-on learning experience.

CVTW:704 | $129

600	F 8:30am-4:30pm	Timothy Linder
	Feb. 20	*MC - HE, 233*

AfterEffects for Professionals: the Next Step

Now that you know the basics of adding assets and key framing motion in AfterEffects, investigate more advanced techniques. Get a deeper understanding of options in the effects panel and other topics including background keying, motion tracking and the 3D workspace. Be prepared for an intensive, hands-on learning experience.

CVTW:704 | $129

601	F 8:30am-4:30pm	Timothy Linder
	March 13	*MC - HE, 233*

Final Cut Pro X: Video Editing: The Next Step

Learn how to share your projects in one click to your Apple devices, the web, Blu-ray Disc, and DVD. Collaborate in real time from anywhere in the world with support for iChat Theater. Change clip speeds with ease using redesigned speed tools. Enjoy dozens of additional enhancements, including native support for AVC-Intra, streamlined alpha transition creation, improved markers, large timecode window, and more.

CVTW:706 | $129

681	Sa 8:30am-4:30pm	Anthony Carosella
	Feb. 14	*MC - HE, 136*
682	Sa 8:30am-4:30pm	Anthony Carosella
	Feb. 21	*MC - HE, 136*

Creating Animated Film in Photoshop CC: Quickstart for Professionals

Using Adobe Photoshop CC students will learn how to get to the final digital stages of creating an animated film. Learn and experience: film analysis, visual development and research, inspiration, composition, staging and formats, rhythm and style variety, value and color plus a the basics of storyboarding, and then on to a finished computer animation.

CVTW:704 | $129

602	F 8:30am-4:30pm	Anthony Carosella
	March 6	*MC - HE,233*

GoPro HD Hero Camera for Professionals and Adventurers

Professional photographers and videographers will learn how to use the full range of features offered on the GoPro HD Hero Camera. Focus will be given on learning how to use it as a still camera, a timelapse camera, and as an HD video camera capable of filming in difficult conditions. Students will also learn how to edit photos and videos using GoPro's software. Action photographers will learn how to attach the GoPro camera to helmets, bikes, surfboards, ski binding and cars. Be prepared for an intense learning experience.

CVTW:750 | $258

600	F 8:30am-4:30pm	Anthony Carosella
	March 27	*MC - HE,233*

Drones for Video and Photography

Send your video and photography to new heights by learning about photography with drones. Learn the basic principle of how drones work, the legal regulations that apply, advantages of using drones and the equipment needed to make stunning images with this new technology. Enjoy the demonstrations and see the results first hand!

CVTW:710 | $139

650	Sa 8:30am-4:30pm	Anthony Carosella
	May 2	*MC - HE,136*

Adobe Edge Animate CC for Professionals

Edge Animate helps web designers create highly interactive, HTML5 animations. Create custom, moving images for web sites, digital publishing, rich media advertising and more, for desktop and mobile browsers. Learn the basic functions in this new tool and build your own examples in this hands-on workshop.

CVTW 701 | $139

680	Sa 8:30am-4:30pm	Mark Pennycuick
	March 7	*MC - HE,232*

Maya for Professionals

Learn the concepts and basic tools for creating imagery in 3D using Autodesk's Maya. Starting with a road-map to the main interface, students will be shown how to construct shapes and geometry using polygons. Once built, they will learn how to "texture" these polygons so that they appear to have surface detail, followed by how to use the lighting tools to illuminate the objects they've created. We will discuss the basics of animation, making our objects and camera move through time. Finally, we will learn "rendering" or the final output of our work to a finished, playable animation file which each student will have created.

CVTW 704 $139

681	Sa 8:30am-4:30pm	Joseph Rollins
	March 28	*MC - HE,136*

Avid Media Composer 6 Video Editing

This workshop will cover the basics of Avid Media Composer. Avid is a powerful SD and HD professional video editor for Mac or Windows. Media Composer is Avid's top video editing program, and it offers integrated DVD authoring, surround sound audio processing, and thousands of powerful, real-time effects. Media Composer's integrated toolset provides all of the components needed to create the highest quality productions and finish to tape, DVD or web streams.

CVTW 706 $139

706	Sa 8:30am-4:30pm	Anthony Carosella
	April 4	*MC - HE,232*

EZ Websites for Professionals: The First Step

Learn to create a professional website using a free platform. Students will learn how to register a domain name and use free website tools and templates to create and maintain a professional website.

CVTW:750 | $129

681	Sa 8:30am-4:30pm	Kevin Ward
	Jan. 24	*MC - HE233*

Adobe Muse: Web Design for the Graphic Designer

Adobe MUSE: the web design tool for the Graphic Designer. Whether you know html or not this tool gets your web site design up and running in no time, with widgets and tools that let you design responsive sites across multiple devices.

CVTW:702 | $258

650	F 8:30am-4:30pm	
	March 6	*MC - HE,233*

Increase Profits with Marketing Techniques Using HTML and CSS

This two day seminar will take you through the basics of HTML and CSS as it is used in online marketing within areas such as email marketing and content management systems. Day 1 covers the basics of HTML and CSS and how they are used to structure graphics, copy and other content. Day 2 covers the practical side of building templates for email and web pages. This is an intensive course and covers a large amount of information.

CVTW:750 | $258

600	FSa 8:30am-4:30pm	Kevin Ward
	May 8 – May 9	*MC - HE,233*

WordPress for Professionals The First Step

This workshop offers students new to WordPress a quick start, step-by-step plan for learning what WordPress is all about. We will cover its features, the importance of web typography, what blogging is about, as well as how to use the WordPress online blog system to create and manage personal and professional websites.

CVTW 750 | $139

680	Sa 8:30am-4:30pm	Kevin Ward
	March 28	*MC - HE,233*

Increase Web Activity for Business Using Web Analytics

In this workshop you will learn about website analytics, work basic assumptions, assumed interest, what does a "hit" really mean, measuring accuracy and how to apply this information to improved sales and profits

CVTW 750 | $139

682	S 8:30am-4:30pm	Kevin Ward
	April 18	*MC - HE,233*

Registration is now open! Call 314-984-7777 to register!

Sketch Up for Professionals

Three dimensional models are essential if you're in the design field. Students will learn the basics of three dimensional modeling with SketchUp. It's the perfect tool for the beginner as well as professional designers, filmmakers, game developers, architectural, civic, mechanical engineers and related professions. This program is available for anyone designing anything from frying pans to cathedrals. Basic proficiency in Illustrator and Photoshop will be helpful for this workshop.

CVTW:704 │ $129
603   F 8:30am-4:30pm   **Darren Thompson**
         May 15   *MC - HE, 233*

3D Printing Workshop for Beginners

Have you ever wished that you had the power to design anything your heart desired and have it magically created out of thin air? Now you can. Learn how to design and print objects using software such as Adobe Illustrator, Google Sketch Up or Blender. Explore how digital design can reveal new ideas and provide fresh inspiration for your future projects. The workshop consists of two parts, an introduction to 3D design and a demonstration of a MakerBot Replicator 2 printer. Class is suitable for beginners. No code writing or 3D printing experience required. Knowledge of any other 3D printing software is helpful, but not required.

CVTW:713 │ $129
680   Sa 8:30am-4:30pm   **John Schmitt**
         Feb. 28   *MC - HE, 136*

Non Discrimination and Accommodations statements

St. Louis Community College is committed to non-discrimination and equal opportunities in its admissions, educational programs, activities, and employment regardless of race, color, creed, religion, sex, sexual orientation, national origin, ancestry, age, disability, genetic information, or status as a disabled or Vietnam-era veteran and shall take action necessary to ensure non-discrimination. Sexual harassment, including sexual violence, is also prohibited.

For information or concerns related to discrimination or sexual harassment, contact Bill Woodward, Associate Vice Chancellor Student Affairs, 314-539-5374.

If you have accommodation needs, please contact Anne Marie Schreiber at 314-984-7704 at least two working days prior to the event.

Registration is Easy!!!

Mail
Complete the registration form (below) and mail with check (*payable to **St. Louis Community College***) to:
STLCC Continuing Education, 3221 McKelvey Road, Suite 250, Bridgeton, MO 63044
Students who register by mail should assume they are registered unless otherwise notified. A registration confirmation is mailed to students who register by mail; however, the confirmation may not be received prior to the beginning of the class. If you have enrollment questions, please call Continuing Education: 314-984-7777.

In Person at STLCC Continuing Education Offices M-F 8:30 am - 4 pm

Meramec	**Florissant Valley**	**Forest Park**
802 Couch Avenue	At the Center for Workforce Innovation	Forest Park, G Tower-320-322
St. Louis, MO 63122	3400 Pershall Rd., Ferguson, MO 63135	5600 Oakland Ave., St. Louis, MO 63110

You may want to first call the Continuing Education office at 314-984-7777, to check that openings exist.

Call to complete your registration by charging fees to MasterCard, Visa, American Express or Discover.

Telephone: 314-984-7777   **Call Center Hours: M-Th 8:30 am - 7:30 pm; Fridays 8:30 am-4 pm**

Before calling to register, have this information ready:

1. Course Title / Course Code (letter prefix with number) / Section Number
2. Student Contact Info (name / address /email/ phone number)
3. Student Social Security Number or UIN
4. Credit Card Number with Expiration Date

Online: www.stlcc.edu
Visit our website and click on the "**Continuing Education**" link — where you can view current class offerings and to register for classes.

Enrollment in classes within this brochure, except for youth section classes, is limited to persons 16 years or older.

Registration Deadline
All non-credit courses are limited in enrollment. Advanced registration is required.

Automatic Bank Payment (ACH)
All checks will be converted to an electronic Automated Clearing House (ACH) transaction whether the payment was made in person or mailed.

Mail-In

Registration form *Please print in ink.*
Please register me for the following courses:

Course Code	Section	Course Title	Day/Time	Fees
			Total	

☐ Male ☐ Female

Senior Citizen?
☐ Yes ☐ No

Check Payment:
Please make checks payable to St. Louis Community College, and mail with form (addess above).

Credit Card Payment:
Charge fees to:
☐   MasterCard
☐   VISA
☐   Discover
☐   American Express

Email Address: _____

UIN or Student#: _____   Birthdate: _____

Name: _____
         LAST   FIRST   MIDDLE INITIAL

Address: _____
              STREET OR POST OFFICE BOX

_____
CITY   STATE   ZIP CODE

Telephone/Home: _____   Work: _____

_____   Expiration Date:_____
CARD NUMBER

Signature: _____