SCHOOL OF DIGITAL MEDIA
Digital Animation and Game Design  |  Digital Media Software Engineering  |  Television and Digital Media Production

Seeking to develop the creative spirit as well as the technical know-how to deliver creative stories effectively,

students engage with industry-standard software and equipment through project-oriented course work to learn their craft.

In each major, this applied approach to learning is coupled with small class sizes, internships with industry leaders,

a proven track record of success and faculty who bring the perfect blend of education and industry experience.

Ferris State University
Digital Animation and Game Design

Game station to work station.

Your passion for gaming can lead you to a very exciting and influential career. DAGD is one of the hottest careers in the 21st century. Whether you want to design the next blockbuster game or create simulations of the newest medical procedures, you can do it with the Bachelor’s Degree in Digital Animation and Game Design (DAGD).

Create dazzling 3D art and entertaining games that will help you break into the media industry of your choice. Using state-of-the-art technology, professional-grade software and innovative teaching approaches, Ferris delivers the tools you need to succeed. Built from the ground up and designed by professional media experts and game designers, you will be working with some of the most experienced and respected professionals in the Midwest.

Learn how to:

- Create and manipulate 2D textures and images
- Model, rig, light, animate and render 3D characters and scenes
- Edit, manipulate and develop digital video
- Author interactive applications and games
- Design and create 3D game level mods
- Develop interactive websites
- Build content in industry-leading game engines
- Prepare a professional portfolio and demo reel
- Find digital animation and game design work in the real world
The Princeton Review has named Ferris in their list of Top 25 Game Design Schools.

“The Digital Animation and Game Design program at Ferris State University was an integral part of cultivating my career and where I am today. The staff showed great passion for the industry and an honest desire to see their students succeed. The instructors are knowledgeable from a technical standpoint while understanding the nature of the industry itself. The DAGD program at Ferris State University is a great first stepping stone to a successful career in any facet of digital media production.”

Kyle Bourcier, 2012 Graduate

Ferris Major Course Requirements:

- 2D Visualization-Storyboards & Style Guides
- Story Development for Film & Gaming
- 3D Visualization
- 3D Modeling & Animation 1
- 3D Modeling & Animation 2
- Introduction to Game Design & Development
- User Interface Design
- Multimedia Authoring 1
- Digital Imaging
- Digital Imaging for 3D
- Introduction to Computer Programming
- Digital Video Production & Editing
- Digital Media Productions
- Sophomore Portfolio
- Junior Project
- Applied Internship
- Capstone Course
- Advanced Technical Writing

Concentrations:

General:
- Digital Audio Production for Digital Media
- Game Design & Theory
- 3D Modeling & Animation 3
- Advanced Modeling & Animation
- Digital Visualization or Digital FX
- Multimedia Authoring 2

3D Animation:
- Modeling & Animation 3
- Advanced Modeling & Animation - Character
- Advanced Modeling & Animation - Vehicle & Structure
- Digital FX
- Digital Sculpting
- Advisor Approved Elective

Game Development:
- Computer Programming 1
- Game Design & Theory
- Multiplayer Game Programming
- Digital Visualization & Simulation
- Multimedia Authoring 2
- Advisor Approved Elective

Total Ferris Credits: 72

General Education Requirements:

- Business Law 1
- Fundamentals of Public Speaking
- College Writing or English Composition 1
- English Composition 2
- Intermediate Algebra
- Trigonometry
- Science Course
- Lab Science
- Cultural Enrichment Electives
- Social Awareness Electives

Total General Credits: 41

Total credits required for graduation: 125

Choose what works best for you! The DAGD program is offered through Ferris State University on the main campus in Big Rapids as well as at Ferris State’s Grand Rapids campus, located in the Applied Technology Center on the campus of Grand Rapids Community College.
Create and innovate.
Program success into your future.

From health care to informatics, business to entertainment, our world runs on technology. From the moment you wake up until the time you retire back to bed, you are surrounded by life-enhancing products that require software. Software engineers design software to continuously advance existing products and invent new ones. Create the world as you see it. Design and create software for current and emerging technologies.

“The DMSE program has given me an excellent window into the technologies and innovations that will drive the future. Learning today’s methodologies and practices with an open mind about how they can be applied to upcoming developments is incredibly valuable. There is definitely a good balance between instruction and self-discovery, and I very much enjoy the idea of enhancing my learning through personal experiences and experiments.”

Kyle Dhyne, 2014 Graduate
The Ferris Digital Media Software Engineering Bachelor’s Degree program teaches every step from design to delivery. Designed as an engineering degree, the program focuses on technology, procedures, and methodologies involved in the software development process, preparing you for a career in informatics, business, healthcare and entertainment. Engineering theory, principles, and mathematical rigor form the foundation of the degree.

Upon graduation, you will have experience designing, developing and delivering quality software applications. Critically important topics such as requirements management, configuration management, testing, and quality assurance are covered in depth.

Produce life-enhancing software that will change our world.

Ferris Major Course Requirements:
- Computer Programming 1
- Computer Programming 2
- Software Data Structures
- Programming Languages
- Software Component Design
- Engineering Enterprise Software Apps
- Programming Graphical User Interfaces
- Software Engineering Methodologies & Processes
- Software Requirements Management
- Software Configuration Management
- Software Quality Assurance
- Software Design & Architecture
- Software Engineering Tools
- Quality Science Statistics
- Engineering Economics
- Design of Experiments 1
- Linear Algebra
- Project Management
- Software Development Industry Certification
- Applied Internship
- Introduction to Game Design & Development
- Game Design & Theory
- Game Programming 1
- Game Programming 2
- Advanced Technical Writing

Total Ferris Credits: 77

Grand Rapids Community College Courses:

Major Course Requirements:
- Calculus with Analytical Geometry 1
- Calculus with Analytical Geometry 2
- Introduction to Ethics
- Principles of Economics 1
- Business Law

General Education:
- Fundamentals of Public Speaking
- College Writing or English Composition 1
- English Composition 2
- Lab Science
- Calculus Physics 1
- Calculus Physics 2
- Cultural Enrichment Electives
- Social Awareness Electives

Total GRCC Credits: 51

Total credits required for graduation: 128

“This program is offered through Ferris on the campus of Grand Rapids Community College. We partner with GRCC to offer you a quality education at affordable tuition rates. General education classes are taken through GRCC and major classes are taken through Ferris.”

Anthony Everitt
2014 Graduate
When the credits roll, will your name be listed?

Are you a hopeful storyteller, inspired by the creative vision of the latest Hollywood films? Maybe you’ve thought about making your own film. Or maybe your dream is to produce your own television show.

When the credits roll, your name could be listed after “director” or “producer.” Your future career may be with a small independent production company or a large conglomerate of television networks. Whichever you decide, your first step is the Ferris Bachelor’s Degree in Television and Digital Media Production (TDMP).

“"If a student has the drive and passion to succeed in the film and video industry, the program that Ferris offers will give them every opportunity to do just that.”

Derek Rottman, 2009 Graduate
Founder of fission3.com

Career Opportunities:
- Broadcast Television
- Cable Production
- Communication
- Digital Filmmaking
- DVD Authoring
- Entertainment
- Film Production
- Media Distribution
- Mobile Video
- News
- Production
- Sports
- Streaming
- Web Production
Grow your creative skills and create short films, documentaries, programs, commercials and many different visual spectacles. Acquire the skills to produce, direct, capture, edit and stream your own show, or shows you’ve created for a client.

Learn on state-of-the-art equipment that meets industry standards. Complete the necessary course requirements at a production facility or station in Michigan, the Midwest or across the country. Through this experience, you’ll learn in a real-world setting working full-time with industry professionals.

After graduation, you’ll be prepared for a career as a writer, videographer, video editor, media technologist, director, producer, set designer, or work in the film industry.

Ferris Major Course Requirements:
- Introduction to Video Communications
- Digital Media Art and Technology
- Field Production
- Compositing Video
- Script Writing
- Documentary Production
- Television Operations
- Television Studio Production
- Seminar in TV and Digital Media
- Instructional Design
- Advanced Producing and Directing
- TV and Digital Media Internship

Electives:
- Audio Production
- Entertainment Arts and Production
- Remote Television Production
- Film and Digital Media Practicum
- Streaming Media Production
- Advanced Compositing for Video
- Digital Cinematography
- DVD Production
- Special Studies in TDMP
- 3D Modeling and Animation

General Education Requirements:
- English 1
- Industrial and Career Writing
- Interpersonal Communication
- Advanced Communication
- Scientific Understanding
- Quantitative Skills
- Cultural Enrichment Electives
- Social Awareness Electives
- Global Consciousness
- Race/Ethnicity/Gender

Total credits required for graduation: 120

“When I was nearing the end of the program I was nervous about my future career, wondering if I was going to be prepared. Walking into my six month internship, I never had a moment I felt unqualified. I even brought new ideas and knowledge from the program that benefited the company. At the end of my internship, I was hired as a full-time employee because of my expertise in the area of my degree.”

Mariellen Krolikowski, 2011 Graduate
Harvest Creative Services

This program is offered on our main campus in Big Rapids.

www.Youtube.com/FerrisStateTDMP
www.FerrisState.tv
www.Facebook.com/TDMPFerris
With the advent of digital technology, job opportunities abound. Unsure which direction to go? Start with an Associate Degree in Pre-Digital Media. This degree can be used as the foundation for each of the bachelor's degrees found in this brochure. Expose yourself to a variety of media so you’re better prepared to choose the path that’s right for you.

Pre-Digital Media Associate Degree

This program is offered on our main campus in Big Rapids. From here, you can continue on the main campus in TDMP or DAGD, or transfer to Grand Rapids to complete a bachelor's degree in DAGD or DMSE.

Ferris Major Course Requirements:

**Introduction to Video Communications**

**Digital Media Art and Technology**

**3D Modeling and Animation 1**

**Digital Imaging**

**Introduction to Game Design**

**Introduction to Computer Programming**

or **Computer Programming 1**

Software Engineering Methodologies-Processes or Field Production

or **Script Writing**

**Required Courses:**

**English 1**

**English 2**

**Interpersonal Communication**

or **Fundamentals of Public Speaking**

**Intermediate Algebra**

or **Intermediate Algebra – Numerical Trigonometry**

or **Contemporary Mathematics**

Scientific Understanding

Cultural Enrichment Electives

Social Awareness Electives

**Electives:**

Audio Production

Compositing Video

Script Writing

Streaming Media Production

2D Visualization

3D Modeling and Animation 2

Computer Programming 2

Analytical Geometry – Calculus 1

Total credits required for graduation: 61-63

Surprise! This brochure utilizes augmented reality technology, which means there are all kinds of hidden gems for you to find. Viewing many of the images through the Aurasma app will cause them to come to life through video and animations.

Aurasma is available as a free app for iPhones, iPads and high-powered Android devices.

Steps to get you started:

1. Download and install the free Aurasma app from iTunes or Google Play.

2. Open the app on your mobile device. Tap **OK** to allow location tracking.

3. Scroll through intro and create an account, or tap **SKIP**.

4. Select the large “A” logo at the bottom of the screen to view the “Explore” screen.

5. Tap the **SEARCH** icon and type in **Ferris State SDM**.

6. **FOLLOW** our channel.

7. Tap the **SCAN** icon, hold device over brochure, and have fun!

(Hint: start with an image that has a next to it.)