



Faces to Remember



Karina Dundurs
CA Dept. Chair

Karina has been a key player in the development of the new Computer Applications curriculum. She taught for 3 years as a part time instructor at West Valley before assuming the position of Computer Applications Department Chairperson in the Fall of 1996. She worked in industry for 18 years as a programmer, systems analyst and manager in a CIS department. Karina holds a BA from the University of San Francisco.

Donette Dake
Business Div. Chair



Donette's vision has been instrumental in the creation of the CA and Digital Media Departments. She worked in Desktop Publishing at Addison Wesley Publishing and taught at area high schools and San Jose City College before joining the West Valley faculty in 1966. Donette holds both a BA and MA in Business Education from San Jose State University with minors in Art and Psychology.



Jeff Rascov
Digital Media

Newly arrived, Jeff brings industry experience to the Digital Media Dept. He currently teaches Director, Premiere, and other Digital Media classes. He supports his vision of full classrooms by promoting the CA department at area high schools. Jeff holds an MFA in computer graphics from Rochester Institute of Technology.

You've Come A Long Way, Baby!

The Computer Applications Department at West Valley College has entered an exciting new phase of development with the addition of over 35 new courses and the restructuring and addition of several new Degree and Certificate programs in the past two years. (See page 4 for more details). The current Department boasts the support of a state-of-the-art Technology Center and classrooms with computer screen projectors and a computer terminal at each seat. With the latest software applications, printers, scanners, zip drives, digital cameras, and even digitizing tablets, the Computer Applications Department enables students to develop up-to-date computer skills in Desktop Publishing, Digital Media, and Web Design and Production. This sleek, modern version of the department was not always so. The hard work of several dedicated staff brought the department to its current status (see sidebar).

Computer Applications was not originally designed to be a separate department, but started as CIS and Office Administration Departments. Both taught some of the same software: WordPerfect, Lotus, and Microsoft Word. Dave Pugno of CIS, Jim Wilczak and Donette Dake (as the Office Administration Dept. Chair), worked out a method of teaching these classes that was acceptable to both departments, and the courses were then given their own placement in the schedule of classes. The new course outlines were originally intended to enable students to identify the difference between a programming course and a software course.

As new software became popular and new courses were added, the number of offerings grew large enough to develop CA into its own department in 1992. Donette Dake became the Department Chair of CA and

was the only member in that department for a number of years. Courses were taught with many part-time instructors until the addition of Karina Dundurs in 1996. Donette became the Business Division Chairperson when Karina was hired, and she took on the Departmental Chair duties for Computer Applications. Kelly Carey was brought in as an instructor and coordinator for developing the fledgling digital media program in the Spring semester of 1997. Kelly has most recently been involved in developing not only digital media, but also Internet Services and Java. Jeff Rascov was brought on board in the Fall of 1998 to continue the development of digital media courses.

See Related Story Page 4

Historical information contributed by Donette Dake



Also in this issue:

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Todas las Programas de Educación se ofrecen en West Valley College sin tomar en cuenta la raza, el color, el origen de nacionalidad, el sexo, o la incapacidad física.

Những sinh viên theo học các chương trình huấn nghệ tại trường West Valley sẽ không bị kỳ thị bởi màu da, sắc tộc, phái tính hay tàn tật.

Those Pesky File Formats



One of the more frustrating rites of passage in the world of computer applications is learning about file formats. Each application has an encoding format for saving and compressing data. Not all of these formats are compatible with other applications or even different versions of the same application! Then you have all of the non-application-specific file formats that encode text, graphics, multimedia and web based content. One of the most important tasks for the serious graphics, publishing or multimedia student is to master these file formats and to learn where, how and why to use them.

All file formats use different types of compression algorithms to store file data. Two common types are Lossy and LZW. Lossy compression discards data and creates a smaller file size. Most JPEG and MP3 compression is lossy. LZW compression substitutes frequently used strings of code for shorter equivalents. This method allows for smaller file size without losing any data.

Here are some short descriptions to get you acquainted with some of the most commonly used file formats. Learn these and you will be well on your way to mastering the fundamentals of digital media.

JPEG: (*Joint Photographic Experts Group*)

A cross platform compression format best used for photographic images or images with many color transitions. Provides the best compression of all formats.

GIF: (*Graphics Interchange Format*)

Originally created by Compuserve as a transmission format for images transmitted via modem. It is best used for on-screen presentations such as the internet or multimedia applications and not for printing. It uses a maximum of 256 colors and is best used for small images.

EPS: (*Encapsulated Postscript*)

A Postscript language format favored by Service Bureaus because it enables files to print faster. It combines a postscript description of an illustration with a PICT preview for the screen. It does not compress files at all and sometimes even makes them larger. It is

best used to import graphics into page layout programs or for professionally printed projects.

DCS: (*Desktop Color Separations*)

This format is used in conjunction with EPS to create color separation files for use with page layout programs. These files remain outside the application and link to the imported graphic within the application, allowing file size to stay smaller.

PNG: (*Portable Network Graphics*)

This new single-image file format has been introduced to replace the older GIF format and some uses of the TIFF format. Like GIF, this is best used for smaller images, but allows for better compression without sacrificing the quality of the original.

TIFF: (*Tag Image File Format*)

This is an application independent, cross-platform compatible bitmap format widely used in graphics and page layout applications. Supports both CMYK and RGB and alpha channels.

PICT: (*Abbrev. for Picture*)

A vector/bitmap format created on and for the MacIntosh and used as the main graphics format for Quicktime videos.

BMP: (*Bitmap*)

A bitmap format indigenous to the PC and used primarily by Windows.

PDF: (*Portable Document Format*)

A document format created by Adobe Acrobat that creates application independent, screen-readable documents. This format solves platform and application dependent issues such as font transference and cross-platform compatibility issues. Acrobat Reader, a free utility, is needed to view PDF files.

RTF: (*Rich Text Format*)

A format that allows the exchange of text files across applications and platforms.

CGM: (*Computer Graphics Metafile*)

PC platform based format intended as a vendor and hardware neutral storage and interchange format for graphics images - supports vector and bitmap encoding.

WMF/EMF: (*Windows/Enhanced Metafile*)

A general image interchange format for windows applications. EMF is Microsoft's answer to postscript because it allows transmission of data to the printer without freezing the application.

Amiga IFF: (*Interchange File Format*)

This format was created to facilitate the transfer of images, text, musical scores, sound and other data between programs on Amiga platforms.

Targa: Designed by TrueVision to support 32-bit images that include alpha (mask) channels capable of playing live video. Stills can be placed by many graphics applications.

Scitex CT: (*Scitex CT System Format*)

The format used for processing CMYK files on a Scitex CT system.

PXR: (*Pixar*)

This is a bitmap based file format used by Pixar workstations which are a 3D graphics rendering system.

AVI: (*Audio Video Interleave*)

This is the most common format for audio-video data on the PC. Most Windows animation is in this format..

WAV: (*Wave Form Audio File Format*)

A sound file indigenous to Windows that doesn't start playing until the entire file has arrived and includes the data for the sounds..

MIDI: (*Music Instrument Digital Interface*)

A protocol designed for transmitting music between electronic instruments and the computer, this format creates small files and is limited to sound board production.

MPEG: (*Motion Pictures Experts Group*)

An industry standard that stores bitmap motion data in a platform-independent format. MPEG reduces bandwidth and capacity requirements of video media making high quality, full-motion video possible on low-cost computers.

HTML: (*Hypertext Markup Language*)

A set of markup symbols or codes inserted in a file intended for display on an internet browser.



For more information about file formats, visit these web sites:

www.wotsit.org/graphics.htm

www.nlc-bnc.ca/pubs/netnotes/notes24.htm

www.wizard.com/users/baker/public_html/Computer.htm

New CA Course List!

CA 43C/44C 1.0/2.0

Digital Illustration: Freehand

Learn Digital Illustration using Macro-media Freehand. Create logos, collateral and business ads to enhance a portfolio or increase computer graphics skills.

CA 43D/44D 1.0/2.0

Digital Painting: Painter

Painter is the premiere realistic painting and drawing application. Learn to use the brushes and effects to create realistic looking art pieces, and to use it with Photoshop and Illustrator.

CA 46D 1.0

Intermediate PowerPoint

Learn to incorporate multimedia, audio, drawing, clipart, video, and animation into PowerPoint presentations; customize the PowerPoint interface and settings.

CA 47D 1.0/2.0

Digital Camera Operation

Learn the principles of operation for digital cameras and how they are used to produce images for multimedia applications.

(See the class schedule for the expanded roster of Photoshop related class offerings.)

CA 74 1.0

Using the Internet for Research

Learn different tools to retrieve information from the internet; evaluate and document the data found.

CA 77 .5

Public Records Research

Find out about the different search engines and websites that can be used to obtain public records.

CA 84A .5

Digital Typography

Learn about digital type: Postscript, True Type, and bitmapped fonts including installation, and appropriate formats for printing and monitor display.

CA 88/88A 1.0/2.0

Digital Authoring: Director

Learn to use the many functions of Macromedia Director to access, edit, digitize, store, and retrieve audio-visual materials. Write scripts, edit and mix text, sound, and images and create computer animations and presentations.



CA 89A 1.0

Digital Visual Design

Overview of visual design and textual information plus software management. Topics include visual hierarchy, communication, typography, interface and information design.

CA 89B 1.0

Cross-Platform Production Issues

Learn about platform independence, and consistent behavior of graphics text, and colors in screen design products. This class focuses on creating and presenting digital media on different computer platforms and in different browser environments.

CA 90C 1.0

Shockwave for Director

This course is an introduction to web multimedia. It covers planning, management, designing, creating and authoring shockwave media.

CA 90D 3.0

Flash: Creating Interactive Web Pages

Learn to create interactive web pages incorporating graphics, animation, sound, and programming using Macromedia Flash.

CA 90E/F 1.0/2.0

Digital Media Editing: Premiere

Adobe Premiere is an authoring package for multimedia presentations. Students will explore and demonstrate basic digital media presentation principles - integrating video, audio, and animation to create digitized business presentations and movies.

CA 96A 1.0

Creating World Wide Web Pages 2

This course focuses beyond basic HTML on creating style sheets, tables, forms, mapping and frames; on transforming image files into optimal size and format; on using tools and plugins to create commercial web sites.

CA 96C 1.0

Information/Content Design for the WWW

This course focuses on creating well-defined information structures, logical navigation, responsive feedback mechanisms, and effective interaction on the web.

CA 98 1.0

Digital Media Project

This course serves as the completion competency for a Digital Media Level II certificate. Students will develop a discipline-related project that demonstrates competency in appropriate multimedia techniques including but not limited to Internet research, e-mail, WWW, desktop publishing, and computer graphics.

CA 98B 3.0

Portfolio Planning & Review - Desktop Publishing and Digital Media

This course will help students committed to developing a professional quality hard copy and digital portfolio.

CA 98C 2.0

Dynamic CD-ROMs

This course focuses on creating dynamic presentations that can update content and media from the Internet, open a web browser from a CD-ROM, e-mail to and from a presentation, and make the connection between Shockwave and a Director presentation.

CA 98D 1.0

Digital Video 1: Quicktime

This introduction to Quicktime basics teaches video editors, digital media designers and developers methods of enhancing video, CD-ROM, and web projects.

CA 98E 1.0

Digital Audio

This introduction to digital sound focuses on incorporating available sound from the web and CD-ROMs into a digital media project. It introduces digital sound recording and editing software.

New Degree & Certificate Programs

All degree and certificate programs have been revamped and updated. Please check the 1998-1999 WVC Catalog for current course guidelines and requirements.

- ▶ **Computer Applications**
Microsoft Office
- ▶ **Desktop Publishing**
- ▶ **Digital Media**
Computer Arts and Animation
Digital Media Design/Production
Sound Design and Production
- ▶ **Web Design/Production**
Content Design Emphasis
Production Emphasis

Faces to Remember



Max Crumley
Tech Center
Administrator/
Instructor

Max is one of the unseen organizers of the computer applications department as well as the Tech Center's administrator for the MacIntosh platform and digital imaging programs since its inception in 1994. He schedules the use of the computer classrooms and aids faculty with digital presentations. He also teaches Photoshop and distance learning classes and considers himself as a technically competent "non-techno" instructor. Max holds a BA and MA from San Jose State.



Kelly Carey
Digital Media

Kelly came to West Valley in 1997. Using input from Donette Dake, Karina Dundurs, Pam Luster, Chris Cryer, George Champion, and Max Crumley, she has pulled together a digital media program that adapts to rapidly emerging new technologies. The exciting new multimedia degree and certificate programs are a result of that successful effort. Kelly brings many years of industry and teaching experience to the CA Department, and her fresh perspectives benefit students pursuing careers in the computer industry. Her goal is to add more Web courses to the curriculum and to begin coalescing a "community" atmosphere with the students and teachers involved in the CA programs.

puter Applications and Digital Media programs at West Valley support this program for high school students who plan to enroll at West Valley and pursue degrees in these fields. It also allows faculty to work with industry in order to maintain an up-to-date curriculum.

VATEA IIa Multimedia Curriculum Leadership Grant: This grant was awarded to the Digital Media Department last year by the State Chancellor's Office. As the sole recipient of this grant, West Valley was able to develop 4 Digital Media/Art degrees, 6 certificates, and nearly 30 new digital media courses. The funds also allowed faculty from digital media and art to attend several training courses. Additionally, software, computers, digital video editing equipment, digital cameras, and books for course and project development were purchased. Several students will graduate in May with degrees as a direct result of this grant.

Java/Regional Industry Collaborative Grant: This grant was awarded to West Valley through the State Chancellor's Economic Development Grant Fund. The money allowed West Valley to develop the Java Programming and Internet Services degrees, certificates, and courses. Surveys were conducted on skills needed for students entering the field of Java Programming and Internet Protocol positions. Equipment was purchased, including Sun boxes which will be available in TCA in the fall, faculty attended several training courses, and books were purchased for course development.

Information & Support


- Computer Applications Dept. Chair,
Karina Dundurs 741-2414
- Educational Transition/
Adult Re-entry 741-2022
- Campus Bookstore 741-2015
- Financial Aid Office 741-2024
- Admissions & Records 741-2001
- Counseling 741-2009
- Career Programs Resource
Center 741-2098

The Funding Behind the Fun



All of the wonderful new programs and state-of-the-art equipment available at West Valley would not be possible without funding from Grant programs. The new Digital Media program has been funded primarily through the award of these three grants:

Tech Prep Grant: This grant focuses on allowing area high school students to receive college credit for courses that apply to their career ambitions. The Com-

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