ART 034: INTRODUCTION TO DIGITAL ART AND MEDIA

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Cross listed as:

DDP 100

Originator

Emily Maddigan

Co-Contributor(s)

Name(s)
Abril, Mari

Justification / Rationale

Cross list the course with DDP 100
Submit for General Education course

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

ART - Art

Course Number

034

Full Course Title

Introduction to Digital Art and Media

Short Title

INTRO TO DIGITAL ART

Cross Listed Course

DDP 100

CIP Code

50.0409

TOP Code

103000 - Graphic Art and Design

SAM Code

D - Possibly Occupational

Course Control Number

Discipline

Disciplines List
Art

Modality

Face-to-Face
100% Online
Hybrid

Catalog Description

This overview course is open to all students wanting to know more about the different areas of Digital Art and Media. Introduction to fundamental concepts, practices and theories of digital art and media. Topics include: integration of traditional design, color, and compositional principles with contemporary digital tools. Demonstrations of digital image capture, image manipulation, illustration, layout, animation, 3D, and emerging technologies will also be given.

Schedule Description

This overview course is open to all students wanting to know more about the different areas of Digital Art and Media. Introduction to fundamental concepts, practices and theories of digital art. Topics include: integration of traditional design, color, and compositional principles with contemporary digital tools. Demonstrations of digital image capture, image manipulation, illustration, layout, animation, 3D, and emerging technologies will also be given.

Lecture Units
2
Lecture Semester Hours
36

Lab Units
1
Lab Semester Hours
54

In-class Hours
90

Out-of-class Hours
72

Total Course Units
3
Total Semester Hours
162

Required Text and Other Instructional Materials
Resource Type
Book
Open Educational Resource
No

Author
Paul, Christiane

Title
Digital Arts

Edition
Third

Publisher
Thames Hudson

Year
2015

College Level
Yes

Flesch-Kincaid Level
12

ISBN #

9780500204238

Class Size Maximum

25

Course Content

1. Elements and principles of design as they relate to digital media.
2. Concept development as it relates to digital and time-based art.
3. The use of technology to create art through various digital media input and output methods.
4. Principles and uses of vector or raster based software in the creation of digital art.
5. Characteristics of color in additive and subtractive color systems.
6. Group and individual critiques of digital images utilizing relevant terminology and concepts.

Lab Content

- Create art and design through various digital media input methods using vector or raster based software.
- Assignments focusing on the conceptual development in project based digital images and time based works.
- Group and individual critiques in oral and written format.

Course Objectives

	Objectives
Objective 1	Analyze project needs and apply the elements and principles of design in finished digital images and time based works.
Objective 2	Create a portfolio of work demonstrating formal, conceptual and technical development.
Objective 3	Produce digital images and time based work through various digital media input and output methods using vector or raster-based software.
Objective 4	Examine and evaluate historical and contemporary theories, language, aesthetics and criticism in the digital arts globally.
Objective 5	Identify, create, edit, and display different types of digital files in text, graphics, animation, video, and/or audio.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	1. Demonstrate understanding of design elements and principles and the use of type, color and image.
Outcome 2	Develop and produce, projects within a set deadline using digital hardware and software using techniques related to painting, drawing, animation, design and video.
Outcome 3	Evaluate and appraise other design projects and differentiate between effective and ineffective solutions during in-class critiques.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Collaborative/Team	Students will critique as teams/groups on various projects/design challenges.
Demonstration, Repetition/Practice	Students will learn technical software and hardware applications and apply them in a series of assignment/design challenges. They will also learn the historical processes of design from a global perspective.
Discussion	Students will verbally pitch their art and design concepts to the group as well as in progress discussions.
Experiential	Students will use traditional design software and hardware and apply it to current conceptual trend in the Arts and Media Field.
Individualized Study	Students will research historical and contemporary approaches to digital art and media and develop their compositions and execute them for class discussion.

Laboratory	Students will use the MAC computer lab for the course assignments, or their personal computer with the appropriate software and hardware.
Lecture	Lectures will be provided on historical and contemporary approaches to digital art and media globally, as well as demonstrations on how to use software as it relates to the assignments.
Participation	Students will participate in critiques, in class exercises and general feedback on visual examples.
Self-exploration	Students will explore their own conceptual approaches, ideas and perspectives to the assignments.
Technology-based instruction	All course work uses current technology in the field, the students will learn the software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Written homework	Students will have a written exam that will be graded with a rubric.	In and Out of Class
Critiques	Students will participate in group critiques, addressing the requirements of the assignment as well as the creative exploration and graded with a rubric.	In and Out of Class
Portfolios	Students will create a "body of work" that will be evaluated with a rubric. Amount of works in a body of work will vary 6-30 approximate.	In and Out of Class
Field/physical activity observations	Student will be evaluated on their ability to comprehend the and physically complete assignments.	In and Out of Class
Product/project development evaluation	Students will create assignments with given criteria and will work to solve the design/art challenge as well as apply key fundamental compositions.	In and Out of Class
Self/peer assessment and portfolio evaluation	Students will use rubrics to self evaluate their own progress as well as evaluate the work of their peers.	In and Out of Class
Tests/Quizzes/Examinations	Students will be quizzed weekly on key art and media terminology including the principles and elements of design.	In and Out of Class
Mid-term and final evaluations	Students will have both a mid term and final evaluation. The culmination of the course will be a graded assignment/project or physical test of knowledge pertaining to software or hardware.	In and Out of Class
Student participation/contribution	Students will be graded in their participation at critiques and group discussions.	In and Out of Class

Assignments

Other In-class Assignments

In class assignments will address the following:
Personal Montage addressing the elements and principles of design.
Unity/Variety/Emphasis- drawing assignment covers these design principles
Parallels of Music and rhythm in art. (strong historical component)
Rhythm/Line/Direction- drawing assignment covers design principles and elements of line.
Art History Review of effective positive and negative space.
Positive/Negative Space- drawing assignment covers positive/negative space.
Space/Volume- drawing assignment based on aerial (atmospheric) perspective.
The Use of technology to create various digital input and outputs.
Currency Design (typography, color choice, resolution issues). (historical review)
Linear Perspective drawing - design assignment using perspective.
Advertising "automotive" replacing color and technical issues.

Color Schemes- Principles of color, color wheel, and properties.

Other Out-of-class Assignments
- Required Readings from text, handouts, and web.
- Evaluate media (magazines, newspapers, websites and posters) for their effectiveness and means of expression.

Grade Methods
Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %
50
On-campus %
50

Lab Courses

How will the lab component of your course be differentiated from the lecture component of the course?
The lecture portion of the course will consist of demonstrations, readings and activities that will build knowledge of the how the software works in the development creative content. Students will be working on assignments from the book as well as developing research, thumbnail sketches, digital roughs and final compositions during the lab component of the course.

From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?
Activities that involve the students designing projects will be specified as lab. The course will contain Canvas weekly assignments that require students to complete graphic design projects that achieve a particular goal.

How will you assess the online delivery of lab activities?
Lab activities will require students to upload files and input text and/or URLs for assignments.

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?
N/A

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.
N/A

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:
Timely feedback and return of student work as specified in the syllabus
Discussion forums with substantive instructor participation
Chat room/instant messaging
Regular virtual office hours
Private messages
Online quizzes and examinations
Video or audio feedback
Weekly announcements

External to Course Management System:
Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cmediasolutions, etc.)
Synchronous audio/video
Teleconferencing
Telephone contact/voicemail

For hybrid courses:

Scheduled Face-to-Face group or individual meetings
Field trips
Library workshops
Orientation, study, and/or review sessions
Supplemental seminar or study sessions

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

There will be weekly discussions regarding topics related to digital media and art with appropriate instructor participation. Students will create and upload assignments of their creation. These activities will receive appropriate instructor feedback.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

With hybrid courses, students will meet weekly for lecture, demonstrations and critques.

Other Information

Comparable Transfer Course Information

University System
CSU

Campus
CSU San Bernardino

Course Number
123

Course Title
ARTS

Catalog Year
2017

COD GE
C3 - Arts, Humanities, and Culture

MIS Course Data

CIP Code
50.0409 - Graphic Design.

TOP Code
103000 - Graphic Art and Design

SAM Code
D - Possibly Occupational

Basic Skills Status
Not Basic Skills

Prior College Level
Not applicable

Cooperative Work Experience
Not a Coop Course

Course Classification Status
Credit Course

Approved Special Class
Not special class

Noncredit Category
Not Applicable, Credit Course

Funding Agency Category
Not Applicable

Program Status
Program Applicable

Transfer Status
Transferable to CSU only

C-ID
ARTS 250

Allow Audit
No

Repeatability
No

Materials Fee
No

Additional Fees?
No

Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)
COD GE Worksheet ART 034.pdf

Approvals

Curriculum Committee Approval Date
11/05/2019

Academic Senate Approval Date
11/14/2019

Board of Trustees Approval Date
12/19/2019

Course Control Number
CCC000589270

Programs referencing this course

Studio Arts AA-T Degree (http://catalog.collegeofthedesert.eduundefined?key=2/)
Mass Communication A.A. Degree (http://catalog.collegeofthedesert.eduundefined?key=273/)
Mass Communication A.A. Degree (http://catalog.collegeofthedesert.eduundefined?key=273/)