

DMD C100: INTRODUCTION TO DIGITAL ART AND MEDIA

Item	Value
Curriculum Committee Approval Date	12/09/2022
Top Code	103000 - Graphic Art and Design
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This overview course is open to all students wanting to learn about the different areas of Digital Art and Media. Introduction to fundamental concepts, practices, and theories of digital art and media. Topics include the integration of traditional design, color, and compositional principles with contemporary digital tools. Demonstrations of digital image capture, image manipulation, illustration, layout, animation, and emerging technologies. Enrollment Limitation: ART C183; students who complete DMD C100 may not enroll in or receive credit for ART C183. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Analyze and integrate traditional design principles with digital tools to create multimedia projects while safely handling and maintaining digital imaging hardware and materials.
2. Develop and produce projects within a set deadline through experimentation with various digital mediums, including vector, raster, motion-based formats.
3. Apply critical thinking and problem-solving skills to design solutions using contemporary digital art techniques.
4. Evaluate and critique digital images and time-based works utilizing relevant terminology and concepts.

Course Objectives

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

Lecture Content

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

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

A variety of instructional techniques will be employed to encompass different student learning styles. These may include but are not limited to, lecture, discussion, projects, and small group activities. Instruction will be supplemented, where appropriate, by digital media presentations and resources, guest speakers, and field trips.

Reading Assignments

Complete reading assignments from the textbook, supplemental readings, handouts, Internet resources, and any assignments from Coastlines Library.

Writing Assignments

Create design plans, revision logs, weekly topic responses, and critiques.

Out-of-class Assignments

Weekly projects demonstrating skills acquired and creation of self-designed projects.

Demonstration of Critical Thinking

Critical thinking evaluation methodologies will be consistent with, but not limited by, the following types or examples: A. Project submissions to showcase personal design work and/or work for a potential client B. Class participation that includes good communication skills and the ability to critically analyze another students work C. Quizzes that demonstrate a thorough technical understanding of key course concepts

Required Writing, Problem Solving, Skills Demonstration

Students will submit written statements and design briefs that exhibit a strong understanding of the courses technical and design objectives.

Eligible Disciplines

Art: Masters degree in fine arts, art, or art history OR bachelors degree in any of the above AND masters degree in humanities OR the equivalent. Note: "masters degree in fine arts" as used here refers to any masters degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy. It does not refer to the "Master of Fine Arts" (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Masters degree required. Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree

and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Example of a typical textbook for this course includes the following: Paul, Christiane. Digital Arts, ISBN-13 9780500204238, 3rd ed. Thames Hudson, 2015 Rationale: There is no further update for this book since the 3rd and last 2015 publishing. It will be updated as soon as it has a new edition. Legacy Textbook Transfer Data: Legacy text
2. Required Example of a typical textbook for this course includes the following: Crewes and May. Digital Media: Concepts and Applications ISBN-13: 978-1305661721, 4th ed. Cengage, 2016 Rationale: - Legacy Textbook Transfer Data: Legacy text

Other Resources

1. Coastline Library
2. Course uses Online resources, Open Educational Resources (OER), and Zero Textbook Cost (ZTC) Resources.