

# DART G100: INTRODUCTION TO DIGITAL ARTS

Item	Value
Curriculum Committee Approval Date	11/05/2024
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab 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
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

This course, through hands-on techniques, will introduce the fundamental use of digital tools in the creation of digital art, including digital cameras, scanners, and printers. Students will also learn how to acquire and edit digital art and use it to create effective design communications. Transfer Credit: CSU; UC.

## Course Level Student Learning Outcome(s)

1. Course outcomes
2. Use terminology needed to discuss various types, techniques, and concepts of digital art used in the operation of the computer and graphic design software.
3. Discuss the skills needed to use graphic design tools and software in the Digital Arts field.
4. Demonstrate the user actions needed to create, save, locate, edit, and copy files for effective file management.
5. Formulate considerations for acquiring digital art for use in graphic design projects

## Course Objectives

- 1. Use computers and computer peripherals such as printers, scanners and digital cameras to create design projects.
- 2. Present completed work in a professional manner.
- 3. Analyze the role of art in creating digital images and technological products and discuss the design process during critiques.
- 4. Apply beginning technological, design and production skills culminating in the completion of at least two portfolio design pieces.

## Lecture Content

An overview of graphic design software for print media and Web. Basic geometric drawing techniques. Vector based drawing techniques. Create a company logo that can be used in print media and Web. Brief classroom overview of graphics programs. Review features of Adobe Illustrator Review features of Adobe Photoshop Review features of Adobe InDesign

Printing techniques from desktop printers. Document print space. Printing templates - when and when not to use. Brief overview of color on the computer monitor and on the printer. Color space. Understanding color gamut. RGB color model. CMYK color model. Editing color settings. Graphic file formats and PDF files. Common file formats (PSD, EPS, AI, INDD, JPG, GIF, PNG, TIFF) Use of scanners and digital cameras. Scanner basics for scanning images and illustrations. Digital camera basics for quality image generation. Introduction to motion graphics. Motion graphic theory. Techniques for building basic motion graphics. Static (still) techniques used to generate the appearance of motion. Introduction to Website Design. Philosophy of site usage. Basic interface design. Basic site design. Basic web graphics. Basic web multimedia. Optimizing the Internet as a graphic design resource. Considering the use and intent of the site. Evaluating the information delivery methods on the web. Careers in Graphic Design and other digital media industries. Typical computer graphic connected careers. Graphic Designer Graphic/web Artist Web Designer Video/Film/Television careers Print Designer Basic computer maintenance for graphic designers.

## Lab Content

Use of Desktop Publishing and Web software Review features of Adobe Illustrator. Review features of Adobe Photoshop. Review features of Adobe InDesign. Color monitor light balancing Simple monitor color calibrating Advanced monitor calibration Printer color balancing Simple print color calibrating Advanced print calibration Scanner basics and file formats Scanner settings and calibration Scanner advanced features for professional usage Digital camera essentials Digital camera usage basics Shooting professional images with a digital camera Motion graphics experiments Frame rate experiments Storyboarding basics Construction and design of web pages Basic interface design Basic site design and screen resolution considerations Basic web graphics Basic web multimedia construction and considerations Web optimizing basics

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

## Reading Assignments

Textbook Websites Various subject matter handouts

## Writing Assignments

Students will write project briefs Students will write case study reports

## Out-of-class Assignments

Photograph textures Photograph objects Photograph people Photograph places Collect fonts from Online font foundries

## Demonstration of Critical Thinking

Students will be able to make basic assessments for the selection and usage of graphics software in the design field. Students will compare and contrast the advantages and disadvantages of scanners and digital cameras for graphic design use.

## **Required Writing, Problem Solving, Skills Demonstration**

Students will complete hands on projects from the step by step demonstrations and examples demonstrated in class as well as the textbook.

## **Eligible Disciplines**

Art: Master's degree in fine arts, art, or art history OR bachelor's degree in any of the above AND master's degree in humanities OR the equivalent.

Note: 'master's degree in fine arts' as used here refers to any master's 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. Master's degree required. Commercial art (sign making, lettering, packaging, rendering): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

## **Textbooks Resources**

1. Required Against the Clock Team. Graphic Design Portfolio 2024: Indesign, Illustrator Photoshop, ed. Against the Clock Publishing, 2023