DART G105: DIGITAL 2D DESIGN & COLOR THEORY

Item	Value
Curriculum Committee Approval Date	11/05/2024
Top Code	061410 - Multimedia
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

Formerly: DART G103; Digital 2D Design. This course is an introduction to the basic visual vocabulary used by visual artists and designers. Using only digital tools on the computer, students will explore the concepts of line, mass, texture, color, light, harmony, composition, perspective, pattern, and illusion to develop an awareness of elements used to indicate form. Hue, value and saturation will be explored as an introduction to color theory. Students will learn ways to observe details in the environment around them and are encouraged to create meaningful art utilizing the visual elements of design. The use of a Macintosh or PC computer and software programs such as Adobe Illustrator and Adobe Photoshop will allow students to explore the computer as a tool for creating digital compositions. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Identify classic principles of design.
3. Apply design principles to visual design problems.
4. Employ color theory as an integrated part of each design problem.
5. Use art and design vocabulary.

Course Objectives

- 1. Explain computer technology in the application of visual design
- 2. Examine visual design elements in print and digital advertising and marketing material.
- 3. Create visual designs using Adobe Illustrator and Adobe Photoshop.
- 4. Demonstrate color perception, interaction, theory, and application through multiple projects and assignments.

Lecture Content

Introduction to the software programs that will be used during the semester Demonstration of the program s capabilities How to replicate traditional rendering techniques using a graphics program Introduction to scanning and saving Demonstration of scanning images using the flatbed scanner Demonstration of acquiring images through devices such as smart phones Optimizing graphics The concept of negative-positive or figure-ground relationships The art elements: Line Mass (shape/form) Texture Color: hue, value, saturation Light Harmony: monochromatic, triadual, analogus, complementary Composition Perspective Pattern Illusion The concept of abstraction from realistic forms Procedures in solving and presenting design problems Thumbnails Roughs Comprehensives

Lab Content

Use drawing tools in Adobe Illustrator to create 2D compositions Employ elements of design to create 2D compositions Develop a 2D design using figure/ground relationships Develop a 2D design using scale and proportion Develop a 2D design using rhythm, repetition, and variation Develop a 2D design using only lines Create a color wheel in Adobe Illustrator Create a color design using complimentary colors Create a color design using monochromatic colors Create a color design using analogous colors Create a color design using triadic colors Create a color design using tetradic colors Create a color design using warm colors Create a color design using cool colors

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

Assigned from the required textbook for the course.

Writing Assignments

Written critiques of existing work in the industry Written project statements Written case studies Written project summaries

Out-of-class Assignments

Class projects will require outside work including: Image collection Project research Complete textbook exercises

Demonstration of Critical Thinking

The student will optimize graphics by selecting mediums and techniques which are best suited for visualizing their ideas. The student will demonstrate critical thinking by synthesizing their content information to the essential visual elements. The student will apply design principles that organize and compose the subject matter for communication of information or ideas. The student will compare and construct symmetrical and asymmetrical systems of composition. Evaluate his/her own designs and the designs of others by participating in oral discussion and critique of each project assignment.

Required Writing, Problem Solving, Skills Demonstration

A series of design problems will be completed that develop an understanding of the following concepts. Each design problem will also include color theory. A sequence of problems will allow for a progression of skill development from basic to more complex. Become proficient at using computer hardware and software Demonstrate scanning skills Demonstrate printing skills by presenting hard copies of all projects

Presentation and matting skills Become proficient at working with design elements to solve specific compositional problems

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. Graphic arts (desktop publishing): 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 Santoro, Scott W.. Guide to Graphic Design, 1st ed. Pearson Prentice Hall (Latest), 2016

Other Resources

1. Large capacity file stoarage method, i.e external hard drive, Cloud storage.