

DMD C100: INTRODUCTION TO DIGITAL ART AND MEDIA

| Item | Value |
|------------------------------------|--------------------------------------------|
| Curriculum Committee Approval Date | 11/15/2024 |
| 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 |
| Open Entry/Open Exit | 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 and apply the elements of art, including color, form, line, shape, space, texture, and value, to create visually engaging digital content in time based works.
- 2. Examine and differentiate between copyright types, fair use, and public domain, applying this knowledge to ensure the legality of creative work.
- 3. Produce time-based media, such as animations or motion graphics, using digital art software.
- 4. Examine the elements of design, such as line, shape, and texture, to create digital compositions.
- 5. Identify, create, edit, and display different types of digital files in text, graphics, animation, video, and/or audio.

- 6. Demonstrate proficiency in using digital image manipulation tools to enhance visual storytelling.
- 7. Demonstrate an understanding of various photography categories by capturing and presenting images for each type, reflecting on the creative process, challenges, and personal insights gained during the assignment.
- 8. Develop digital artwork by integrating traditional artistic methods with type, images, and graphics using software-based processes to create visual narratives across digital platforms.
- 9. Experiment with emerging digital technologies to expand the creative process and digital production techniques.
- 10. Safely handle and maintain digital imaging hardware and materials.
- 11. Evaluate and critique digital images and time-based works utilizing relevant terminology and concepts.
- 12. Create a digital portfolio that demonstrates technical skill, conceptual development, and adherence to project specifications.

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. Digital Ethics and Legal Considerations in Media Creation Exploration of Photography Categories and Techniques History, contemporary trends, language, aesthetics and emerging media as they relate to digital art Creative Process and Critical Reflection in Digital Photography Principles and uses of vector or raster-based software in the creation of digital art. Digital Image File Formats and Optimization Techniques for Various Media Outputs. Students will engage in group and individual critiques of digital images in oral and written formats, applying relevant terminology and concepts. Create art through various digital media input and output methods using vector or raster-based software. Assignments focusing on the conceptual development in project-based digital images and time-based.

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 virtual field trips.

Reading Assignments

Complete reading assignments, supplemental readings, handouts, Internet resources, and any assignments from Coastline's Library.

Writing Assignments

Written reflections on photography categories, creative process, challenges, and personal insights gained during image capture and presentation.

Out-of-class Assignments

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

Demonstration of Critical Thinking

Students will analyze how digital tools and traditional design principles are applied to solve creative challenges and enhance visual storytelling across different media platforms.

Required Writing, Problem Solving, Skills Demonstration

Students will write reflections on their design choices, discussing how they integrated type, images, and graphics to achieve visual narratives. They will also demonstrate problem-solving by addressing technical challenges in software and producing finished digital artwork and a portfolio of completed work that adheres to design principles. Students will engage in group and individual critiques in oral or written formats.

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 Paul, Christiane. Digital Art, (World of Art Series), 4th ed. Thames Hudson, 2023 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. While older than five years, serves as a resource that provides essential historical context on digital media and art. 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: While older than five years, this text serves as a resource that provides essential historical context on digital media and art. Legacy Textbook Transfer Data: Legacy text 3. Required Paul, C., Arnold, Dana. A Companion to Digital Art, 2016 ed. John Wiley and Sons, Inc, 2016 Rationale: The OER textbook, while older than five years, serves as a free companion resource that provides essential historical context on digital media and art.

Other Resources

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