



ART 1300

Division: Fine Arts

Department: Visual Art

Course: ART 1300

Title: Digital Media Fundamentals

Catalog Description:

This course introduces students to current digital technologies necessary to create art in new media genres. The multimedia curriculum will include investigations into digital imaging, vector drawing, audio and video production, web design, and animation. This knowledge base will culminate with a final portfolio combining multiple and integrated applications of each technology. A lab fee is required for this course.

General Education Requirements: N/A

Semesters Offered: Fall, Spring

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 3

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Corequisites: ART 1110 and 1120

Justification:

We live in a world inundated with digital media technologies. It is paramount that art students understand both how to use these technologies and understand their implications and outcomes in contemporary art. Skills gained in this course will aid students, regardless of visual discipline, throughout their academic and professional careers. It will also serve as a catalyst into other digital media courses as they are integrated into the visual arts curriculum. Digital media fundamentals are offered at most other higher education institutions as part of the first two years of foundation visual art study.

Student Learning Outcomes:

Upon successful completion of this course students will be able to:

- Navigate proficiently in Macintosh operating environment (Mac OS).
- Develop digital imagery in both vector based and bitmap imaging software.
- Capture audio source material, edit, and incorporate it into a work.
- Capture video source material, edit, and incorporate it into a work.
- Import multiple source materials and author a web experience.
- Create a virtual kinetic experience.
- Identify and understand the relationship between digital media technologies, aesthetics, and meaning as it is defined and interpreted in works of art.
- Successfully verbally critique a digital-based work in terms of the relationship of technology, form, and content.

Content:

This course will include lecture, discussion/critique, and studio lab time (utilizing Macintosh computers) in the application of the following concepts in digital media:

- Digital imagery (bitmap imaging & vector based)
- Audio production
- Video production
- Web authoring
- Animation

General Education Outcomes:

- 4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Each unit will require students to retrieve, manipulate, and output information from a variety of traditional and digital sources. Students will be required to provide oral feedback on their own work and the work of their peers through individual and group critiques. This will create a mechanism for improvement and assessment.

- 9) Respond with informed sensitivity to an artistic work or experience.

Each student will be exposed to an array of digital media works. Through lectures, discussions, and practical creative application of the media, students will develop the ability to critically analyze the work of others as well as their own digital creations in an effort to enhance the potential of each work.

Key Performance Indicators:

- Digital imagery unit 15%
 - Video production unit 15%
 - Audio production unit 15%
 - Web authoring unit 15%
 - Animation unit 15%
 - Final portfolio 25%
- Percentages are approximate.

Representative Text and/or Supplies:

Each student will be required to have an external digital storage device.

Optimum Class Size: 12

Maximum Class Size: 15

Signatures:

I hereby submit this course syllabus:

Brad Taggart, MFA, Assistant Professor

I hereby find this course consistent with the goals and resources of the Visual Art Department:

Brad Taggart, MFA, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Fine Arts Division:

Vance Larsen, MM, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)