



ART 1800

Division: Fine Arts

Department: Visual Art

Course: ART 1800

Title: Digital Print and Interactive Media for Artists

Catalog Description:

This course is designed to explore visual branding strategies for artists utilizing digital print software and interactive/web media. Students will utilize vector-based, bitmap imaging, and web design software and apply them to a series of print, interactive, and online design projects. Discussions will include the role of digital technology in the visual arts, graphic design, typography, multimedia, and print in self-promotion. Critical evaluation of artwork will focus on formal and interface design issues, and visual print communication. A lab fee is required for this course.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3.0; Lecture: 3.0; Lab: 3.0

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Prerequisites: ART 1300 Digital Media Fundamentals

Justification:

The computer has become a vital tool in any art career. It is necessary that art majors be exposed to computer design technologies and the capabilities of this powerful design tool during the infancy of their art study. The content of this course is offered as a fundamental, and necessary, part of the visual arts core program during the first two years of study at most higher education institutions in the State. This course will provide art students with the necessary skills to promote their career as they continue their academic studies. It will be taught by a professional artist/graphic designer with knowledge of industry software, standards, visual strategies, and aesthetics.

Student Learning Outcomes:

Upon successful completion of this course, students will:

- proficiently utilize industry standard design software and hardware as available.
- create various self-branding digital projects using both print communication and interactive/web media production.
- understand the importance of current digital media to any art career.
- understand and employ the creative art and design process to digital media.

- believe that the study of print and interactive web design is a worthy pursuit and an integral part of success in the art world.
- critically respond to computer-based designs and illustration in terms of formal design elements, effective communication, visual continuity, methods of construction, interactivity, and software in which it was created.

Content:

This course will include design lectures, demonstrations, class discussion, critiques, and applied visual art and design projects. ART 1300 Digital Media Fundamentals is a prerequisite for this course, thus students will be expected to have a working knowledge of Adobe Illustrator (vector) and Adobe Photoshop (raster) software prior to enrolling in this course. Students will use Macintosh computers and will be instructed utilizing graphic industry standard software and hardware. Students will create design projects in print communication and interactive web media. The course will include:

- A continued study of Adobe Illustrator software--approximately 20% of the course (type design layout and vector drawing/illustration)
- A continued study of Adobe Photoshop and Acrobat software--approximately 20% of the course (bitmap image manipulation and preparation)
- An introductory study of Adobe Dreamweaver software approximately 50% of the course (website construction)
- An introductory study of Adobe Flash software--approximately 10% of the course (kinetic web application)
- Innovative use of art and design elements and principles
- The commercial application of design hardware in both production and output of digital work electronically and in print
- Designing a matrix for visual continuity throughout all the self-promotional media created in the courses, i.e., logo design, typography, color, format etc.

General Education Outcomes:

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

All students will be exposed to numerous examples of strong and weak digital print and interactive media solutions selected to aid in informing their design sensibilities. Using formal design knowledge and aesthetic sensibilities, students will be expected to respond and react in an informed manner by intelligently participating in oral group critiques of example work and the work of their peers. These discussion forums will be guided by the instructor and will help direct students to create more effective and dynamic design solutions in their own work.

Key Performance Indicators:

Each student will be evaluated on:

- a portfolio of completed digital and printed design projects: 80%* of the final grade

- Exams/quizzes/group critique participation: 20% of the final grade

*Each project will be graded on creative innovation, effective use of design principles, skill and craftsmanship, and presentation.

Percentages are approximate.

Representative Text and/or Supplies:

Adobe Illustrator: Classroom in a Book, current ed., Adobe Press

Adobe Dreamweaver: Classroom in a Book, current ed., Adobe Press

Required materials:

- Sketchbook
- Pencils and markers
- Memory stick/jump drive or portable memory device
- Color printer output access

Other materials and services may be required at the discretion of the instructor.

Optimum Class Size: 12

Maximum Class Size: 16

Signatures:

I hereby submit this course syllabus:

Adam Larsen, MFA, Associate 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)