



ART 2250

Division: Fine Arts

Department: Visual Art

Course: ART 2250

Title: Digital Design Fundamentals

Catalog Description:

This course builds upon two-dimensional compositional skills developed in Basic Design by utilizing the computer as an art and design tool. Students will apply bitmap imaging, vector drawing, and page layout software to a series of visual design problems. Each student will gain a working knowledge of digital design hardware, e.g., scanners, digital cameras, printers. Various forms of information input and output will also be addressed. Discussions will include the role of digital technology in art and graphic design. Critical evaluation of artwork will focus on formal design issues and visual communication. No previous computer experience is required. This course is required of all art majors. A lab fee is required.

General Education Requirements: N/A

Semesters Offered: Fall, Spring

Credit/Time Requirement: Credit: 3; Lecture: 2; Lab: 2

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Prerequisites: Art 1110 AND 1120

Corequisites: N/A

Justification:

In the 21st century, the computer has become a vital tool in any art career. It is highly recommended that art majors be exposed to the capabilities of this powerful design tool during the first two years of art study. This course is offered as a fundamental part of the visual art core/foundation program during the first two years of study at most other higher education institutions in the state.

This course corresponds to Utah State University: Art 2400 Computers and Art -- three credits, University of Utah: Art 2000 Computing and the Arts -- three credits, College of Eastern Utah: Art 1600 Found. of Computer Graphics -- three credits, Weber State University: Art 3420A Bitmap Imaging -- one credit, Art 3420B Vector Drawing -- one credit, Art 3420C Digital Page Composition -- one credit, and Southern Utah University: Art 2210 Intro to Digital Imaging -- three credits.

Student Learning Outcomes:

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

- be proficient in the Macintosh operating environment
- create a design utilizing a combination of any of the three industry standard software programs and hardware available

- use various forms of input and output to transform an idea into a digital design
- believe that the study of digital design is a worthy pursuit and an integral part of the art world
- respond to a computer-based design in terms of formal design issues, communication, method of construction, and software in which it was created.

Content:

This course will include design lectures, demonstrations, exams, class discussions, critiques and applied design projects. Students will learn to perform on Macintosh computers and will be proficient with related hardware such as flatbed scanners, digital cameras and printers. The course will include:

- a focused study of Adobe PhotoShop (bitmap imaging)
- Illustrator (vector drawing)
- InDesign (page-layout) software
- graphic design issues
- the history and dynamics of typography design
- digital photography
- illustration production.

General Education Outcomes:

1) Read effectively, constructively, and critically.

Each student will be required to read the textbook in its entirety and any handouts or instructions that may apply. Students will be tested on this theoretical knowledge in addition to proving proficiency on the computer.

3) Speak effectively in a variety of contexts.

Students will be expected to intelligently participate in oral group critiques. These intense discussion forums will be guided by the instructor and will help redirect students to create more effective design solutions.

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

As part of this course students will use the computer as a tool to retrieve and create visual information and apply it digital design problems.

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

All students will be exposed to numerous examples of strong and weak visual experiences. Using their formal design knowledge and aesthetic sensibilities, students will be expected to respond and react in an informed manner.

Key Performance Indicators:

Each student will be evaluated on:

- a portfolio of completed digital design projects*: 80% of the final grade
- exams/quizzes: 20% of the final grade

*Each project is graded on innovation, craftsmanship, and presentation.

Representative Text and/or Supplies:

- *Visual Design Fundamentals: A Digital Approach*, current edition, Alan Hashimoto, Charles River Media, Inc.
- Required materials include:
 - sketchbook
 - Sharpie markers
 - cd roms/zip disks/jump drive, or i-pod
 - color printer expenses.

Optimum Class Size: 12

Maximum Class Size: 15

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)