NEW COURSE PROPOSAL

PROGRAM AREA _____

REVISED 8.1.08 BY DAN WAKELEE

1. **Catalog Description of the Course.** *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

ART 108 VISUAL TECHNOLOGIES (3)

Two hours lecture and two hours ACTIVITY per week.

An introductory survey of visual technologies commonly used by artists and designers. Projects explore software applications as they relate to current methods of digital art production. Emphasis is on the development of fundamental computer skills and an understanding of the relationship between digital media and visual design.

2. **Mode of Instruction.**

	Units	Hours per Unit	Benchmark Enrollment
Lecture	____2____	____1____	_____
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	____1____	____2____	___20_____

3. **Justification and Learning Objectives for the Course.** (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

Justification

Required lower division course for the Art Major.

This course provides students with the opportunity to explore artistic processes and emerging technologies involved in digital photography as both fine art and commercial art forms. This course also serves to complement numerous courses offered within the Art Program. (i.e. Multimedia, Graphic Design, Web Art and Time-Based Art). As a result of recent developments in digital art technology and its increased use of the computer in the creation of photographic art, there is a clear demand for a course focusing on the conceptual development and technical methods employed in this artistic process. During recent years, there has been widespread expansion in the application of digital technology in commercial and fine art photography. The union of art and technology has resulted in a demand for visual artists versatile in traditional artistic methods, proficient in art technology, and capable of conceptualizing and communicating complex ideas within an evolving global society.

Learning Objectives

Through studio projects involving technical demonstrations, artistic exercises, discussions, class presentations, field trips, project critiques, students will:

o Develop basic skills working with digital art technologies.

o Demonstrate proficiency working with digital technologies in the development of individual projects.

o Present projects created through the collaborative processes involved in team projects.

o Demonstrate familiarity with the high-tech environment while working with art software applications.

o Articulate, verbally and in written form, their conscious intentions and coherent aesthetics in relationship to projects they produce.

o Students express personal ideas, subjective visions and informed opinions through the artistic process.

o Demonstrate growth toward artistic practice through artistic experimentation.

o Produce individual art projects incorporating digital art technologies.

4. Is this a General Education Course YES **NO**
If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Mathematics & Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	

ART 108 Visual Technologies

I Introduction: Computer Basics
   A. Screen Capture
   B. Operating Systems
   C. Software Overview

II. Photoshop basics
   A. Non-objective imagery
         1. Geometric design
         2. Expressionistic image
   B. Filters and effects

III Digital Scanning
   A. Alter a single scanned image
   B. File formats and resolutions
   C. Composite multiple scanned images

IV. Digital imaging - photography experiment
   A. Portrait shot with a digital camera and altered in Photoshop
   B. Landscape shot with a digital camera one altered in Photoshop

V. Adobe Illustrator Basics and tools
   A. Logo Design incorporating a raster graphic in a text mask
   B. Text and graphic in Illustrator
   C. Create an original CD label for an imaginary music CD

VI. Illustrator Vector Conversion
   A. Conversion of an art masterpiece to a 2D graphic image
         1. 2D Outlining -pen tool

2. Filling image -fill tool
3. 2D Color matching

VII. Introduction to 3D graphics (Cinema4D)
    B. 3D text
    C. Texture mapping
    D. Camera angles
    E. Lighting

VIII. Basics of page layout (Quark Xpress)
    A. Layout and design
    B. Image importing
    C. Text creation
    D. Visual relationships and color

IX. CD package portfolio of course projects
    A. Simpletext description of project
    B. CD Formatting for burning
    C. CD label ID for jewel case

6. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

Aaland, Mikkel. *Photoshop Elements 2 Solutions,* Los Angeles: Sybex, 2002
Jurey, Mark & Cole, Michael. *Dr. Dither's Digital Basics 3.0*, Des Moines: Kendall-Hunt Publishing, 2002.
Moser, M. A. *Immersed in Technology: Art and Virtual Environments*, Cambridge: MIT Press, 1996.
Spalter, A. M. *The Computer in the Visual Arts,* Chicago: Addison-Wesley, 1999.
Steuer, Sharon & Monroy, Bert. *Creative Thinking, A new approach to Digital Art,* New York: New Riders Publishing, 2002

7. List Faculty Qualified to Teach This Course.

    • Jack Reilly, MFA, Professor of Fine Arts

8. Frequency.
    a. Projected semesters to be offered: Fall __x__ Spring __x___ Summer _____

9. New Resources Required.
    a. Computer (data processing), audio visual, broadcasting needs, other equipment
    b. Library needs
    c. Facility/space needs

• No new resources will be required to offer this course. This course will be offered in the CSUCI Art Complex building state-of-the-art computer lab, equipped with the latest digital art software. Existing equipment and facilities are currently adequate to support the implementation of this course.

10. Consultation.
    Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Jack Reilly, Professor of Art   12-8-02

_____
Proposer of Course   Date

Approvals

(Jack Reilly)   12-8-02

_____
Program Coordinator   Date

_____
GE Committee Chair   Date
(If applicable)

_____
Curriculum Committee Chair   Date

_____
Dean   Date

Effective Semester: _____

1. Course prefix, number, title, and units: **ART 108 Visual Technologies (3)**

2. Program Area: _____**ART**_____

Recommend Approval

Program Area/Unit	Program/Unit Coordinator	YES	NO (attach objections)	Date
Art		X		12-8-02
Business & Economics				
Education				
ESRM				
Humanities				
Liberal Studies				
Mathematics & CS				
Sciences				
Library*				
Information Technology*				

* If needed