

NEW COURSE PROPOSAL

PROGRAM AREA: **ART**

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 205 MULTIMEDIA (3)

Six hours laboratory per week.

Prerequisite: ART105, 106, 108

An introduction to techniques and concepts involved in the production of interactive multimedia. Projects explore basic interactive technologies utilized in the creation of digital graphics, websites and computer game designs.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	_____	_____	_____
Seminar	_____	_____	_____
Laboratory	___3___	___2___	___20___
Activity	_____	_____	_____

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

This course fulfills 3 units of the lower division studio art requirement for the Art Major.

This course provides students with the opportunity to explore artistic processes and emerging technologies involved in digital art and multimedia art forms. This course will also serve to complement numerous courses offered within the Art Program. (i.e. Animation, 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 art, there is a clear demand for a course focusing on the conceptual development and technical methods employed in this artistic process. This course advances the mission of the CSUCI Art Program and the University to be on the forefront of technological innovation. It also serves to prepare CSUCI students to succeed as digital media artist working in the Web and entertainment industries.

Learning Objectives

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

- Demonstrate artistic concepts involved in the production of multimedia art projects utilizing emerging digital technologies.
- Demonstrate a familiarity with the high-tech environment.

- Demonstrate proficiency with multimedia software programs.
- Articulate, verbally and in written form, their conscious intentions and coherent aesthetics in relationship to projects they produce.
- Develop a personal artistic/symbolic language expressed through the artistic process.
- Demonstrate methods and processes utilized in refinement of artistic ideas and technical issues.
- Develop artistic skills leading toward professional practice in the arts.
- Produce individual works of art.
- Develop a portfolio of work created in the course.

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)	

5. **Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*

ART 205 Multimedia (3 units)

I. Collection and creation of imagery, which will include personal artwork in combination with other sources such as:

- A. Drawings
- B. Photography and stock photography
- C. Painting
- D. Sculpture
- E. Printed matter
- F. Found objects

II. Discussion of Artistic concepts such as:

- A. Composition
- B. Use of color or non-color work
- C. Scale and resolution
- D. Perspective
- E. Realism vs. the abstract
- F. Light and shadow

III. Digital Imaging:

- A. Saving and exporting images
- B. Scanning and input of imagery using a digital scanner
- C. Layering and digital compositing
- D. Layer masking and Alpha Channels
- E. Color modes and models
- F. Transforming and retouching
- G. Color correction and adjustments
- H. Applying filters for artistic and special effects
- I. File preparation and compression for the web
- J. File management

- IV. Animation and Interactive:
- A. fundamental animation concepts
 - B. the Internet & World Wide Web
 - C. handling multimedia in Web browsers
 - D. colors and resolution
 - E. approaches to design integration problems
 - F. basic Intro. to HyperText Markup Language (HTML)
 - G. authoring environments
 - H. MAC and PC issues
 - I. text, graphics, animation, video, audio, fonts, graphics formats
- V. Concept development which will include:
- A. Idea/story expansion
 - B. Seeking out inspiration from the world and from the web
 - C. Exploration and use of varied camera angles
 - D. Discussion of environment and background design
- VI. Incorporation of Audio to enhance interactivity and user experience
- A. The use of audio formats and Sound Editing software to record sound
 - B. Recording sound from a music CD or microphone
 - C. Effects that may be applied to recorded sound
 - D. Editing sound to create sound loops
 - E. Creating small efficient sound files compatible for the web
- VII. Presentation and class critique of projects.
- A. Photoshop images (.psd files)
 - B. Flash movies (.fla files)
 - C. Compressed flash movies (.swf files)
 - D. Internet: Dreamweaver (.html files)

Sample Project A:

- Description: This midterm project will result in the completion of an animated story with frame-to-frame animation, animated masking and sound, executed completely in Flash. It will consist of a bird that has been animated in Flash using a frame-to-frame animation technique. Each frame of the animation is hand-drawn and compiled into an animated graphic symbol. Concepts such as the nesting symbols is key to this project. It must have a definitive background scenery, and contain a background music soundtrack and at least one sound effect. Use of different camera angles is particularly stressed as is the use of camera pans and truck-ins. It will contain no less than 2 scenes and must include a frame-to-frame animation, masking, and sound.

Methods employed in the project:

- Use of source material(photography/drawings) for inspiration for characters and background
- Hand drawn illustration/animation
- Animated digital text and a title sequence
- Use of symbols within symbols(nesting)
- Use of color styles to alter the color modes of objects
- Animated bird symbols
- Audio track incorporating original recorded sound loops in combination with sound effects
- A digitally exported file (.swf) that is internet ready
- in class presentation of project

Sample Project B:

Description: This final project will result in the completion of a 2D computer-animated interactive game, executed completely in Flash. It will consist of 2 or more characters, a well thought-out design and complex background imagery.

It will contain no less than 3 scenes and must include a preloader, masking, button interactivity, ActionScripting and sound.

- The first part requires the student to explain the scope of your project: a) in writing, b) in a storyboard format or c) detailed sketches. These ideas will be presented in front of the class, for discussion.
- The second part will take place at the final class session and will consist of a critique of the final projects and each student will be expected to speak about their piece and answer questions regarding their processes.

Methods employed in the project:

- A written concept statement
- Fully illustrated storyboard or detailed sketches
- Hand drawn illustration/animation
- Animated digital text and a title sequence
- Animated characters
- Audio track incorporating original recorded sound loops in combination with sound effects
- A digitally exported file (.swf) that is internet ready
- Final in class presentation of project

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

Besley, Kris, Sham Bhangal, and Amanda Farr, *Foundation Flash MX*, Friends of Ed, 2002

Blair, Preston, *How to Animate Film Cartoons*, Walter Foster Pub., 1989

Davis, Joshua, Eric Jordan and Yugo Nakamura, *New Masters of Flash*, Friends of Ed, 2000

Kerman, Philip, *ActionScripting in Flash MX*, Macromedia Press, 2002

Makar, Jobe, *Macromedia Flash MX Game Design Demystified*, 2002

Rebenshied, Shane, *Learning Flash MX*, lynda.com, 2002

Ulrich, Katherine, *Visual QuickStart Guide Flash MX for Windows and Macintosh*, Peachpit Press, 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.

- Computer (data processing), audio visual, broadcasting needs, other equipment
- Library needs
- Facility/space needs

No new resources will be required to implement this course. Instruction takes place in the CSUCI Art Complex sculpture studio that is equipped with tools and materials required to successfully execute assigned projects. 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

1-4-03

Proposer of Course

Date