

NEW COURSE PROPOSAL

PROGRAM AREA _____

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 314 DIGITAL MEDIA ART: DIGITAL PHOTOGRAPHY (3)

Six hours laboratory per week.

Prerequisite: ART 108

An introduction to digital photography as an art form. Investigations into photographic processes include camera techniques, lighting, color imaging, photographic composition and visual design. Digital photographic software applications, monochrome prints and digital color image manipulation will be explored as related to photographic media and traditions. Photography as a commercial medium will also be investigated.

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

Justification

This course fulfills three (of eighteen) units of required upper division studio art course for the Art Major in the studio art option.

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 will also serve 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, class discussions, field trips to museums and galleries, project presentations and class critiques, students will:

- Develop projects that explore the use of traditional artistic methods and digital art technology.
- 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 proficiency working with emerging digital technology in the development of digital photographic imagery.
- Produce group art projects involving collaborative team assignments.
- Demonstrate methods and processes utilized in refinement of artistic ideas and technical issues.
- Participate in the critical evaluation process of peer projects.
- Develop artistic skills leading toward professional practice in the arts.
- Produce individual works of art.
- Develop a portfolio of photographic 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 314 Digital Media Art: Digital Photography (3)

I. Analysis of traditional photographic styles and techniques

- A. Artistic
- B. Documentary
- C. Commercial
- D. Journalistic
- E. Experimental Forms

II. Project development, pre-production and format exploration

- A. Written project statements
- B. Location shoots
- C. Subject matter

III. Art direction / visual design

- A. Pictorial Composition
- B. Visual image framing

- C. Cropping - snap shot layout
- D. Aesthetic evaluation

IV. Mechanics of the camera

- A. Basic camera functions and techniques
- B. Aperture settings
- C. Iris adjustments
- D. Lens types and properties
- E. Zoom ratios

V. Principles of lighting

- A. Exposure techniques
- B. Low light situations
- C. Bounce lighting
- D. Fill lighting
- E. Back lighting
- F. Gels

V. Digital formats and image resolution

- A. Hardware and software requirements
- B. Digital imaging vs. chemical processes
- C. Digital resolution formats and properties
- D. Grain / noise

VI. Digital image manipulation (Photoshop)

- A. Image downloading
- B. Cropping
- C. Effects filters
- D. Digital retouching
- E. Dodge / burn techniques
- F. Distortion and solarization

VII. Photo Printing

- A. Grayscale (B&W)
- B. Color printing
- C. RGB primaries
- D. CYMK primaries
- E. Sepia tone
- F. Duotone

IX. Presentation - formats for class review and critique

- A. Still prints
- B. Book formats
- C. Digital slideshow
- D. Gallery installation
- E. Online presentation

Class projects will focus on the creation of photographic works based on but not limited to the following genres:

Portraiture

Still Life
Documentary
Sports
Product Presentation
Experimental Forms

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

Aaland, Mikkel. *Photoshop Elements 2 Solutions: The Art of Digital Photography*, Los Angeles: Sybex, 2002
Ang, Tom. *The Digital Photographers Handbook*, New York: DK Publishing, 2002..
Goulekas, Karen. *Visual Effects in a Digital World*. New York: Morgan Kaufman, 2000.
Merrit, Natchta. *Digital Diaries*, New York: Taken America, 2000.
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, 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. The Art Program has digital cameras for students to check out. This course will be offered in the CSUCI Art Complex building state-of-the-art computer lab, equipped with the latest digital photography 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