CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

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 327 COMMUNICATION DESIGN TECHNOLOGY: MULTIMEDIA THEORY AND PROCESS (3)
Six hours laboratory per week.
Prerequisite: ART 205
In-depth exploration of artistic techniques and visual concepts involved in the production of interactive multimedia. Projects investigate interactive technologies utilized in the design and creation of digital graphics, websites and computer games while emphasizing creative project development and artistic skills. Repeatable for up to 6 units.

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]*

<u>Justification</u>

This course fulfills 3 units of the upper division studio art requirement for the Art Major; it is also available to the non-art major seeking to develop basic knowledge and skills working in interactive multimedia.

This course provides students with the opportunity to further explore artistic processes and emerging technologies involved in the creation of digital art and interactive multimedia art forms. This course will also serve to complement numerous courses offered within the Art Program. (i.e. Animation, Digital Photography, Graphic Design, Web Design and Time-Based Art). As a result of recent developments in digital art technology, the Internet and the computer's important role in the creation of art, there is a clear demand for a course focusing on the conceptual development and technical methods employed in this evolving 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 and to become proficient interactive media professionals. Work in a studio art course of this nature is created through complicated experimentation involving evolving artistic concept and technique. For this reason, it is necessary that this course to be repeatable for an additional three units, allowing students time to resolve complex technical problems and create projects of greater artistic scope and scale.

<u>Learning Objectives</u>

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

- o Integrate the varied uses of interactive multimedia in television, CD-ROM, interactive DVDs, video game titles, and Web and Internet applications

- o Demonstrate artistic and technical concepts involved in the production of multimedia and interactive art projects utilizing emerging digital technologies

- o Demonstrate an understanding of the history of digital media, while anticipating and producing work that anticipates the future of Interactive Media

- o Produce interactive multimedia projects while learning how to develop and manage creative concepts to project completion

- o Demonstrate a fluency in the high-tech environment

- o Demonstrate proficiency with digital and multimedia software programs

- o Solve artistic and technical problems using the most appropriate technology or software

- o Articulate, verbally and in written form, conscious intentions and coherent aesthetics in relationship to projects that are produced

- o Demonstrate an ability to think critically, strategically and creatively about how to best convey information via the Internet, CD-ROMs, kiosks and DVDs.

- o Demonstrate methods and processes utilized in the refinement of artistic ideas and complex technical issues

- o Develop artistic and technical skills leading toward professional practice in the arts and visual technology fields

- o Develop technical, design, and creative project skills

- o Produce a solid portfolio of work created in the course

4. **Is this a General Education Course**   YES   <u>NO</u>
   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 327 Communication Design Technology: Multimedia Theory and Process (3-3)

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. HyperText Markup Language (HTML)
- G. Authoring environments
- H. MAC and PC issues
- I. Graphics, typography, animation, video, audio, fonts, graphics formats

V. Concept development which will include:
- A. Idea/story expansion
- B. Seeking out inspiration from history, what is current, the world and the web
- C. Exploration and use of cinematic 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) Editing sound to create sound loops

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

Davis, Joshua, Eric Jordan and Yugo Nakamura, *New Masters of Flash, The 2002 Annual*, Friends of Ed, 2002
Green, Garo, Abigail Rudner, *Macromedia Dreamweaver MX Hands-On Training*, 2003
Kerman, Philip, *ActionScripting in Flash MX*, Macromedia Press, 2002
Persidsky, Andre, *Macromedia Director MX for Windows and Macintosh: Visual QuickStart Guide*, Peachpit Press, 2003
Towers, J. Tarin, *Macromedia Dreamweaver MX 2004 for Windows and Macintosh Visual QuickStart Guide*, 2004
Ulrich, Katherine, *Visual QuickStart Guide Flash MX for Windows and Macintosh*, Peachpit Press, 2002

7.   List Faculty Qualified to Teach This Course.

     • Liz King, MFA, Assistant Professor of Art and Design Technology

8.   Frequency.
     a.   Projected semesters to be offered: Fall __04__   Spring __05___   Summer _____

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

No new resources will be required to implement this course. Instruction takes place in the CSUCI Art Complex Computer lab that is equipped with the 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.

• Liz King, Assistant Professor of Art and Design Technology 11-30-03

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Proposer of Course   Date