

COURSE MODIFICATION PROPOSAL

DATE: NOVEMBER 22, 2005; REVISED 8.1.08 BY DAN WAKELEE

PROGRAM AREA ART

1. Catalog Description of the Course. [Follow accepted catalog format.] (If Cross-listed please submit a form for each prefix being modified)

OLD

Prefix ART Course# 327 Title Communication Design
Technology: Multimedia Theory and Process
Units (3)

6 hours per week

☒ Prerequisites ART 206 or ART 312

☐ Corequisites

Description 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.

☐ Gen Ed

Categories

☐ Lab Fee Required

Graded

☐ CR/NC

☒ Repeatable for
up to 6 units

☒ A - Z

units

NEW

Prefix ART Course# 327 Title Communication Design
Technology: Multimedia Theory and Process Units (3)

6 hours **ACTIVITY** per week

☒ Prerequisites ART 206 or ART 312 or consent of the instructor

☐ Corequisites

Description 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.

☐ Gen Ed

Categories

☐ Lab Fee Required

Graded

☐ CR/NC

☒ Repeatable for
up to 6 units

☒ A - Z

units

2. Mode of instruction

Existing

	Units	Hour Per Unit	Benchmark Enrollment	CS# Units (filled out by Dean)
Lecture	_____	_____	_____	_____
Seminar	_____	_____	_____	_____
Laboratory	<u>3</u>	<u>2</u>	<u>20</u>	_____
Activity	_____	_____	_____	_____

Proposed

	Units	Hour Per Unit	Benchmark Enrollment	CS# Units (filled out by Dean)
Lecture	_____	_____	_____	_____
Seminar	_____	_____	_____	_____
Laboratory	_____	_____	_____	_____
Activity	<u>3</u>	<u>2</u>	<u>20</u>	_____

3. Course Content in Outline Form if Being Changed. [Be as brief as possible, but use as much space as necessary]

OLD

NEW

4. 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]

OLD

NEW

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

- Integrate the varied uses of interactive multimedia in television, CD-ROM, interactive DVDs, video game titles, and Web and Internet applications
- Demonstrate artistic and technical concepts involved in the production of multimedia and interactive art projects utilizing emerging digital technologies
- Demonstrate an understanding of the history of digital media, while anticipating and producing work that anticipates the future of Interactive Media
- Produce interactive multimedia projects while learning how to develop and manage creative concepts to project completion
- Demonstrate a fluency in the high-tech environment
- Demonstrate proficiency with digital and multimedia software programs
- Solve artistic and technical problems using the most appropriate technology or software
- Articulate, verbally and in written form, conscious intentions and coherent aesthetics in relationship to projects that are produced
- Demonstrate an ability to think critically, strategically and creatively about how to best convey information via the Internet, CD-ROMs, kiosks and DVDs
- Demonstrate methods and processes utilized in the refinement of artistic ideas and complex technical issues
- Develop artistic and technical skills leading toward professional practice in the arts and visual technology fields
- Develop technical, design, and creative project skills
- Develop a solid portfolio of work created in the course

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

- Integrate the varied uses of interactive multimedia in television, CD-ROM, interactive DVDs, video game titles, and Web and Internet applications
- Demonstrate artistic and technical concepts involved in the production of multimedia and interactive art projects utilizing emerging digital technologies
- Demonstrate an understanding of the history of digital media, while anticipating and producing work that anticipates the future of Interactive Media
- Produce interactive multimedia projects while learning how to develop and manage creative concepts to project completion
- Demonstrate a fluency in the high-tech environment
- Demonstrate proficiency with digital and multimedia software programs
- Solve artistic and technical problems using the most appropriate technology or software
- Articulate, verbally and in written form, conscious intentions and coherent aesthetics in relationship to projects that are produced
- Demonstrate an ability to think critically, strategically and creatively about how to best convey information via the Internet, CD-ROMs, kiosks and DVDs
- Demonstrate methods and processes utilized in the refinement of artistic ideas and complex technical issues
- Develop artistic and technical skills leading toward professional practice in the arts and visual technology fields
- Develop technical, design, and creative project skills
- Develop a solid portfolio of work created in the course

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

OLD

NEW

- 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
- Chun, Russell, *Macromedia Flash 8 Advanced for Windows and Macintosh : Visual QuickPro Guide*
- Davis, Joshua, *New Masters of Flash*, Friends of Ed, 2000
- Davis, Joshua, Eric Jordan and Yugo Nakamura, *New Masters of Flash, The 2002 Annual*, Friends of Ed, 2002
- Dawes, Brendan, *New Masters of Flash: Volume 3* Friends of Ed, 2004
- Etheridge, *Flash ActionScript Your Visual Blueprint for Creating Flash-enhanced Web Sites*
- Livingston, Dan, *ActionScript 2.0 Garage*, Prentice Hall, 2005
- Rebenschied, Shane, *Macromedia Flash MX 2004 Beyond the Basics Hands-On Training*, Peachpit Press, 2004

6. Indicate Changes and Justification for Each. [Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]

- ☐ Course title
- ☐ Prefix/suffix
- ☐ Course number
- ☐ Units
- ☐ Staffing formula and enrollment limits
- ☒ Prerequisites/corequisites
- ☐ Catalog description
- ☐ Course content
- ☒ References
- ☐ GE
- ☐ Other

Justification The addition of “consent of instructor” has been added to this course to accommodate students who are Computer Gaming minors.

7. If this modification results in a GE-related change indicate GE category affected and Attach a GE Criteria Form:

A (English Language, Communication, Critical Thinking)

- A-1 Oral Communication ☐
- A-2 English Writing ☐
- A-3 Critical Thinking ☐

B (Mathematics, Sciences & Technology)

- B-1 Physical Sciences ☐
- B-2 Life Sciences – Biology ☐
- B-3 Mathematics – Mathematics and Applications ☐
- B-4 Computers and Information Technology ☐

C (Fine Arts, Literature, Languages & Cultures)

- C-1 Art ☐
- C-2 Literature Courses ☐
- C-3a Language ☐
- C-3b Multicultural ☐

D (Social Perspectives)

- E (Human Psychological and Physiological Perspectives)** ☐
- UD Interdisciplinary** ☐

8. New Resources Required. YES ☐ NO ☐

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the consultation sheet below.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment)

- b. Library needs
- c. Facility/space needs

9. Will this course modification alter any degree, credential, certificate, or minor in your program? YES ☐ NO ☒

If, YES attach a program modification form for all programs affected.

Asst. Professor Liz King

10/9/05

Proposer of Course Modification

Date

Approvals



Program Chair

10/10/05

Date

Curriculum Committee Chair

Date

Dean

Date