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 328 DIGITAL MEDIA ART: PHOTOGRAPHIC THEORY AND PROCESS (3)

Six hours ACTIVITY per week.

Prerequisite: ART 314

Artistic theories and digital imaging processes involved in photography as an art form and commercial medium are explored through in-depth projects including camera techniques, lighting, color imaging, photographic composition and visual design. Digital photographic software applications utilized in the creation of color and monochrome prints as well as custom image manipulation will be investigated. A focus on subject matter, history and trends in photographic media will also be covered.   Repeatable for up to 6 units.

2. **Mode of Instruction.**

	Units	Hours per Unit	Benchmark Enrollment
Lecture	_____	_____	_____
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	____3____	____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

Justification

This course fulfills three (of eighteen) units of required upper division studio art course for the Art Major in the studio art option; it is also available to the non-art major who has completed prerequisite courses and is seeking to increase knowledge and skills working in digital photography as an art form.

This course provides students with the opportunity to explore in-depth 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. 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.

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:

- o Develop projects that combine the use of photographic methods and digital art technology.

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

- o Develop a personal artistic/symbolic language expressed through the artistic process.

- o Demonstrate proficiency working with emerging digital technology in the development of digital photographic imagery.

- o Produce group art projects involving collaborative team assignments.

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

- o Participate in the critical evaluation process of peer projects.

- o Develop artistic skills leading toward professional practice in the arts.

- o Produce individual works of art.

- o 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 328 Digital Media Art: Photographic Theory and Process: (3-3)

I. Analysis of traditional photographic styles and techniques
       A. Fine art
       B. Documentary/ Journalistic
       C. Commercial art
       D. Experimental forms

II. Project development, pre-production and format exploration

A. Written project statements
B. Subject matter
C. Location shoots
D. Proping, hair and make-up, fashion styling

III. Art direction / visual design
    A. Pictorial composition
    B. Cropping
    C. Aesthetic evaluation
    E. Image editing

IV. Mechanics of the camera
    A. Camera functions
    B. Aperture settings
    C. Shutter Speeds
    D. Lens types and properties
    E. Depth of Field

V. Principles of lighting
    A. Outdoor lighting
    B. Studio lighting
    C. Use of internal and external light meters
    D. Fill lighting
    E. Back lighting

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. RGB prints
    B. CYMK prints
    C. Grayscale prints (B & W)
    D. Sepia tone
    E. Duotone

IX. Presentation - formats for class review and critique
    A. Still prints
    B. Book formats
    C. Digital slideshow

D. Gallery installation

E. Online presentation

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: Tahen 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, MFA, Professor of Art
- Matthew Furmanski, MFA, Assistant Professor of Art
- 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), 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 available 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   12-1-03
_____
Proposer of Course   Date

Approvals

                            (Jack Reilly)   12-1-03

_____

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 328 Digital Media Art: Photographic Theory and Process: (3-3)**

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

Recommend Approval

Program Area/Unit	Program/Unit Chair	YES	NO (attach objections)	Date
Art		X		12-01-03
Biology and Sciences				
Business & Economics				
English				
Education				
History				
Liberal Studies				
Mathematics & CS				
Multiple Programs				
Psychology				
Library*				
Information Technology*				

* If needed