



ANTELOPEVALLEY COLLEGE

**Academic Affairs
Course Outline of Record**

Academic Affairs Only

- New Course
- COR Revision 12/11/2008
- COR Update
- Pre Req/Advisories 12/11/08
- Other Changes 12/11/08
- Effective Date
- SLO 4/14/2008

COURSE SUBJECT & NUMBER: DM 101 (formerly CG 101/MM 101-Introduction to Digital Media Arts)

COURSE NAME: *Digital Media Arts

COURSE UNITS: 3 **COURSE HOURS:** 4 hours weekly

COURSE REQUISITES: (*Follow format of similar courses found in the college catalog.*)

Corequisite: Concurrent enrollment in DM 101L.

Advisory: Completion of ART 110, and Eligibility for READ 099.

Instructional materials fee required for this course and must be paid at registration.

COURSE DESCRIPTION: (*Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description.*)

This course is designed to provide students with an introductory overview of the Media Arts field including print, illustration, typography, digital photography, video/audio, interactive media (web design, CD-ROM, DVD), animation, and game design. Students will be introduced to industry standard computer hardware and software (such as Adobe's Illustrator and Photoshop and Macromedia's DreamWeaver), terminology, as well as operating systems, design principles, and career paths. Students may have to purchase additional supplies not provided by the college. (CSU, AVC) (R2)

COURSE OBJECTIVES: (*Use Bloom's taxonomy to formulate concise, performance-based measurable objectives common to all students. Objectives must be closely aligned with course content, assignments, and methods of evaluation.*)

Upon completion of course, the successful student will be able to:

1. Demonstrate an ability to work with the Macintosh computer and its operating system.
2. Demonstrate an ability to do a focused search of the internet and evaluate information found.
3. Demonstrate an ability to summarize and present Media Arts research in a coherent manner using word processing software
4. Identify Media Arts industry standard equipment and software.
5. Work with Media Arts industry standard input and output devices and components associated with applications and production.
6. Work with commonly used Media Arts industry software.
7. Discuss the uses of print, illustration, typography, digital Photography, video/audio, interactive media (web design, CD-ROM, DVD), animation, and game design within the Media Arts industry.
8. Discuss the legal and ethical aspects of intellectual property rights in the Media Arts industry.
9. Discuss emerging Media Arts hardware, software and related technologies.
10. Design flyers, ads, and web pages.
11. Identify employment opportunities and career paths in Media Arts.

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COURSE CONTENT: *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Title 5 requires that each instructor must cover all material listed below.)*

1. Overview of Class Operations
 - a. Course introduction
 - b. Lab requirements
 - c. Course policies for operation of equipment, software, the Macintosh interface
 - d. Expected student behavior
2. Overview of Media Arts
 - a. Career Paths
 - i Media Arts industries and career paths
3. Basics of the Macintosh Hardware & Operating System
 - a. Basic introduction to the hardware components and the function of each
 - b. Basic exploration of input and output devices, how they work, their purpose and proper operation
 - c. Basic introduction to the Macintosh Operating System
 - i User Interface
 - ii File management
 - iii Document creation and storage
 - iv Document printing
4. Industry standard software used to design and produce a Media Arts project
 - a. Digital imaging software components to complete a well-designed Media Arts project:
 - i Document formats, resolution, layer management, selections, pen tool, overview of tool box, menu and palettes, keyboard short cuts, levels, histogram, color modes, filters, transform, layer mask, typography, layer styles, help tools.
 - b. Vector graphics software components to complete a well designed Media Arts project:
 - i Overview of tool box, menu and palettes; keyboard shortcuts, document formats, layer management, pen tool, control points, control handles, fills and strokes, patterns, gradients, shapes, color, type and typography, textures and mapping, 3D, animation, rasterization
 - c. Media Arts areas:
 - i Digital photography, and its uses in still and motion graphics
 - ii Print Design, including design and layout concepts and printing technology
 - iii Interactive Media, including web design, DVD, CD Rom
 - iv Video and Audio
 - v Animation and Game Design

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TYPICAL HOMEWORK ASSIGNMENTS: (Do not include in-class work, quizzes, or tests)

This information is necessary for all credit courses. Assignments should be closely related to course objectives, content, and methods of evaluation. (See sample of a "Model Outline" in the AP&P Standards & Practices handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.

1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:

Students will be required to do weekly research on the internet for software currency, on-line tutorials, project resources or future trends in the Digital Media Arts field.

2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:

Results of the Internet Research will be summarized at least twice per semester in a single-page report. Students will also create a variety of brief drafts and storyboards analyzing and proposing projects.

3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:

NA

4. Describe other types of homework assignments that students may be asked to complete (oral presentations; special projects; visual/performing arts; etc); note if any are required:

Projects defined by instructor, which include digital imaging and vector graphics. Student will submit project for critique to instructor and class presentation. The project expectations are that the student will show proficiency with the operation of the Macintosh computer, its operating system and, at a minimum, the use of digital imaging and vector drawing software.

*For categories 1-4 above, list the estimated hours per week it would take a student to complete assignments. Title 5 (section 55002) requires that each unit must be shown to require three hours of work per week by the student either in or out of class. Homework formula: 3 hours of class work *times* each unit of credit *minus* classroom hours *equals* required homework hours.*

Reading Assignments: 1-2 hours per week

Writing Assignments: 1 hour per week

Computational Assignments: NA

Other Assignments: Project Work: 6 hours

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METHODS OF INSTRUCTION: *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students: for example, lecture, demonstration, present audio/visual materials; facilitate group work, etc. Do not list specific instructional equipment.)*

Lecture, audio/visual demonstration, and assigned project instruction to develop the individual's interest and understanding as well as basic concepts.

1. Lecture, discussion, demonstration and hands-on follow along training
2. Individual and team assignments
3. Progressively more advanced project assignments as term progresses.
4. Guest speakers, when available

METHODS OF EVALUATION: *(These must be clearly related to course objectives and reflect course content and assignments in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating various assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers or projects, problem solving exercises, or skills' demonstrations.)*

Evaluation of student performance is determined from review of the completed assignments. These include evaluation of individual expression as reflected in the media and product presented by the student. Additionally, students are evaluated on their knowledge of the operating standards associated with the Media Arts industry, including proper operation of the computer and associated peripherals. Evaluation and critiques by student and instructor will be on a regular basis, and completion of all projects is required. Areas to be considered in the evaluations are:

1. Knowledge of computer operations
2. Technical use of the computer as a Media Arts medium
3. Ability to express creative ideas
4. Appropriateness of project presented
5. Class participation
6. Project presentation at the end of the semester
7. Quizzes based on lectures and handouts

Research papers will be evaluated on:

1. Thorough research
2. Student's understanding and evaluation of applicability and verification of information
3. Instructor's evaluation of student's understanding and evaluation of applicability and verification of information
4. Presentation of report, including spelling and grammar

Suggested Texts or other Instructional Materials *(list several when possible; include title, author, publisher, date, and latest edition.)*

Introduction to Computer Graphics, Daniel Bouweraerts, Thomson Course Technology, 2005