

Course Description:

Foundational Art course which will include discussion, demonstration and development of a basic understanding of the core design and image creation software; Illustrator, Photoshop, and InDesign. Assignment criteria will emphasize the development of technical competence with the covered software and well as consideration of aesthetics, personal expression, and critical thinking. The basic principles of art and design will be cultivated along with design communication skills, image and multi-software integration.

Art Dept. Student Learning Objectives Addressed in this course:

1. Students will acquire competent knowledge and skills in various art media, concepts and methodologies.
2. Students will solve visual problems at a competent level, including understanding/application of the elements of art and principles of design.
3. Students will utilize and apply critical thinking skills to communicate ideas for their intended audience at a competent level in visual, oral, and written formats.

Course Goals:

1. Learn and practice using art principles in digital media.
2. Learn and use course specific 2D Digital software technology.
3. Critically analyze students' own artistic development, consider criticism, and critique peers works. Apply problem-solving skills and make revisions based on this feedback.
4. Create advanced work for a portfolio that can be used for internship/job application in the digital and animation industries.

Software:

This class will be using Illustrator, InDesign, Photoshop and After Effects.

Student Evaluation:

Participation, attendance, and ongoing progress are all part of the grading process. Students will be expected to make revisions due to student and teacher critiques and evaluations. Some class time will be given to work on projects, but it is the students' responsibility to make use of the lab hours given to them to complete their assignments.

Grading Criteria:

Both the process and the product are considered in the grade. Projects should demonstrate the successful integration of the student's own personal aesthetic in a conceptually rich and skillfully executed work. Sufficient evidence of an ongoing creative process and development over time is expected. Grades will be given through out the semester on developmental stages of the project, as well as the completed project. Grading is by individual faculty review and class critiques with student participation. Percentage of grade: 30% Creative stages of project, 60% Projects, 10% Class participation.

Non-original work is considered plagiarism, and can result in an automatic failure for that project.

Attendance:

It is essential for students to be present for all screenings and class demonstrations. More than three non-excused absences will result in an automatic lowering of the student's final semester grade by at least one full grade level.

Student Behavior/Professional Department:

In the classroom/lab, students are expected to practice professional behavior and treat other students, lab techs and faculty with respect and cooperation.

Materials:

1. Required, 16-32 GB USB Flash Drive.
2. Highly recommended but not required, 80-120 GB External Hard Drive.