



COURSE OUTLINE

DIGITAL MEDIA ARTS

DMA 105
Course Number

Introduction to Computer Graphics
Course Title

3
Credits

1 lecture/4 studio hours
Hours: lecture/laboratory/other (specify)

Catalog description:

Introduction to the use of the computer as an art and design tool. Emphasizes fundamental color computer graphics skills through practical experience with vector and raster programs currently used by art and design professionals. Hardware used includes computers, scanners, and black-and-white and color printers.

Prerequisites: N/A

Co-requisites: N/A

Required texts/other materials:

- Texts:
 - Design Basics 6th Edition by David A. Lauer and Stephen Pentak
 - Adobe Photoshop Visual Quickstart CS2 Guide by Elaine Weinmann and Peter Lourekas
 - Adobe Illustrator Visual Quickstart CS2 Guide by Elaine Weinmann and Peter Lourekas
- Removable storage media.

Last revised: Fall 2006

Course coordinator: Yevgeniy Fiks, e-mail: fiksiy@mccc.edu, tel. x 3543

Information resources: Digital files from the instructor's files.

Other learning resources: Open Lab Hours

Course goals:

At the conclusion of the course, the student will be able to:

1. Visualize and express an idea graphically using a computer as a medium of expression.
2. Demonstrate ability to apply basic principles of color, design, and typographic design effectively.
3. Demonstrate ability to use vector and raster applications effectively.
4. Demonstrate understanding of the Macintosh Operating System and the ability to use it effectively.
5. Demonstrate understanding of the purpose and uses of vector and raster programs.

Course-specific General Education goals and objectives.

See attached

Units of study in detail.**Unit 1 "Line, Color, and Shape"**

The student will be able to:

- Demonstrate ability to manage Adobe Illustrator files properly (network, hard drive, and external storage).
- Demonstrate understanding of the benefits and disadvantages of Vector programs.
- Demonstrate ability to scan images at required Target Size and Resolution.
- Demonstrate ability to trace a drawing using the Pen, Direct Selection, and Convert Anchor Point tools.
- Demonstrate ability to use Layers effectively.
- Demonstrate ability to use the Fill and Stroke commands.
- Demonstrate understanding of Line, Shape, and Color as a means of creative expression in a two-dimensional composition.
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice.

Unit 2 "Typographic Designs"

The student will be able to:

- Demonstrate ability to communicate a message visually with clarity.
- Demonstrate ability to use type as a means of creative expression.
- Design using the following principles of two-dimensional design: Balance, Unity, and Focal Point.
- Demonstrate ability to use Type and Transformation tools and commands.
- Demonstrate ability to edit type, including using the Character, Style, and Paragraph palettes.
- Demonstrate understanding of the difference between Point Type, Type Object, and Type Outlines.
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice.

Unit 3 "Sound Problem"

The student will be able to:

- Demonstrate ability to conceptualize and articulate visually his/her idea in a two-dimensional composition.
- Design using the following principles of two-dimensional design: Balance, Unity, and Focal Point.
- Demonstrate ability to use Masks, Gradients, and Transparency effectively.
- Demonstrate ability to use Combined Paths and Distortions effectively.
- Demonstrate ability to use Effects and Filters effectively.
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice.

Unit 4 "Pastiche"

The student will be able to:

- Demonstrate ability to convey a clear and effective message through appropriation and mixture of elements.
- Demonstrate understanding of the use of pastiche in postmodern art and contemporary popular culture.
- Design using the following principles of two-dimensional design: Balance, Unity, and Focal Point.
- Demonstrate understanding of the benefits and disadvantages of Raster programs.
- Demonstrate ability to use basic compositing tools such as Eraser, Magic Wand, and Lasso tools in Adobe Photoshop.
- Demonstrate ability to use the Clone Stamp tool effectively.
- Demonstrate ability to use Layers effectively.
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice.

Unit 5 "Hybrid"

The student will be able to:

- Demonstrate ability to conceptualize and articulate an idea visually in a two-dimensional composition.
- Design using the following principles of two-dimensional design: Balance, Unity, and Focal Point.
- Demonstrate understanding of the impact of digital imaging on the notion of visual truth in photography.
- Demonstrate ability to use Paths effectively.
- Demonstrate ability to use basic color and tone adjustment techniques.
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice.

Unit 6 "Memory Project"

The student will be able to:

- Demonstrate ability to construct a complex visual narrative using multiple images from different sources.
- Design using the following principles of two-dimensional design: Balance, Unity, and Focal Point.
- Learn to conceptualize a layout on paper before attempting in on the computer.
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice.

Evaluation of student learning:

Instructional modes to be used are: Integrated lecture and laboratory, studio assignments with specifications and limitations set by the instructor, demonstrations by the instructor, and discussions and critiques of student work.

The student is responsible for his or her regular attendance, participation in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. Diligent work on assignments is essential.

Evaluation of progress and grades are determined by the instructor, based upon the following considerations: attendance, participation, and estimate of quality of class work and homework assignments (by instructor).

Values of quality, aesthetics, etc., are based upon the instructor's judgement of the work produced, the effort employed, and the total result achieved. To receive full credit, all assignments are due on time. A late assignment will be accepted one class period after due date with a reduced letter grade.

The grade of "A" will be earned by students who demonstrate mastery of the essential elements of the material presented, as well as demonstrating excellence in aesthetics and originality in completing course objectives with at least 90% accuracy.

The grade of "B" will be earned by students who demonstrate more than adequate mastery of the essential elements of the material presented and acceptable knowledge of the course content. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 80% accuracy.

The grade of "C" will be earned by students who demonstrate adequate mastery of the essential elements of the material presented. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 70% accuracy.

The grade of "D" is undesirable, but indicates a minimum passing of the course requirements. All of the course objectives must be fulfilled with at least 60% accuracy.

The grade of "F" will be earned by students who do not demonstrate achievement.

Grade Breakdown

	<u>Percent Overall Grade</u>
Class Attendance and Participation	10%
Project 1: LINE, SHAPE, AND COLOR	15%
Project 2: TYPOGRAPHIC DESIGNS	15%
Project 3: SOUND PROBLEM	15%
Project 4: PASTICHE	15%
Project 5: HYBRID	15%
Project 6: MEMORY PROJECT	15%

Academic Integrity Statement:

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity—the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).