

# ART R175: INTRODUCTION TO DIGITAL ART

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**Originator**

cmorla

**College**

Oxnard College

**Discipline (CB01A)**

ART - Art

**Course Number (CB01B)**

R175

**Course Title (CB02)**

Introduction to Digital Art

**Banner/Short Title**

Introduction to Digital Art

**Credit Type**

Credit

**Start Term**

Fall 2021

**Catalog Course Description**

This course is an introduction to fundamental concepts, practices, and theories of digital art production. Topics include integration of traditional design, color, and compositional principles with contemporary digital tools. Understanding of the underlying logic of computer software will be taught with an emphasis on the role of the computer in all forms of modern art-making. Students will learn how to use the computer as a tool effectively while developing their own method of creating digital artwork. Cross-platform issues will be addressed, as well as file preparation for various output media.

**Taxonomy of Programs (TOP) Code (CB03)**

1030.00 - \*Graphic Art and Design

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

**Course Transfer Status (CB05) (select one only)**

A (Transferable to both UC and CSU)

**Course Basic Skills Status (CB08)**

N - The Course is Not a Basic Skills Course

**SAM Priority Code (CB09)**

D - Possibly Occupational

**Course Cooperative Work Experience Education Status (CB10)**

N - Is Not Part of a Cooperative Work Experience Education Program

**Course Classification Status (CB11)**

Y - Credit Course

**Educational Assistance Class Instruction (Approved Special Class) (CB13)**

N - The Course is Not an Approved Special Class

**Course Prior to Transfer Level (CB21)**

Y - Not Applicable

**Course Noncredit Category (CB22)**

Y - Credit Course

**Funding Agency Category (CB23)**

Y - Not Applicable (Funding Not Used)

**Course Program Status (CB24)**

1 - Program Applicable

**General Education Status (CB25)**

Y - Not Applicable

**Support Course Status (CB26)**

N - Course is not a support course

**Field trips**

May be required

**Grading method**

Letter Graded

**Does this course require an instructional materials fee?**

No

**Repeatable for Credit**

No

**Is this course part of a family?**

No

**Units and Hours**

**Carnegie Unit Override**

No

**In-Class**

**Lecture**

**Minimum Contact/In-Class Lecture Hours**

17.5

**Maximum Contact/In-Class Lecture Hours**

17.5

**Activity**

**Laboratory**

**Minimum Contact/In-Class Laboratory Hours**

105

**Maximum Contact/In-Class Laboratory Hours**

105

**Total in-Class**

**Total in-Class**

**Total Minimum Contact/In-Class Hours**

122.5

**Total Maximum Contact/In-Class Hours**

122.5

## Outside-of-Class

### Internship/Cooperative Work Experience

Paid

Unpaid

### Total Outside-of-Class

#### Total Outside-of-Class

#### Minimum Outside-of-Class Hours

35

#### Maximum Outside-of-Class Hours

35

### Total Student Learning

#### Total Student Learning

#### Total Minimum Student Learning Hours

157.5

#### Total Maximum Student Learning Hours

157.5

### Minimum Units (CB07)

3

### Maximum Units (CB06)

3

### Student Learning Outcomes (CSLOs)

**Upon satisfactory completion of the course, students will be able to:**

- |   |   |
|---|---|
| 1 | Examine and describe contemporary approaches, language, aesthetics and emerging media in digital art.     |
| 2 | Evaluate and critique digital images and time-based works in utilizing relevant terminology and concepts. |
| 3 | Create a portfolio of digital work demonstrating formal, conceptual, and technical development.           |

### Course Objectives

**Upon satisfactory completion of the course, students will be able to:**

- |    |  |
|----|--|
| 1  | Apply the elements and principles of design in finished digital images and time-based works.   |
| 2  | Learn how to set and modify document specifications to match the artistic intent.  |
| 3  | Use the different color modes available appropriately and as they apply to color theory.   |
| 4  | Be able to set up guides and grid systems to construct perspective drawings.   |
| 5  | Evaluate and adjust digital imagery to meet the needs of particular artistic problems.   |
| 6  | Produce digital images and time-based work through various digital media input and output methods using vector or raster-based software.               |
| 7  | Combine traditional drawing techniques with digital media, incorporating and demonstrating an understanding of layers.                                 |
| 8  | Create a portfolio of work demonstrating formal, conceptual, and technical development, with digital pieces prepared for print, web and digital video. |
| 9  | Understand the use of typography as an element of media art.   |
| 10 | Demonstrate proper workflow usage in Adobe Creative Suite.   |
| 11 | Examine and describe contemporary approaches, language, aesthetics and emerging media in digital art.  |
| 12 | Safely handle and maintain digital imaging hardware and materials.   |
| 13 | Evaluate and critique digital images and time-based works utilizing relevant terminology and concepts.   |

## Course Content

### Lecture/Course Content

1. The computer operating system
  - a. Saving and moving files
  - b. Navigation
  - c. Cross-platform issues
  - d. Storage devices and hardware overview
2. Elements and principles of design as they relate to digital media
  - a. Color Theory as applied to digital art
    - i. Additive color systems
    - ii. Subtractive color systems
    - iii. Creating appropriate color palettes
  - b. Colored fills and strokes
  - c. Gradients, blends, and meshes
  - d. Transparencies and shape/layer modes
  - e. Appearances and styles
  - f. Color formats (RGB, CMYK, WEB) and their application
  - g. Spot color and color matching systems
  - h. Color modes and file size
  - i. Image adjustments and filters
3. Concept development as it relates to digital and time-based art
4. History, contemporary trends, language, aesthetics and emerging media as they relate to digital art
5. Typographic concepts and digital art
  - a. Using text
  - b. Vector vs. pixel-based text
  - c. Character Palettes and typographic terminology
  - d. Block text and paragraphs
  - e. Path text
  - f. Outlined text and font modification
6. Principles and uses of vector and raster-based software in the creation of digital art
  - a. Interface navigation and tools
  - b. Document set-up and native file formats
  - c. Scanning drawings, photographs, transparencies, and negatives
  - d. File size vs. dimensions vs. resolution
  - e. Making and saving selections
  - f. Alpha channels and transparency
  - g. Layers and layer sets; montage and collage techniques
  - h. Image transformations
    - i. Creating, modifying, and transforming paths (Bezier curves)
    - j. Combining vector-based and pixel-based art elements
7. Digital painting and drawing
  - a. Using pixel-based programs as composition tools
  - b. Brushes, brush modes, and brush behaviors
  - c. Custom brushes
  - d. Photo-retouch techniques
  - e. Combining and enhancing traditional artwork with digital techniques
  - f. Placing, opening, and manipulating non-native files
  - g. Layout techniques
  - h. Output possibilities for digital artists
8. The use of technology to create art through various digital media input and output methods
9. Publishing work on the web
10. How to create and present a digital portfolio

### Laboratory or Activity Content

1. Students will familiarize themselves with the hardware and software and will use lab hours to research and develop their individual projects.
2. Students will create art through various digital media input and output methods using vector or raster-based software.

3. Students will work in a digital media computer lab to capture, create, and edit multimedia projects.
4. Students will participate in group and individual critiques in oral and written formats.
5. Students will work publish their work in different formats and use multiple platforms.

## Methods of Evaluation

**Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):**

Problem solving exercises  
Skills demonstrations

**Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):**

Individual projects  
Laboratory activities  
Oral analysis/critiques  
Projects  
Portfolios

## Instructional Methodology

**Specify the methods of instruction that may be employed in this course**

Audio-visual presentations  
Computer-aided presentations  
Class discussions  
Distance Education  
Demonstrations  
Field trips  
Group discussions  
Instructor-guided interpretation and analysis  
Instructor-guided use of technology  
Internet research  
Lecture

**Describe specific examples of the methods the instructor will use:**

1. Instructor will give software demonstrations of digital editing and manipulation software
2. Instructor will give presentations on the developments in computer graphics in the following areas: 3D graphics; Character animation; Digital video; Motion graphics

## Representative Course Assignments

### Writing Assignments

Art statements accompanying individual art projects.

### Critical Thinking Assignments

1. Discuss the history of digital media and computer graphics and explain the key concepts.
2. Analyze students' work in the context of societal and cultural concerns.
3. One-to-one and group critiques evaluation students' art work.

### Reading Assignments

Students will work individually to:

1. Research digital artists, design styles, and methods
2. Compare an example of contemporary photography and/or advertising with historical works

Readings may also involve operational manuals.

### Skills Demonstrations

Students will be given digital art assignments where they solve both technical and creative problems on a weekly basis including, but not limited to:

1. Demonstrating use of Illustrator tools to make basic shapes, apply color and stroke.
2. Applying design elements such as composition, negative and positive space with Illustrator tools.
3. Creating illustrations showing 1-point and 2-point perspective

**Other assignments (if applicable)**

1. Demonstrating use of basic Photoshop tools by working with found images to create digital collages to construct new imagery.
2. Creating metamorphosis in Photoshop using digital painting and compositing tools.
3. Studying the work of contemporary artist Moholy-Nagy and digitally replicate a modern painting in digital art.

**Outside Assignments**

**Representative Outside Assignments**

Students will work individually to conduct research regarding:

1. Digital artists, styles, and methods
2. An example of contemporary digital art, graphic design, advertising, and historical works

**Articulation**

**C-ID Descriptor Number**

ARTS 250

**Status**

Approved

**Comparable Courses within the VCCCD**

FTVE R175 - Intro to Digital Art

**District General Education****A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****CSU GE-Breadth****Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

**Description**Burrough, X (2013). *Digital Foundations* (2nd). AIGA Design Press Book. 9780321555**Resource Type**

Textbook

**Description**Costello, V. (2016). *Multimedia Foundations: Core concepts for Digital Designs* (2). New York Routledge.**Resource Type**

Textbook

**Classic Textbook**

No

**Description**

Lovadina. M (2018). Digital Painting in Photoshop: Industry Techniques for Beginners. 3D Total Publishing.

**Distance Education Addendum****Definitions****Distance Education Modalities**

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

**Faculty Certifications**

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

**Regular Effective/Substantive Contact****Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Video Conferencing	Instructor will give demonstrations via video conferencing related to digital editing and manipulation software

**Hybrid (51%–99% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards encourages various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course outcomes. Students will be required to respond to one another with substantive comments with the intent of creating a dialog. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
E-mail	E-mail, class announcements and various learning management system tools such as "Message Students Who" and "Assignment Comments", will be used to regularly communicate with all students on matters such as clarification of class content, reminders of upcoming assignments and/or course responsibilities, to provide prompt feedback to students on coursework to facilitate student learning outcomes, or to increase the role of an individual educator in the academic lives of a student. Students will be given multiple ways to email instructor through both the learning management system inbox and faculty provided email accounts.



Face to Face (by student request; cannot be required)	The instructor will hold weekly, scheduled office hours either in person or via-web conferencing, for students to be able to meet and discuss course materials or individual progress. Students can request additional in-person or web conferencing meetings with faculty member as needed. Faculty may encourage online students to form “study groups” in person or online.
Other DE (e.g., recorded lectures)	Faculty will use a variety of ADA compliant tools and media integrated within the learning management system to help students reach SLO competency. Tools may include: <ul style="list-style-type: none"> <li>• Recorded Lectures, Narrated Slides, Screencasts</li> <li>• Instructor created content</li> <li>• OC Online Library Resources</li> <li>• Canvas Peer Review Tool</li> <li>• Canvas Student Groups (Assignments, Discussions)</li> <li>• 3rd Party (Publisher) Tools (MyOpenMath)</li> <li>• Websites and Blogs</li> <li>• Multimedia (YouTube, Films on Demand, 3CMedia, Khan Academy, etc.)</li> </ul>
Synchronous Dialog (e.g., online chat)	Instructor will provide a set time each week where they will be available for synchronous chat and be available in the discussion board and can answer questions in live time.
Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous or asynchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Recordings of all live sessions will be made available within the LMS. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.
Telephone	Students can request for instructor to call or vice versa in order to answer one-on-one questions about course material or student progress.

**100% online Modality:**

<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Asynchronous Dialog (e.g., discussion board)	Students will share images of their projects and provide comments on each other's work
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards encourages various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course outcomes. Students will be required to respond to one another with substantive comments with the intent of creating a dialog. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
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## Examinations

### Hybrid (1%–50% online) Modality

Online

### Hybrid (51%–99% online) Modality

Online

On campus

### Primary Minimum Qualification

ART

### Additional Minimum Qualifications

#### Minimum Qualifications

Graphic Arts

## Review and Approval Dates

### Department Chair

05/03/2020

### Dean

05/04/2020

### Technical Review

05/13/2020

### Curriculum Committee

05/13/2020

### DTRW-I

MM/DD/YYYY

### Curriculum Committee

12/09/2020

### Board

MM/DD/YYYY

**CCCCO**

MM/DD/YYYY

**Control Number**

CCC000555449

**DOE/accreditation approval date**

MM/DD/YYYY