Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Spring 2011

Type of Action:

__	New
X	Modification
__	Move to Inactive (Stop Out)
__	Cancellation

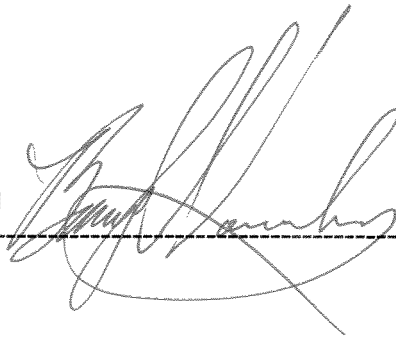**Course Alpha and Number:** AR 105

Course Title: Digital Media Design

Reason for initiating, revising, or canceling:
This course guide is being revised to reflect changes in the degree requirements met by the course and in the instructional resources needed, and updating the edition of the textbook.

Barry A. Wonenberg

Proposer   Date

Thomas D. Sharts
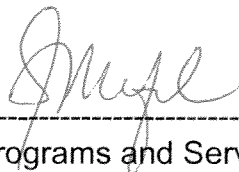
Department Chair   Date

Barbara K. Merfalen

Dean of Academic Programs and Services   Date

Northern Marianas College
Course Guide

Course: AR105 Digital Media Design

1. **Department** Social Sciences and Fine Arts

2. **Purpose**

   Digital Media Design is an introductory studio art course designed to give students a basic understanding of the creative process, exposure to art works of professionally and historically relevant artists, and the practical experience of working in a variety of digital media. This course is of value to students, such as elementary school teachers, who need to integrate knowledge of the diverse digital media into the classroom curricula. This course also contributes to a well-rounded education that includes understanding and appreciation of the arts, practice in creative problem solving, and the development of a leisure activity for personal satisfaction.

3. **Description**

   A. **Required/Recommended Textbook(s) and Related Materials**
      Required:
      Lauer, David A., and Stephen Pentak, *Design Basics*. Multi Media edition. 7th edition. Boston: Wadsworth, Cengage Learning, 2008.
      Readability Level: Grade 10

   B. **Contact Hours**
      1. **Lecture:** 3 per week/45 per semester
      2. **Lab:**
      3. **Other:**

   C. **Credits**
      1. **Number:** 3
      2. **Type:** Regular degree credits

   D. **Catalogue Course Description**
      This course focuses on the students' understanding of the elements and principles of design using digital media. Students are exposed to the use of visual, graphic, and animation design through the use of the exciting mediums of computer imagery and multi-media. Students will work in teams collaboratively in order to discover the various practical applications of digital media design. In addition, the students will gain an appreciation and understanding of the arts, practice in creative problem solving, and the development of a leisure activity for personal satisfaction. English Placement Level: EN 093/094. Math Placement Level: None. (Offered Fall and Spring)

E. Degree or Certificate Requirements Met by Course

This elective course fulfills the General Education fine arts or arts and humanities requirement for the B.S. degree in Education, the A.A. degree in Liberal Arts, the A.S. degree in Natural Resource Management, the A.A.S. degrees in Criminal Justice and in Hospitality Management, and the A.A.S. degree in Business Administration: Accounting Emphasis, Business Management Emphasis, and Computer Applications Emphasis.

F. Course Activities and Design

This course provides hands-on experience in making art by exploring digital multimedia, leading to the creation of a portfolio. Students will work in teams collaboratively in order to discover the various practical applications of digital media design. Instruction in the specialized skills of the digital medium will help develop an understanding of basic art concepts. These may include, but are not limited to:

* Drawing basics: Concepts in seeing.
* Color theory: Color influences, properties, characteristics, etc.
* Design exploration: Practical applications in graphic design, digital photography, digital collage.
* Animation: multimedia, two- and three-dimensional application, etc.
* An original art work

Course activities also include lectures and demonstrations, art critiques, sketchbook studies, written assignments, quizzes, a final exam, and field trips to art exhibits, art studios, and/or sites for art work. In addition, this course incorporates Web enhanced learning activities--Forums, Online assignments, and pre tests--and the creation of an Electronic Portfolio.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisite(s): None
English Placement Level: EN 093/094
Math Placement Level: None

Northern Marianas College
Course Guide

Course: AR105 Digital Media Design

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition for a 3-credit course, the student activities fee, the cost of the textbook, and the cost of some art supplies.

Cost to the College: Instructor's salary, 15" laptop computer (Apple), cleaning supplies for art tools, and selected art supplies and tools for instructor and group use.

Instructional resources needed for this course include chalk and chalkboard, multi-media projector and slides, slide projection screen, drawing boards, TV/VCR and videotaped and DVD programs, eight (8) in-class (cross platform) desktop computers and software (with updates), color inkjet printer, internet access, mat cutter, easels, sink, large tables, bulletin board and thumbtacks, masking tape, staple gun and staples, shelves and storage units, library books and periodicals to be identified by the instructor, and various art supplies, tools, and equipment.

6. Method of Evaluation

Students grades will be based on the regular letter grade system as described below:

A: Excellent – grade points: 4.0;
B: Above average – grade points: 3.0;
C: Average – grade points: 2.0;
D: Below average – grade points: 1.0;
F: Failure – grade points: 0.0.

NMC's grading and attendance policies will be followed.

Northern Marianas College
Course Guide

7. Course Outline
This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

1.0 Art Production
   1.1 Drawing basics
   1.2 Color theory
   1.3 Design exploration
   1.4 Creative problem solving
   1.5 Original art work

2.0 Art Terminology
   2.1 The art process
   2.2 Materials, tools, and techniques
   2.3 The elements of design
   2.4 The principles of design
   2.5 Description using appropriate terminology

3.0 Historical and Contemporary Artists
   3.1 The relationship between art and culture
   3.2 Traditional and contemporary art
   3.3 Solving visual problems in art
   3.4 Comparing artists' techniques
   3.5 The function and/or meaning of art works
   3.6 Job opportunities for artists

4.0 Art Critique and Presentation
   4.1 Presenting finished art work in a professional manner
   4.2 Describing the process, techniques, and meaning of one's own art work
   4.3 Critiquing the art work of others
   4.4 Incorporating new ideas and suggestions
   4.5 Preparing an exhibit for the public

Northern Marianas College
Course Guide

Course: AR105 Digital Media Design

8. Instructional Goals

This course will introduce students to:

1.0 The basic concepts of visual design;
2.0 The materials, tools, and techniques of art production in different digital media;
3.0 The observation techniques and processes of computer-assisted design;
4.0 The concepts of color theory in art;
5.0 The specialized vocabulary used in the creation and evaluation of digital art;
6.0 How artists in different time periods and cultures have solved visual design problems in their work;
7.0 The concepts of animation using the digital medium;
8.0 The concepts of art presentation; and
9.0 The processes of art criticism.

9. Student Learning Outcomes

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

1.0 Model the concepts of visual design;
2.0 Recognize and use the tools, materials, and techniques of art production in different digital media;
3.0 Use the observation techniques modeled in class and demonstrate those techniques in a digital portfolio;
4.0 Demonstrate an understanding of color theory in a digital art work;
5.0 Describe in writing the processes used in creating and evaluating their digital designs utilizing the specialized vocabulary discussed in class;
6.0 Identify through written description, artists from different time periods and cultures and how they solved different design problems;
7.0 Create a digital animation project;
8.0 Exhibit finished designs properly; and
9.0 Demonstrate the concepts of art criticism both orally and with written examples.

Northern Marianas College
Course Guide

10. Assessment Measures
Assessment of student learning may include, but not be limited to, the following:

1.0   Quizzes, a midterm, and a final comprehensive examination to evaluate the student's knowledge and abilities in cognitive reasoning and the identification, interpretation, comprehension, and application of the basic concepts in the study of art design.

2.0   Studio art projects, class participation, and a self-evaluating written journal that demonstrates an understanding of visual design, historical reference and social relevance.

3.0   Studio art projects that demonstrate understanding of the basic principles and elements of design and incorporate historical relevance and influences in the visual arts. These projects tend to be self-reflective and interpretive in nature.

4.0   Portfolio evaluation that addresses, but is not necessarily limited to, imagination, comprehension of ideas and concepts, originality, technical quality, presentation, success in solving the visual problems assigned, and the student's growth and progress over the semester.