Montgomery County Community College
ART 138
Digital Art I
3-2-2

COURSE DESCRIPTION:
This course introduces the principles of aesthetics inherent to the effective construction of meaning in two-dimensional artwork while exploring options offered by combining traditional and digital techniques. The fundamentals of computer-based image creation will be introduced while challenging students' imagination and expanding their creative skills as visual communicators in our increasingly demanding aesthetic environment. Projects will explore the creation and analysis of artwork within the context of contemporary visual culture. Examples of historically significant as well as relevant contemporary artworks will be presented for review. Students who successfully complete this course will develop artworks demonstrating a working knowledge of the perceptual skills and techniques addressed in the studio, forming the basis for the creation of a portfolio of original work.

Previous Course Requirements

 ☐ ENG 010A Basic Writing or ENG 011 Basic Writing ll or ESL 011 Basic Writing ll with a minimum grade of "C"
 ☐ REA 011 Fundamentals of College Reading or REA 017 Vocabulary and Reading Comprehension Development II with a minimum grade of "C"

Concurrent Course Requirements: None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Identify the differing attributes of color spaces in screen-based and traditional media.	Lecture Demonstration Creation of artwork using prescribed technical parameters	Individual and group critiques of artwork. Portfolio review. Quizzes

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
2. Identify the differing attributes of vector-based and raster-based images and demonstrate an understanding of size and resolution relationships in digital image creation.	Lecture Demonstration Creation of artwork using prescribed technical parameters	Individual and group critiques of artwork. Portfolio review. Quizzes
3. Demonstrate an understanding of output choices relevant to the creation of images combining traditional and digital media. Options may include web-based delivery, high quality digital prints, image transfer and/or a combination of these options.	Lecture Demonstration Creation of artwork using prescribed technical parameters	Individual and group critiques of artwork. Portfolio review. Quizzes.
4. Apply two-dimensional design principles relevant to effective compositional choices in the creation of artworks using traditional and digital media.	Lecture Demonstration Creation of artwork using prescribed technical and aesthetic parameters	Student presentations.
5. Articulate, both verbally and in writing, one's own goals in the creation of artworks, both in form and content, within the framework of contemporary visual culture.	Group Discussions Critiques Library Research Internet Research Written reflection papers/artist statements	Student presentations. Written assignments.

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
6. Articulate, both verbally and in writing, a familiarity with contemporary and historically relevant practitioners of visual art, and an understanding of their significance within the framework of contemporary visual culture as it applies to the creation of one's own artwork.	Group Discussions Critiques	

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:
1.   Basic Design Principles in two-dimensional artworks:
      a.   Elements of effective design and composition
         1. Figure/ground relationships
         2. Visual hierarchy
            a. focal point/emphasis
            b. design of 'eye direction'

b