

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

 X Transfer Course X A.A. Degree applicable course

(check all that apply)

COURSE NUMBER AND TITLE: Art 249 – New Media Studio

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 96

BASIC SKILLS REQUIREMENTS: Appropriate language skills

ENTRANCE REQUIREMENTS

PREREQUISITE: Enrollment based on portfolio review w/ list of criteria

COREQUISITE:

RECOMMENDED PREPARATION:

SCOPE OF COURSE:

An advanced class using digital tools that focuses on collaborative creative projects. Joint concept development, communication, critical thinking and creative teamwork will be stressed. Emphasis will be placed on the integration of graphic design, illustration. 2-D and 3-D animation, and fine art components into professional quality multimedia projects. Students from the Art Department will have the opportunity to collaborate with students from music and computer science.

SPECIFIC COURSE OBJECTIVES:

The successful student will:

1. Understand the collaborative creative process in concept development.
2. Learn how to work within technical and creative parameters that are set by a team of experts from different fields.
3. Expand their understanding in all areas of digital tools, and in what context they can and should be applied.
4. Develop projects specific to their individual area of interest and explore more advanced digital techniques.

5. Explore integration of new media with established principles and methods of art and design theory.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

1. Internal structure: Collaborative pipelines within the team
 - A) Team hierarchy/ Chain of command: Art Director, creative director, designer, illustrator, 3-D modeler, animator, programmer, sound editor
 - B) Team work processes: brainstorming, concept development, determining/developing objectives assigning specific tasks, timelines, deadlines, sequencing of events, organization/job management, distribution of workload
2. External structure: Client relationships with team
 - A) Self promotion, soliciting work, establishing industry and client needs
 - B) Presentation to client
 - C) Approval process, deadlines and changes
 - D) Contracts, terms and invoices,
 - E) Small business management
3. Technical concepts
 - A) Hardware and software issues: parameters, specs and limitations
 - B) Output : DVD, VHS, Web, CD-rom, print
 - C) Software used, possibilities of combinations:
 - I. Adobe Illustrator
 - II. AdobePhotoshop
 - III. Adobe After Effects
 - IV. Corel Painter
 - V. Maya
 - VI. Protools, Reason
4. Discussion topics
 - A) Cross disciplinary relationships
 - B) Professional interaction with artists/experts from related but separate disciplines
 - C) Intellectual property, copyrights and plagiarism

REQUIRED READING:

Will be dependent on projects

SUGGESTED READING:

Will be dependent on projects

REQUIRED WRITING:

Students will be required to write a one to two page paper preliminary to each project, either in form of a proposal or as a critical interpretation of a given problem.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

Preliminary research for projects will be at library and other off-campus locations. Students will complete projects during assigned computer time in class and during scheduled lab hours.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Grades will be determined by assessment of student performance in the following fractions:
Body of work (student projects)=40%, final project=20%, growth=20%, participation in critiques and discussions 20%

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 3

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON:

Kitty Meek / Jay Schultz

SIGNATURES ON FILE: