ART 153: DIGITAL MEDIA PRODUCTIONS I

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2022
Credits:	3
Total Contact Hours:	108
Lecture Hours :	36
Lab Hours:	72
Hours Arranged:	0
Outside of Class Hours:	72
Strongly Recommended:	ART 150 or Portfolio review.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter, Pass/No Pass

Catalog Course Description

An overview of multimedia production and associated technology. The course will use Illustrator, PhotoShop and other software in the development of graphic presentations for use in business and communications. Students will be provided an opportunity to produce computer graphics merging images and text for large format printing. Material fee. 36 lecture hours, 72 lab hours.

Course Objectives

- use multimedia graphical packages
- produce media materials by utilizing components of various media software
- master color theory and gain knowledge of electronic color manipulation output
- master the difference between Vector and Raster graphics

Major Course Content

1. A New History for a New Medium
    a. Conceptual Beginnings
    b. Early Innovation in Computer Graphics
    c. Hallmarks in Electronic Artwork
2. Old Tools, New Tools
    a. Word processing Applications
    b. Visual Communication Tools
    c. Analog and Digital Tools
    d. The Digital Image
    e. Visual Literacy
    f. Digital Imaging
3. Working with Photography
    a. Drawing and Painting
    b. Object-Oriented and Bitmapped Graphics
    c. Vector graphics
    d. Visual Language
    e. Raster Graphics
4. Mastering color
    a. Understanding Color
    b. Color Theory
    c. Electronic Color
    d. Output
    e. Color Manipulations
    f. Creating with Color

Lab Content

1. Hardware and Software
2. The Digital Image
    a. File Formats
    b. Scanning Images
    c. Setting up the Canvas
    d. Adjustments
    e. Selections
    f. Copy and Paste
    g. Filter
3. Vectors Graphics
    a. Basic Shapes, Anchor Points, Curved Lines
    b. White Arrow tool
    c. Fill and Stroke
    d. Selecting and Deselecting
    e. Undo
    f. Layers
    g. Placing Images
4. Raster Graphics
    a. Resizing images
    b. Image Correction
        i. Levels, Brightness and Contrast, Color Correction, Curves, Color Balance, Variations, Hue/Saturation
    c. Filters
    d. Opacity
5. Color Theory
    a. Hue, Value, Saturation
    b. Color Wheel
    c. Color Schemes
        i. Monochromatic, Complementary, Analogous, Triadic
    d. Psychology
    e. Color Models
        i. RGB, Additive Primaries
        ii. CMYK, Subtractive Primaries
        iii. Color Gamut
    f. Color Modes
        i. RGB, CMYK, Grayscale, Bitmap, Indexed, Web Color
    g. Color Manipulation

Suggested Reading Other Than Required Textbook

Research graphic design artists online and in periodicals.

Examples of Required Writing Assignments

Give written, twenty-eight slide PowerPoint presentation on elements and principles on graphic design with emphasis on a single artist.

Examples of Outside Assignments

Gather twenty-six letters of the alphabet that are not letters of the alphabet.
Gather principles and elements of graphic design.

Instruction Type(s)

Lecture, Lab, Online Education Lecture, Online Education Lab