

COURSE OUTLINE FOR Digital Media Art 1

Course Description:

This course is an introduction to Digital Media Art with a focus on print and moving media. Students will learn to navigate technology basics and use a variety of peripheral hardware and software related to current and emerging digital art practices. Students will be introduced to digital storytelling, learn important design and art based vocabulary and be able to present their work for critical analysis. Students will also receive an introduction to the history of cinema, moving media and print image.

Class exercises include experimentation with hardware, software and peripheral equipment, understanding basic vocabulary through practical application, stop motion animation, storyboard and character development, digital presentation, writing a proposal, script and screenplay development, and claymation animation.

Course Outcomes (Colorado Visual Art Academic Standards and Objectives)

1. Comprehend

1. The characteristics and expressive features of art and design are used in unique ways to respond to two- and three-dimensional art
2. Art created across time and cultures can exhibit stylistic differences and commonalities
3. Specific art vocabulary is used to describe, analyze, and interpret works of art

2. Reflect

1. Visual symbols and metaphors can be used to create visual expression
2. Key concepts, issues, and themes connect the visual arts to other disciplines such as the humanities, sciences, mathematics, social studies, and technology

3. Create

1. Plan the creation of a work of art
2. Explore various media, materials, and techniques used to create works of art
3. Utilize current, available technology to refine ideas in works of art

4. Transfer

1. Critical thinking in the arts transfers to multiple lifelong endeavors
2. Visual arts impact community, cultural traditions, and events

Conceptual Component

1. Relate and connect to transfer (Connecting):

1. Influences and Implications of Art
 - a) Historical and contemporary influence
 - b) Cause and effect motivations
 - a. Contemporary artists / materials used

2. Observe and Learn to Comprehend (Looking):

1. Stylistic differences and commonalities
 - a) 2D versus 3D Art
 - b) Symbols, meaning of characteristics, and expressive features
 - c) Influences

3. Invent and Discover to Create (Making):

1. Idea refinement
 - a) Plan and visualize
 - b) Make ongoing decisions
2. Media Materials and Technique
 - a) Intentional choices to convey ideas

4. Envision and Critique to Reflect (Thinking):

1. Visual symbols and metaphors
 - a) Convey messages
 - b) Varied discipline connections
 - c) Conceptual theme and commonalities

Outline

I. Pre-Assessment (online multiple choice) students are tested on their previous knowledge of the Principles of Design and Elements of Art, and techniques for expressing both in Digital Media. (Conceptual Intended Learning) Students will answer the Essential Questions that frame the semester's Units.

II. Lessons

A. Unit 1: Navigating the Basics–An Introduction to Art Based Technology

1) Organization

Learning the basics to include: logging in, creating a file system, saving work, learning file coding extensions and their indications. Vocabulary: Basic Technology Vocabulary Medium: Computer

2) Intro to Peripheral Equipment (Input/Output Devices)

Learning how to use speakers, monitors, scanners, printers, mics, cameras, video devices, tablet devices effectively in an arts based environment. Vocabulary: Basic Technology Vocabulary and related digital art vocabulary Medium: Computer

3) Intro to Software

A basic introduction to Open Source software including but not limited to Paint, Draw, SketchUp, Prezi, Audacity, Finale; a basic introduction to the Adobe Creative Suites and Microsoft Office. Vocabulary: Principles of Design and Elements of Art as related to Digital Art Medium: Computer and Pencil

B. Unit 2: Story Through Stop Motion Animation (cel animation)

1) Storyboarding

Students are introduced to using a storyboard to create a story with clear beginning, middle and end for movement cycle cel animation. Vocabulary: Relevant Principles of Design and Elements of Art Medium: Pencil and Ink

2) Stop Motion Cel Animation

Using their storyboard students create a stop motion animation Vocabulary: Relevant Principles of Design and Elements of Art Medium: Cameras and Computers

C. Unit 3: Introduction to Media History

1) Researching Fairytales

Students research fairytales and create an electronic presentation on their favorite author/artist. Vocabulary: Related Principles of Design and Elements of Art Medium: Computer, Multi-media Resources

2) Film Critique and Analysis

Students view, review and analyze *Shrek*. Students will reflect on the importance of film and moving media on popular and contemporary culture and make personal connections using this fractured fairytale as inspiration. Vocabulary: Relevant Principles of Design and Elements of Art Medium: Multi-Media (to include a variety of art materials and digital art mediums)

D. Unit 4: Fracturing a Fairytale (claymation)

1) Character Development

Within a team structure students will choose a Fairytale from the presentations in Unit 3, pull from the existing character base and develop an alter ego, or enhanced character(s) related to the fairytale that will replace existing character(s) Vocabulary: Relevant Principles of Design and Elements of Art Medium: Computer and Relevant Drawing Software

2) Setting Development

Within a team structure students will choose a Fairytale from the presentations in Unit 3, alter ego, or enhance the setting related to the fairytale. Vocabulary: Relevant Principles of Design and Elements of Art Medium: Computer and Relevant Drawing Software

3) Writing a Screenplay

Within a team structure students use their chosen fairytale as inspiration. They will 'fracture' the story and develop a screenplay for a claymation animation. Vocabulary: Relevant Principles of Design and Elements of Art Medium: Computer and Relevant Screenwriting Software

4) Claymation Animation Using a Fractured Fairytale

Within a team structure students use their developed character, setting and screenplay to create a Claymation animation. Vocabulary: Relevant Principles of Design and Elements of Art Medium: Computer and Relevant Screenwriting Software

III. Post-Test

1) (Online Multiple Choice) students are post-tested on their knowledge of the Principles of Design and Elements of Art and acquired Digital Media Concepts

2) (Written and Practical Application) students create a marketing package for their Fractured Fairytale Claymation using a variety of computer based design programs and web/social media outlets, and are able to complete a written self-reflection about their claymation in which they analyze and reflect on the process.