Course Syllabus

Department: VAPA

Date: September 22, 2014

I. **Course Prefix and Number**: ART 115

   **Course Name**: Computer Imaging

   **Credit Hours and Contact Hours**: 3 credit hours and 4 contact hours

   **Catalog Description including pre- and co-requisites**: An introduction to techniques for creating computer generated imagery for application in commercial and fine art. Hands-on experience with drawing and design packages for the non-programmer.

   **Relationship to Academic Programs and Curriculum**: This course provides a basic, practical experience in the development of computer-generated imagery for use in the graphics environment and the arts. This course meets the SUNY General Education requirement of The Arts.

II. **Course Student Learning Outcomes**:

   *Upon completion of the course the participant will be able to:*

   1. Distinguish appropriate software/hardware solutions dependent on situation
   2. Use color space and file formats effectively in their work.
   3. Apply basic scanning and image capture strategies
   4. Appraise intellectual and visual unity
   5. Combine effective composition with the creation of their own style
   6. Adapt printed work to effectively communicate in formal presentation.

   **College Learning Outcomes Addressed by the Course**:
   
   - [ ] writing
   - x oral communications
   - [ ] reading
   - x mathematics
   - x critical thinking
   - x computer literacy
   - [ ] ethics/values
   - [ ] citizenship
   - [ ] global concerns
   - [ ] information resources
III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>Oral Communications</th>
<th>Mathematics</th>
<th>Critical Thinking</th>
<th>Computer Literacy</th>
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<tbody>
<tr>
<td><em>Appraise intellectual and visual unity</em></td>
<td><em>Apply basic scanning and image capture strategies</em></td>
<td><em>Appraise intellectual and visual unity</em></td>
<td><em>Recognize and apply the tools; Macintosh OS, Adobe Illustrator, Adobe Photoshop and Adobe Acrobat.</em></td>
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<td>Assessed through the participation of students in formal/informal critiques. Also, through observation and discussion during studio time.</td>
<td>Assessed through review of technical files and review of finished mounted work.</td>
<td>Assessed through the participation of students in formal/informal critiques. Also, measured through the review of projects. The instructor will provide the participant with written and/or verbal feedback.</td>
<td>Measured by reviewing the technical files submitted for assignments and by observation of working practices during studio time.</td>
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| Apply printed work to effectively communicate in formal presentation | Combine effective composition with the creation of their own style | Use color space and file formats effectively in their work |

IV. Instructional Materials and Methods

**Types of Course Materials:**

Textbooks, because course content is time sensitive, materials are often downloaded or observed through subscription over the Internet.

**Methods of Instruction (e.g. Lecture, Lab, Seminar ...):**

Lectures, demonstrations, working studio sessions, critiques (group and individual) and student projects
V. General Outline of Topics Covered:

I. Mac Operating Systems

II. Vector Applications / Type design
   Design principles
   Grid structure
   Typography
   Printing Black and White

III. Vector Illustration
   Bitmap vs. Vector
   Rendering in a Vector environment (focus on pen tool)
   Color – developing a CMYK/ RGB palette
   Type as an Illustrative element
   Printing Color / Mounting

IV. Bitmap Applications
   Bitmap vs. Vector
   Bitmap concepts and considerations
   RGB vs. CMYK

V. Bitmap Image Development
   Resolution
   Color Correction
   Blending of images
   Printing Color / Mounting