A. Art Classifications (an introduction)
Painting, drawing, printmaking, sculpture, photography, assemblage, collage, montage, installation, illustration, multimedia
• Lecture on works done by traditional studio artist and digital artists.
• Assignment: discuss and write about classifications of art and examples.
• Assignment: search internet for examples of each art classification and submit findings.

B. Art Subjects (an introduction)
Figurative, Portrait, Landscape, Still Life, Fantasy, Abstract, Conceptual, Commercial

Traditional master artists such as:
Michelangelo, Da Vinci, Bierstadt, Cezanne, Matisse, Turner, Degas, Monet, Rousseau, Cassatt, Gauguin, Kandinsky, Okeefe, Pollock, Diebenkorn, Romare Beardon, Chagall, Christo
Pioneer digital artists such as:
Olga Tobreluts, Tony Robbin, Jeremy Gardiner, James Faure Walker, Lillian Schwartz, Rejane Spitz, Roman Verostko, Frieder Nake, Charles Csuri , David Em, Herbert Franke , Laurence Gartel , Sue Gollifer , Jean-Pierre Hébert , Yoichiro Kawaguchi, Kenneth Knowlton, Ben Laposky, Ruth Leavitt

• Lecture and examples of works by traditional master artists and pioneer digital artist.
• Group learning. Explore how same subject is treated differently by different artists and include notes in log book on key similarities and differences then share findings on class blog.

C. Art Materials, Tools, Methods and Techniques (an introduction)
Surfaces and mediums include rock, wood, metal, plaster, fabric, paper, gesso, turpentine, varnish, spray fixative, wax, and decoupage

1. Painting
Materials include - pigments, tempera, oil, acrylic, watercolor, spray paint
Tools include - paint brushes, air brushes, palette knives
Techniques / Methods include - under painting, sponging, and stippling, spattering, masking
2. Drawing
Materials include - charcoal, pencils, pastels, pen and ink
Tools include - light box, stencils, rulers, erasers, plumb line
Techniques / Methods include - outlining, stumbling, crosshatching,

pointilizing
3. Printmaking
Materials include - ink, resin, wax, lino, wood,
Tools include - lino cutters, burnishers, printing press
Techniques / Methods include - relief, intaglio, screening, planograph, laser printing, printing press
4. Sculpture
Materials include - wood, clay, metal, stone, plastic, glass
Tools include - chisel, craft knives, blow torch
Techniques / Methods include - modeling, molding, casting, carving, welding
5. Digital printed art
Materials include - ink, substrates
Tools include - software, computers, printers, digital cameras, scanners
Techniques / Methods include - flexography, laser, offset

• Lecture on historical development of artist materials tools and techniques above (brief overview).
• Demonstrations using variety of materials tools and techniques including digital imaging software.
• View various artists at work on DVD such as KQED contemporary bay area artist's series.
• Hands-on art activities experimenting with various materials, tools, techniques and methods covered in class including introduction to digital imaging software.
• Research Paper and Presentation on contemporary digital artist or designer.
• Quiz I
Identify classification of artworks shown.
Identify materials, tools, methods and techniques shown.
Demonstrate skill using digital imaging software
(setting up workspace, using basic tools, choosing color, transforming)

D. Traditional Art VS Digital Art
1. Similarities and differences
2. Impact of digital technologies on traditional studio art and vice versa
3. Advantages and disadvantages
4. Debate about traditional studio art being a truer art form than digital
5. Traditional art and digital art merged to form Multi-media

• Lecture and examples on topics above.

• Demonstration using digital scanner.
• Hands-on art activities: Create simple drawing by hand, then attempt to recreate it on computer, for example a contour drawing of a flower. Note advantages and disadvantages as well as similarities and differences of both methods in log book. Create line drawing with markers, scan it and add color using digital imaging software.
• Student classroom debate on related topic such as:
1.Should digital art be displayed in fine art museums?
2.Can a digital painting be as expressive as a painting done on canvas?
or
3.Can a sculpture modeled in 3-d software be as expressive as one modeled by hand in clay?
4.Is digital art as valid of an art form as studio produced art?

• Each student adds a brief statement expressing their opinion about debate topic and explanation to back it up on class blog.

• Quiz 2
List and explain 3 ways that digital technologies have altered current art and design produced today.
Describe how tools used in digital imaging software are similar to tools used in hands-on studio art (such as the 3 photo editing tools, paint brushes or air brush.
List steps in scanning process and define related terms such as image resolution.

E. The Foundations and Principles of Art
1. Elements of Art (Sensory components)
Line, Shape/Form, Texture, Value, Color, Space, Scale
2. Principles of Design (Organization of works of art)
Movement, Repetition, Rhythm, Contrast, Variation, Balance, Emphasis, Unity, Figure dominance and Ground, Similarity, Proximity, Continuity, Closure, Area, Symmetry
3. Color Theory
a. Color Wheel: order of color wheel and its application towards art and design
b. Color Terms: hue, tint, value, shade, saturation, contrast, cool, warm, accent, highlight, shadow
c. Color Schemes: primary, secondary, analogous, tertiary, complimentary, neutral, achromatic, monochromatic, clashing
4. Perspective – grids, horizon line, vanishing points, scale

• Lecture on topics above along with projected examples.

• Interactive CD exercise including assigned readings and CD prompted interactive quizzes.
• Identify principles of design being used in art examples and discuss how they impact the artwork.
• Hands-on art activities using studio art materials and tools as well as Photoshop art tools include:
-creating brush strokes that express a dancers movement
-drawing abstract art that exhibit pattern / repetition and positive / negative space
-creating symmetrical paintings from folding ink blotted paper in half or mirroring in Photoshop
-sketching actual objects to show form, foreground and background
-creating a variety of implied textures using various drawing and painting techniques
-creating tint and shade of a hue by adding white or black paint
-reducing saturation of color by adding water to paint or reducing opacity in Photoshop
-drawing a one-point perspective landscape
-drawing and shading simple objects using various shading techniques such as cross hatching

• Quiz 3
Identify color schemes shown
Label artwork to indicate specific elements of art and principles of design
Match terms used in color theory, elements of art and principles of design with definition / example
Show ability to use specific tools in digital Imaging software

F. Purposes of art in society
1. Express personal emotion, life experiences, opinions about politics, social issues, economic conditions, personal beliefs about religion
2. Document cultural traditions, historical events
3. Record and Preserve visual data
4. Propaganda or social commentary
5. Commemoration of an important event
6. Persuasion
7. Storytelling
8. Art for arts sake
• Class discussion on purposes of art in society
• Lecture and examples on topics above.
• Examples of items listed above shown in a variety of mediums
• Demonstrations using digital imaging software
• Quiz 4

List and give examples of purposes of art in society
Show ability to use specific tools and techniques in digital Imaging software
 (pen tool, paintbrushes, filters)

G. Art and Culture
1. Cultural influences on art
2. Art influences on culture
3. Similarities differences in art among cultures
4. Art can teach us things about a particular culture

• Lecture and examples on topics above.
• Class discussion on art in our everyday world and where we see it
• Research layout of style trends
• Logbook entries and sketches to prepare for project
• T-shirt illustration art project

H. Art as visual method of communication
1. Relationship between form and content
2. Importance of content / theme / meaning
3. Power of compositional elements in order to communicate message
4. Materials and physical treatment to art to communicate message and content
5. Power of color psychology (emotions)
6. Symbols and iconography as form of visual communication
7. Decoding symbols
8. Symbolic Meaning and Message in Artworks - Show variety of works such as Van Eck's Wedding of Alfini and Picasso's Gurnica
9. Expressive Self-portraits – Show variety of works by artists such as Edward Munch, Frida Khalo and Vincent VanGogh

• Lecture on topics above along with projected examples.
• Demonstrations using digital imaging software that relates to self-portrait project
(for example layers, blending modes, filters, special effects)
• Logbook entries and sketches that promote self-reflection
• Quiz 5
Explain how materials used in art examples shown, contribute to their expressiveness.
List symbolism commonly associated with specific colors.
Explain the difference between a symbol, an icon and a glyph and give 2 examples of each (one from ancient times and one from current times).
Demonstrate knowledge of specific techniques in photoshop

• Symbolic self-portrait art project

I. Esthetics and theories of Beauty
1. What defines beauty and does art have to be beautiful to have value?
2. Theories of golden proportion and evidence of this in artworks and in nature
3. Cultural ideals of beauty and their influences
4. Ancient esthetics of beauty compared to modern esthetics of beauty
5. Philosophers' theories on beauty: brief mention of key concepts by art philosophers such as Kant.
• Lecture and examples on topics above
• Class discussion on purposes of beauty and art
• Class reading assignment

J. Art movements (a brief introduction).
1. Impressionism, Surrealism, Symbolism, Expressionism
a. society's role in development of these artistic movements
b. artists associated with these movements and their work
c. movements expressed in various genres such as:
• symbolism in music - "American Pie", by Don McClain
• impressionism in music - "Prelude To The Afternoon Of A Fawn", by Claude Debussy
2. Art inspires new art in various forms across genres such as:
a. Paintings based on literature
b. Literature based on artwork
d. Movies based on musical pieces
e. Dances based on musical pieces
f. Theatrical performances based on painting

• Lecture introducing what an "art movement" is and describing a select few key movements in simple terms along with related visual examples.
• Demonstration of techniques relating to a select art movement mentioned using Digital imaging software
• Digital imaging tutorial relating to a select art movement
• Hands-on art exercises
• Quiz 6
Give an example of how art work from one genre influenced the creation of another art piece based on class lectures.
Identify style/art movement category based on art work shown.
Demonstrate knowledge of specific techniques in photoshop
• Creative Interpretation project

K. Art Criticism
1. Identify - the subject matter, the classification
2. Describe - what materials are used, elements of art and principles of design
3. Analyze - compare and contrast similarities and differences, symbols
4. Interpret - the message
5. Judge - the aesthetic value
• Lecture and examples on topics above.
• Class reading assignment
• Writing assignment critique of artist work found on virtual gallery
• Media research group presentation

L. The creative process
1. Inspiration
2. Concept
3. Brainstorm and Sketch
4. Research / Interview
5. Create
6. Analyze and Modify
7. Display
• Lecture and examples of topics above
• Guest speaker - working artist or designer to discuss their approach to the creative process
• School Performance Promotion Art Project
• Submit evidence of creative process for art project (written concepts, sketches)

M. Digital Imaging Arts skills applied to a career
1. Areas of focus
Graphic Design, Graphic Illustration, Graphic Art, Commercial Art, Web Design, Motion Graphics, Desktop publishing, Game Design, Photography
2. Elements of art and principles of design applied to art within categories above
3. Knowledge of art history, methods, tool and materials and cultural differences applied to careers in art.

• Lecture and examples of topics above
• In-class lessons on applying elements of art and principles of design to graphic designs
• Demonstrations Introducing vector based art software
• Tutorials using vector based software

N. Typography
1. Hand writing vs. type
Type as communication
Typography as art
Type History
Type Design
Typographic style and personality
Arranging and combining typefaces
Typeface formatting and layout
Font Terms
Combining typography with graphics (does and don'ts)
• Lecture and examples of topics above
• Class lesson on choosing appropriate type for image
• Demonstrations using vector based art software continued
• Tutorials using vector based software

O. Considerations when designing graphics and analysis of the
following based on case studies of specific logos
1. What is the design challenge - the purpose of the design?
2. What image do you want to project?
3. What do you want to communicate specifically?
4. Who is the audience?
5. Who are your competitors if any?
6. Logo design history
• Lecture and examples of topics above
• Demonstrations using vector based art software continued
• Tutorials using vector based software
• Assignment - Case study of a successful, well recognized logo
• Quiz 7
Define terms relating to lessons on typography
List the 7 key rules for successful graphic design tips

P. Print Production Process
1. Service bureau specifications
2. Setting up the document and pre-flight check
3. Printer settings
4. Color management
5. Pre-press

Q. Role of the designer
1. Design problem - what are the requirements and expectations
2. Solutions to design problems
a. defining the concept and strategy
b. evaluate budget

c. fulfilling needs of client
5. Industry Ethics
a. professionalism
b. copy write laws and Royalty free images
• Lecture and examples of topics above
• Demonstrations using vector based art software continued
• Tutorials using vector based software
• Company Identity Logo/ Business Card Design Project

R. Careers
1. Overview of Major career categories in Digital Imaging Art and Design
Graphic Design, Graphic Illustration, Graphic Art, Commercial Art, Motion Graphics, Desktop publishing, Environment Design, Industrial Design, Computer Game Design, Photography
2. Industry Professionals, departments and job titles
3. Resume and portfolio

• Lecture and discussion on topics above
• Guests speakers / Industry Professionals
• Demonstrations using vector based art software continued
• Tutorials using vector based software
• Product design class project
• Group Presentation Careers in Visual Arts
• Student Portfolio

Class midterm and comprehensive final included