PART I – Course Information

Course Type
☐ Existing/Restructured
☒ New Course Proposed Fall 2013

If new, have you submitted a Form B to the SHSU Curriculum Committee? ☐ Yes ☒ No

Course Prefix & Number: ARTS 1304

Texas Common Course Number (TCCN Matrix):

Course Title: Digital Art & Emerging Technology

Course Catalog Description (Copy and paste from online catalog for existing courses):
This course is an introduction to the practice of digital art and design in the age of social media and mobile devices. The emphasis will be on digital imaging as a medium for artistic expression. Students will discover the dynamic new ways that ideas can be generated with digital imaging. This course is for non-majors.

Course Prerequisites: None

Available Online?
☐ Yes, currently developed in online delivery mode
☒ Anticipated development in online delivery mode (Semester, Year: Fall 2014)
☐ No

Number of Sections to be Offered per Academic Year: 2

Estimated Enrollment per Section: 25

Course Level (freshman, sophomore): Freshman

Designated Contact Person (for follow-up communication purposes): Wayne Barrett

E-Mail Address: wayne.barrett@shsu.edu

Phone: 936-294-1314

Approvals

Department Chair: ___________________________ [Signature] [Date: 10-22-12]

Academic Dean: ___________________________ [Signature] [Date: 10-22-12]
PART II – THECB Foundational Component Areas

See Appendix for full description of each component area.

Select Component Area: <Select Component Area>

In one paragraph, describe how the proposed course will fulfill the core and skill objectives of the component area: Students will learn to appreciate, analyze, synthesize and interpret creative artifacts and works of the human imagination through personal involvement in digital art forms by way of study, observation, discussion and participation. They will study the history of digital art, and the development of new media. They will learn to critique and analyze (in both written and oral formats) works from various digital artistic disciplines and participate in the creative process through generation of their own digital artistic works, both individually and in teams. By applying their knowledge of the digital arts to the critique of their personal work, their peers' work, and the work of contemporary artists, they will gain skills in both critical thinking and communication. By participating in the creative process of digital art they will learn important aspects of teamwork and social responsibility.

PART III – Course Objectives & Student Learning Outcomes (SLO)

Insert the applicable course objectives stated as student learning outcomes (e.g., Students completing the course will be able to...) that support the core component area objectives. Please reference the component rubric for additional information on core component area objectives.

Objective/SLO 1: To give students an understanding and appreciation of the significance, opportunities, and appropriateness of digital media in artistic expression.

How will the objective be addressed (including strategies and techniques)?
Students will develop their knowledge, understanding, and appreciation of the significance, opportunities, and appropriateness of digital media in artistic expression, through readings in textbook, class lectures, and student research.

Describe how the objective will be assessed:
The student will demonstrate this objective through written analysis and two informal presentations based on research into selected contemporary artists/designers that utilize digital media in their artwork. Research will be graded based on content, personal analysis of artist's work, form, and structure.
CORE CURRICULUM COMPONENT APPLICATION
Sam Houston State University

Objective/SLO 2:
To teach students the fundamental skills, techniques, and principles unique to digital media, including the creation and manipulation of digital graphics.

How will the objective be addressed (including strategies and techniques)?
Through in-class instruction on hardware, software, and new media, and through textbook readings, students will develop the fundamental skills, techniques, and principles unique to digital media. The creation and manipulation of digital graphics will be accomplished through homework and classroom assignments utilizing digital graphics applications.

Describe how the objective will be assessed:
Students will demonstrate their learning through assignments involving the creation and manipulation of digital graphics. Students will be graded and directly assessed based on originality, design elements, technical skills, fulfillment of requirements, addressing of proposed problems, and presentation.

Objective/SLO 3: To teach students the fundamental skills and appreciation of working with others in the development and execution of digital art projects.

How will the objective be addressed (including strategies and techniques)?
Students will develop the fundamental skills and appreciation of working with others through class lectures on the creative process within a group, including brainstorming, ideation, art direction, and cooperative approaches to design.

Describe how the objective will be assessed:
Students will demonstrate their skills and appreciation of teamwork through structured group assignments that include the development and execution of digital art projects. Final artwork will be assessed based on originality, design elements, technical skills, fulfillment of requirements, addressing of proposed problems, and presentation. Group participation will be assessed based on participation, contribution, and reliability.

Objective/SLO 4: To teach students the fundamental skills and appreciation of speaking and writing critically about personal and peer artworks, and proposing alternatives.

How will the objective be addressed (including strategies and techniques)?
Students will develop the fundamental skills and appreciation of speaking about personal and peer artworks through participation in verbal critiques. Students will learn to speak proficiently about digital art through observation of the instructor's use of professional terminology during critiques. Students will develop the fundamental skills and appreciation of writing about personal and peer artworks through written analysis that address formal, technical, and conceptual components of the work.

Describe how the objective will be assessed:
Participation in verbal critiques will be assessed based on participation, use of appropriate terminology, usefulness of suggestions, and contribution to group dynamic. Written analysis will...
be assessed based on use of multiple criteria to judge work, use of appropriate terminology, and inclusion of personal interpretation of work.
Objective/SLO 5:

How will the objective be addressed (including strategies and techniques)?

Describe how the objective will be assessed:

PART IV – THECB Skill Objectives

Address each of the THECB skill objectives required within the component area. Explain how the skill is addressed, including specific strategies to address the skill(s). Address ALL skill objectives associated with the selected Component Area. (See Appendix)

1. Critical Thinking Skills: to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

How will the skill be addressed (including specific strategies, activities, and techniques)?
This course addresses Critical Thinking Skills in the following ways.

Research: student will research, organize, write, and present reports on contemporary artists/designers that utilize digital media in their artwork.

Structured Assignments: student will develop and utilize critical thinking and problem solving in the creation of original digital graphics.

Critiques: student will develop and utilize analysis and evaluation through participation in verbal and written critiques of personal and peer artwork.

2. Communication Skills: to include effective development, interpretation and expression of ideas through written, oral and visual communication

How will the skill be addressed (including specific strategies, activities, and techniques)?
This course addresses Communication Skills in the following ways.

Written communication: student will develop and utilize interpretation and expression of ideas through organization of reports on contemporary artists/designers that utilize digital media in their artwork.

Oral communication: student will develop and utilize interpretation and expression of ideas through verbal critiques and proposition of alternatives. Oral communication skills will also be developed and utilized through working with others in the development and execution of digital art projects.

Visual communication: student will develop and utilize interpretation and expression of ideas through the creation of original artwork in structured assignments.
3. **Empirical and Quantitative Skills**: to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.

How will the skill be addressed (including specific strategies, activities, and techniques)?

4. **Teamwork**: to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.

How will the skill be addressed (including specific strategies, activities, and techniques)?

Students will work within groups to develop and create digital art. Students will work cooperatively to make creative decisions and produce a final product and informal presentation.

Students will work together to critique individual and peer artwork. Students will participate as a group in analysis and evaluation of artwork.
5. **Personal Responsibility**: to include the ability to connect choices, actions and consequences to ethical decision-making

How will the skill be addressed (including specific strategies, activities, and techniques)?

6. **Social Responsibility**: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

How will the skill be addressed (including specific strategies, activities, and techniques)?

Students will each evaluate the effectiveness of a non-profit organization's website. Sites will be evaluated based on their design and effectiveness at reaching both potential donors/supporters and the public that the non-profit aims to assist. Students will produce a written and class presentation on their research, including suggestions on improvements to the website.

---

**PART V – SHSU Core Curriculum Committee Requirements**

1. **Using a 15-week class schedule, identify the topics to be covered during each week of the semester. Provide sufficient detail to allow readers to understand the scope and sequence of topics covered.**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Understanding Multimedia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 2</td>
<td>The Computer - Computer hardware and software</td>
</tr>
<tr>
<td>Week 3</td>
<td>The Computer - Drives and Devices</td>
</tr>
<tr>
<td>Week 4</td>
<td>Planning &amp; Design Group Project #1: Planning &amp; Design</td>
</tr>
<tr>
<td>Week 5</td>
<td>Visual Communication - Elements of Design, Principles of Design Student presentations #1: Contemporary digital artist/designer</td>
</tr>
<tr>
<td>Week 6</td>
<td>Multimedia Page Design - Organizing Content, Layout, Grid System Project: Multimedia Page Design Critique</td>
</tr>
<tr>
<td>Week 7</td>
<td>Interface Design and Usability - Components &amp; Features, Usability &amp; Accessibility</td>
</tr>
<tr>
<td>Week 8</td>
<td>Web Design - Site Structure and Navigation</td>
</tr>
<tr>
<td>Week 9</td>
<td>Web Design - Content, Appearance Paper &amp; Presentation: Non-profit website</td>
</tr>
<tr>
<td>Week 10</td>
<td>Graphics - Graphics &amp; Images, Digital Imaging</td>
</tr>
<tr>
<td>Week 11</td>
<td>Graphics - Display Screen Standards, Moving Images</td>
</tr>
<tr>
<td>Week 12</td>
<td>Text - Legibility &amp; Readability, Fonts, Formatting Project: Text Critique</td>
</tr>
<tr>
<td>Week 13</td>
<td>Photography Student presentations #2: Contemporary digital artist/designer (Photo-based)</td>
</tr>
<tr>
<td>Week 14</td>
<td>Time-based Media</td>
</tr>
<tr>
<td>Week 15</td>
<td>Time-based Media Group Project #2: Time-based Media</td>
</tr>
</tbody>
</table>

Submit completed, signed form to Core Curriculum Committee - Box 2478 or Fax 4-1271
2. Attachments (Syllabus Required)

Syllabus Attached?  ☒ Yes  ☐ No

Other Attached?  ☐ Yes  ☒ No  If yes, specify:
Appendix: THECB Component Area Descriptions and Skill Requirements

I. Communication (Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.)

II. Mathematics (Courses in this category focus on quantitative literacy in logic, patterns, and relationships. Courses involve the understanding of key mathematical concepts and the application of appropriate quantitative tools to everyday experience.)

III. Life and Physical Sciences (Courses in this category focus on describing, explaining, and predicting natural phenomena using the scientific method. Courses involve the understanding of interactions among natural phenomena and the implications of scientific principles on the physical world and on human experiences.)

IV. Language, Philosophy, and Culture (Courses in this category focus on how ideas, values, beliefs, and other aspects of culture express and affect human experience. Courses involve the exploration of ideas that foster aesthetic and intellectual creation in order to understand the human condition across cultures.)

V. Creative Arts (Courses in this category focus on the appreciation and analysis of creative artifacts and works of the human imagination. Courses involve the synthesis and interpretation of artistic expression and enable critical, creative, and innovative communication about works of art.)

VI. American History (Courses in this category focus on the consideration of past events and ideas relative to the United States, with the option of including Texas History for a portion of this component area. Courses involve the interaction among individuals, communities, states, the nation, and the world, considering how these interactions have contributed to the development of the United States and its global role.)

VII. Government/Political Science (Courses in this category focus on consideration of the Constitution of the United States and the constitutions of the states, with special emphasis on that of Texas. Courses involve the analysis of governmental institutions, political behavior, civic engagement, and their political and philosophical foundations.)

VIII. Social and Behavioral Sciences (Courses in this category focus on the application of empirical and scientific methods that contribute to the understanding of what makes us human. Courses involve the exploration of behavior and interactions among individuals, groups, institutions, and events, examining their impact on the individual, society, and culture.)

### Required Skill Objectives

<table>
<thead>
<tr>
<th>Foundational Component Areas</th>
<th>Skill Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Critical Thinking</td>
</tr>
<tr>
<td>Communication</td>
<td>✔</td>
</tr>
<tr>
<td>Mathematics</td>
<td>✔</td>
</tr>
<tr>
<td>Life and Physical Sciences</td>
<td>✔</td>
</tr>
<tr>
<td>Language, Philosophy &amp; Culture</td>
<td>✔</td>
</tr>
<tr>
<td>Creative Arts</td>
<td>✔</td>
</tr>
<tr>
<td>American History</td>
<td>✔</td>
</tr>
<tr>
<td>Government/Political Science</td>
<td>✔</td>
</tr>
<tr>
<td>Social and Behavioral Sciences</td>
<td>✔</td>
</tr>
</tbody>
</table>

Submit completed, signed form to Core Curriculum Committee - Box 2478 or Fax 4-1271
Sam Houston State University
College of Fine Arts and Mass Communication
Department of Art

ARTS 1304, SECTION 01
DIGITAL ART & EMERGING TECHNOLOGIES
3 Credit Hours
Fall Semester, 2014

Class Location: Art Complex, Bldg. G, Room 101
Class Meeting Times: M, T, W, R, F 9:30-11:00am
Instructor: Tom Seifert
Office Location: Huntsville Campus, Art Complex, Bldg B, Room 103
Instructor Contact Information: (936) 294-1315
E-Mail: seifert@SHSU.EDU
Office Hours: M, T, W, R, F 9:30-11:00am

Course Description
This course is an introduction to the practice of digital art and design in the age of social media and mobile devices. The emphasis will be on digital imaging as a medium for artistic expression. Students will discover the dynamic new ways that ideas can be generated with digital imaging. This course is for non-majors.

Learning Outcomes
1. To give students an understanding and appreciation of the significance, opportunities, and appropriateness of digital media in artistic expression.
2. To teach students the fundamental skills, techniques, and principles unique to digital media, including the creation and manipulation of digital graphics.
3. To teach students the fundamental skills and appreciation of working with others in the development and execution of digital art projects.
4. To teach students the fundamental skills and appreciation of speaking and writing critically about personal and peer artworks, and proposing alternatives.

Text/Resources

Attendance Policy
In accordance with University Policy, regular attendance is required and expected and will be necessary for successful completion of the course. Attendance will be taken each in-class day and attendance figures will be used in figuring final grades. Students are allowed two unexcused absences. Documented emergency medical treatment qualifies as an excused absence. After the two free absences, additional absences will lower the final grade by a minimum of 5%.

Grading Policy
Student’s final grade will be calculated as follows.
15% Group Project #1: Planning & Design
15% Group Project #2: Time-based Media
15% Project: Multimedia Page Design
15% Project: Text
10% Student presentations #1: Contemporary digital artist/designer
10% Student presentations #2: Contemporary digital artist/designer (Photo-based)
10% Paper & Presentation: Non-profit website
10% Critique participation

Grading Scale:
90 - 100 = A, 80 - 89 = B, 70 - 79 = C, 60 - 69 = D

Make-up policy
Any assignment not completed will earn a grade of "F". No late assignments will be accepted without prior permission from the instructor. Deadlines and due dates are final. If a student is absent on the day a project is due, that project will only be accepted at the beginning of the next scheduled class.

Tentative Course Outline

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Understanding Multimedia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 2</td>
<td>The Computer - Computer hardware and software</td>
</tr>
<tr>
<td>Week 3</td>
<td>The Computer - Drives and Devices</td>
</tr>
<tr>
<td>Week 4</td>
<td>Planning &amp; Design</td>
</tr>
<tr>
<td></td>
<td>Group Project #1: Planning &amp; Design</td>
</tr>
<tr>
<td>Week 5</td>
<td>Visual Communication - Elements of Design, Principles of Design</td>
</tr>
<tr>
<td></td>
<td>Student presentations #1: Contemporary digital artist/designer</td>
</tr>
<tr>
<td>Week 6</td>
<td>Multimedia Page Design - Organizing Content, Layout, Grid System</td>
</tr>
<tr>
<td></td>
<td>Project: Multimedia Page Design</td>
</tr>
<tr>
<td></td>
<td>Critique</td>
</tr>
<tr>
<td>Week 7</td>
<td>Interface Design and Usability - Components &amp; Features, Usability &amp; Accessibility</td>
</tr>
<tr>
<td>Week 8</td>
<td>Web Design - Site Structure and Navigation</td>
</tr>
<tr>
<td>Week 9</td>
<td>Web Design - Content, Appearance Paper &amp; Presentation: Non-profit website</td>
</tr>
<tr>
<td>Week 10</td>
<td>Graphics - Graphics &amp; Images, Digital Imaging</td>
</tr>
<tr>
<td>Week 11</td>
<td>Graphics - Display Screen Standards, Moving Images</td>
</tr>
<tr>
<td>Week 12</td>
<td>Text - Legibility &amp; Readability, Fonts, Formatting Project: Text</td>
</tr>
<tr>
<td></td>
<td>Critique</td>
</tr>
<tr>
<td>Week 13</td>
<td>Photography</td>
</tr>
<tr>
<td></td>
<td>Student presentations #2: Contemporary digital artist/designer (Photo-based)</td>
</tr>
<tr>
<td>Week 14</td>
<td>Time-based Media</td>
</tr>
<tr>
<td>Week 15</td>
<td>Time-based Media</td>
</tr>
<tr>
<td></td>
<td>Group Project #2: Time-based Media</td>
</tr>
</tbody>
</table>

Academic Dishonesty
All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see: http://www.shsu.edu/~slo_www/

Students with Disabilities Policy
It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They
should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Counseling Center. For a complete listing of the university policy, see:

**Student Absences on Religious Holy Days Policy**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...." A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see:

**Visitors in the Classroom**

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

**Use of Phone & Text Messaging in the Classroom**

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Inappropriate behavior in the classroom shall result, minimally, in a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with university policy.

**Defacing University Property**

Do not paint on concrete, asphalt, trees, sides of buildings, etc. When using any kind of paint use a drop cloth or tarp to protect the surface from overspray. Defacing university property is prohibited by university policy. Students will be held responsible for the cost of damages to the facilities.