

MVCC Program Control Document

A.A.S. Digital Art/Design

Prologue

Students who complete this program will be trained for and will find entry-level employment in design studios, freelance agencies, service bureaus, publishing companies, public relations firms, media production studios, advertising agencies and other applied arts-related firms, as well as in-house art departments of manufacturing industries, retail firms, and news agencies.

Occupations will include increasing emphasis in the areas of web page design.

Typical Job Title/s

Digital Artist, Digital Illustrator, Graphic Designer, Creative Designer, Page Layout Designer, Desktop Publishing Designer, Digital Retoucher/Image Editor, Freelance artist/Designer, Art Production Assistant, Prepress Artist/Designer, Web Page Designer

Typical Job Description/s

Plan, design, create, adjust, touch-up computer-generated art, logos, illustrations, images, graphs, charts, diagrams, etc. for books, magazines, newsletters, pamphlets, brochures, catalogs, menus, posters, calendars, labels, packaging, letterheads, advertisements, reports, manuals, marketing/publicity materials and web sites.

Primary Job Entry-level Tasks

- operate computer graphics workstations and peripherals
- scan and otherwise input images into digital format
- produce hardcopy output from various types of printers
- create and manipulate vector and raster graphic images
- utilize basic traditional drawing and photographic skills
- apply traditional principles of design to enhance visual communication
- produce visually effective/appealing art and design products
- layout pages for publication, aesthetically integrating both text and images
- produce camera-ready art, roughs and comprehensives, color separation output
- create web page designs
- develop themes, content and message into visual communication
- work with employers and customers/clients in planning and developing projects

Digital Art/Design Technical Skills

Program Graduates will—

1.01	have a working knowledge of a typical computer graphics workstation in terms of hardware, operating system, interface, and computer graphics application software basic operations	ART 116, 146, 182, 184, 186, 246
1.02	have a firm knowledge and understanding of the theoretical nature and practical applications of vector (object-oriented) versus raster (bit-mapped) graphic images.	ART 146, 182, 184, 186, 246
1.03	have the ability to import and insert images via opaque and transparent scanning, video capture, Web download, digital photography, and digital stock image sources	ART 116, 146, 182, 184, 186, 246
1.04	have a knowledge of and an ability to utilize tools and techniques appropriate for creating and manipulating raster (bit-mapped) images, namely: digital paintbrushes, pencils, pens, erasers, hoses, airbrushes, masks, maps, filters, friskets, cropping, anti-aliasing, smudge, burning, wash, dodge, etc.	ART 146, 184, 246
1.05	have a knowledge of and an ability to utilize tools and techniques appropriate for creating and manipulating vector (object-oriented) images and line art, namely: shapes, lines, patterns, fills, strokes, blends, paths, points, handles, Bézier curves, auto-traces, alignments, groupings, rotations, scaling, skews, warps, etc.	ART 116, 146, 182, 246
1.06	have a knowledge of and an ability to utilize tools and techniques of typography, namely font types, families, styles, weights, sizes, fills, blends, paths, textures, outlines, kerning, leading tracking, justification, etc., as well as the manipulation of fonts as graphic images.	ART 146, 186, 246, 248
1.07	have a knowledge of and an ability to utilize color/grayscale palettes, swatches, and Pantone palettes for both matching colors/shades, as well as for creating custom tints, with distinction between RGB (additive) vs. CMYK (subtractive) color display/production	ART 116, 146, 182, 184, 186, 246
1.08	have a knowledge of and an ability to effectively utilize software adjustment/correction controls for grayscale and color images in terms of brightness, contrast, balance, tint, shading, saturation, transparency, opacity, etc., for both spot and process color	ART 116, 146, 182, 184, 186, 246
1.09	have a knowledge of and an ability to work with layers and channels with both vector (object-oriented) and raster (bit-mapped) graphic images	ART 116, 46, 182, 184, 186, 246
1.10	have a knowledge of and an ability to utilize page-layout tools and techniques, namely style sheets, templates, master pages, libraries, pasteboards, keylines, objects, text boxes, image boxes, frames, grids, guides, rulers, linking, croppings, text-wrapping	ART 116, 146, 186, 246
1.11	have understanding of and ability to create, edit, and adjust layouts of pages, margins, columns, headers, footers, text and image blocks, gutters, borders, sidebars, drop shadows, initial caps, bullets, tables, etc.	ART 116, 146, 186, 246
1.12	have knowledge of and ability to apply software “plug-in” tools to filter, transform, manipulate, mask, blur, sharpen, distort, posterize, stylize, etc., graphic images to achieve effective special effects	ART 182, 184, 246
1.13	have knowledge of and ability to prepare graphic images for local output to various printing media (laser, inkjet) as well as for output by service bureaus, with appropriate considerations for resolution, halftoning, line	ART 116, 146, 180, 182, 184, 186, 246

bureaus, with appropriate considerations for resolution, halftoning, line screens, dot gains, color separations, trapping, bleeds, etc.	
1.14 have knowledge of and ability to utilize various printing media (laser, inkjet) in the hardcopy production of high quality images and text, in black-and-white, grayscale, and color	ART 116, 146, 182, 184, 186, 246
1.15 have knowledge of and ability to open, save, translate, and convert a variety of standard image and font file formats (Postscript, Truetype, EPS, PDF, TIFF, RIFF, PICT, GIFF, JPEG, etc., and various proprietary formats) with an understanding of the advantages and disadvantages of each	ART 116, 146, 182, 184, 186, 246
1.16 have knowledge of and ability to utilize industry standard software for digital imaging, illustration, painting, page layout and interface design	ART 116, 146, 182, 184, 186, 246, 248, 251
1.17 have the ability to integrate vector/raster images, and patterns, textures, with typographical elements—utilizing digital layout technologies, and applying appropriate artistic and design principles—to achieve effective communication gestalt (has visual interest and impact, is legible, has clear focus, captures essence of content, evokes proper mood/ response, targets proper audience, etc.)	ART 116, 146, 182, 184, 186, 246, 248, 251
1.18 have knowledge of and ability to aesthetically integrate principles of design, typography, and image maps into an online space so as to provide visual interest and expressively reinforce content	ART 246, 248, 251
1.19 have knowledge of and ability to utilize basic navigation, as well as planning/development processes for establishing and maintaining well-designed online presence	ART 246, 248, 251

Basic Art/Design Skills

Program Graduates will—

2.01 have a knowledge of and ability to utilize basic drawing concepts and techniques (highlighting & shading, line, shape, form, surface, contour, and perspective) to render objects and landscapes with pencil, ink, and/or charcoal, as well as digital stylus/tablet	ART 101, 104, 146, 182, 184, 246
2.02 have a knowledge of and ability to utilize basic painting concepts, techniques, and effect in both opaque and transparent media whether actual or simulated	ART 146, 184, 246 (120, 121, 122)
2.03 have a knowledge of and ability to apply basic photographic concepts of lighting, framing, composition, focus, as well as techniques involving capture, processing, adjusting, and printing images, via digital means	ART 165 (160)
2.04 have a knowledge of and ability to apply form, shape, plane, space, volume, surface, texture, pattern, color, etc. to both two-dimensional and three-dimensional design principles of unity, variety, balance, tension, composition, and order to achieve desired expressive ends appropriate to content, audience, and medium	ART 101, 104, 116, 118, 146, 246
2.05 have a knowledge of and ability to apply basic light and color theory (both additive and subtractive aspects of hue, value, saturation), to achieve desired aesthetic, psychological, and expressive ends	ART 116, 118, 146, 246
2.06 have ability to objectively and knowledgeably critique (both orally and in writing) works of art and design, including products of their own creation	ART 205–209, all studio classes

2.07	have a knowledge of and aesthetic sensitivity towards the nature of artistry, design and craftsmanship, including its traditions and historical evolution	ART 205–209, all studio classes
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Work Ethic Standards

Program Graduates will—

3.01	have a knowledge of an appreciation for the nature of business—its culture and environment, decision-making processes, and accountability (aspects of marketing, production, supply/demand, distribution, and accountancy)	ART 230 (BUS 105)
3.02	demonstrate personal qualities of organization, responsibility, dependability, perseverance, consistency, creativity, attention to detail, craftsmanship, pride in quality work (both process and product), and “whatever it takes” attitude	ART 230, all studio classes
3.03	have an ability to set goals, estimate needs, identify constraints, develop options/alternatives, manage time, set priorities, juggle multiple tasks, work under pressure, meet deadlines in a timely fashion, and produce consistent quality work	ART 230, all studio classes
3.04	act with honesty and integrity in dealings with people, property, ideas, and copyrighted materials	ART 230, all studio classes
3.05	understand their role on behalf of their clients’ interests and constraints, utilizing their creative skills and technical expertise to suggest solutions/ options to meet those interests	ART 230, all studio classes
3.06	have proper respect for clients, their businesses, and their work sites	ART 230
3.07	have a knowledge of and ability to comply with computer graphics industry standards, production steps and job protocols/expectations	ART 230, all studio classes

Interpersonal Skills

Program Graduates will—

4.01	have a knowledge of and an ability to utilize basic techniques of effective interpersonal and intergroup communication	ART 230 (PSY 201)
4.02	have an awareness and sensitivity towards interpersonal and intergroup relationships in the workplace environment, involving respect, tolerance and tact	ART 230 (PSY 201)
4.03	demonstrate consistent professional and courteous behavior in interacting with superiors, colleagues, and clients	ART 116, 230, 246
4.04	have an ability to engage in cooperative and collaborative efforts to achieve consensus and teamwork in producing mutually satisfying aesthetic products	ART 116, 230, 246 ART 230, 246

Career Development

Program Graduates will—

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| 5.01 | have developed the ability to complete a professional and competitive job application and résumé | ART 230, 246 (284) |
| 5.02 | have completed a professional and competitive portfolio representative of their creative work in several media formats (printouts, removable media, CD-ROM, web pages) | ART 230, 246 (284) |
| 5.03 | have first-hand experience of apprenticeship, job shadowing, and career exploration, as well as identifying occupational niches and determining some particular areas of personal interest within the field of computer art/graphic design | ART 230, 246 (284) |
| 5.04 | have the ability to prepare for and tailor effective job interviews with industry professionals | ART 230 |
| 5.05 | have experienced the actual application of technical skills and aesthetic design principles to solve “real-life” problems in design projects | ART 230 |

General Knowledge Skills

Program Graduates will—

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| 6.01 | be generally literate, namely have the ability to read and listen with comprehension, to write and speak effectively in standard English, and to understand the nature and principles of both written and oral communication | COM 101, 103 |
| 6.02 | have general reasoning ability, namely the ability to think and inquire logically, critically, and independently; to seek, analyze, interpret and synthesize oral, written and visual information; and to recognize similarities and differences | COM 101, 103; Math, Science, Humanities, Social Science Electives |
| 6.03 | have the ability of quantitative analysis, namely to understand the meaning and application of numerical, graphical and statistical data and concepts; to recognize both the proper and improper use of data; and to have sufficient skills to analyze, manipulate, and interpret numbers and mathematical concepts | Math Elective |
| 6.04 | have a scientific and technological awareness, namely to understand physical and technological principles from both theory and direct experience; to understand the nature and methodology of science, including its reliability and limitations; and to comprehend the economic, social political, and ethical implications of science and technology | Science Elective |
| 6.05 | have a social sciences perspective, namely to understand the basic facets of individual and social behavior., to comprehend basic principles of political, economic, social and psychological factors which influence individuals, groups and institutions, including reliability, ethics, and limitations | Social Science Elective |
| 6.06 | have historical and geographical consciousness, namely to be aware of major institutions, persons, ideologies, and events which have shaped the nations and cultures of the world: and to place correctly such forces in their proper contexts of chronology and geographic location | Humanities Elective |

6.07	have artistic insight, namely to understand the nature of artistic expression, including the ability to experience such works aesthetically, to be aware and appreciative of particular works of art contributing to the ideas and culture of the past and present; and to comprehend such expressions, correctly placing them in the context of the chronology and culture that produced them.	Humanities Elective
6.08	have an understanding of advertising as an institution in society, a tool of marketing, and a process of mass communication.	BUS 230

Advanced/Specialized Skills—

Some Program Graduates will—

7.01	have knowledge of and ability to utilize a variety of traditional drawing styles, media, techniques and effects	ART 101, 104 (105)
7.02	have knowledge of and ability to utilize a variety of traditional painting styles, media, techniques and effects	(ART 105)
7.03	have knowledge of and ability to create three-dimensional forms using hand techniques and surface imaging	(ART 125)
7.04	have knowledge of and ability to utilize the basic techniques of three-dimensional media including additive, subtractive and manipulative approaches to creating three-dimensional works of art	(ART 150)
7.05	have knowledge of and ability to utilize a variety of advanced traditional photographic techniques, effects and processes	(ART 160)
7.06	have knowledge of and ability to utilize a variety of traditional printmaking techniques including woodblock, intaglio and silkscreen	(ART 170)
7.07	have knowledge of and ability to utilize/integrate advanced features, tools, and techniques of digital illustration, digital imaging/paint, and digital layout/design software applications	(ART 251)
7.08	have knowledge of and ability to integrate sound, interactivity and animation into an online presence	(ART 251)
7.09	have knowledge of and ability to manage a freelance business	(BUS 105)