University of Arkansas - Fort Smith
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General Syllabus

ART 1123 Digital Imaging

Credit Hours: 3   Lecture Hours: 2   Studio Hours: 4

Prerequisite(s): None.

Effective Catalog: 2019-20

I.   Course Information

A. Catalog Description
Introduces basic software applications commonly used in art and design, including raster and vector graphic-based applications; page layout; photography and image manipulation; printing, finishing and network communications. Topics include fundamental design principles and other aesthetic issues involved in digital art/design; photography/image manipulation, problem solving, and deadlines.

II.   Student Learning Outcomes

A. Subject Matter
Upon successful completion of this course, the student will be able to:

1. Use software for design, image editing, color correction, and illustration.
2. Apply basic design principles with digitally-mediated projects.
3. Define terms and issues concerning computer-based imagery and vector-based graphics.
4. Edit and retouch images, working with layers and type.
5. Use digital cameras and scanners to obtain imagery.

B. University Learning Outcomes
This course enhances student abilities in the following areas:

Analytical Skills
Critical Thinking
Assignments in this course identify aesthetic and technical concerns as problems, and students satisfy them as solutions, addressing appropriate media, artistic intent, target audience and overall impact. Students will use the creative process and design thinking to solve visual communication problems.

Communication Skills (Oral and Written)
Students will participate in formal critique sessions and professional presentations during this course. Students practice discussing their own work with clarity, fluency, and intellect, as well as offering feedback for colleagues' work. Students must also present work as if in a professional presentation, explaining intent of work, descriptions of visual solutions to problems, and addressing of target audiences.

III.   **Major Course Topics**

A. Common terms and concepts relating to industry-standard digital software
B. Using scanners and scanning software
C. Operating a digital camera and working with digital photographs
D. Color in digital imagery and design, including color correction and color management with levels, curves, and color balance
E. Actions, shortcuts, and other "best practices" for art and design in the digital arena
F. Images types, size, and resolution, file formats for print and electronic communication
G. Digital technology as artistic medium