PROPOSAL FOR COURSE CHANGE

To: Curriculum Committee or Graduate Council (as appropriate)

From: Initiating Department ART

Date submitted: September 22, 2008

Request for: Course change_____Course deletion_____Course addition____X____
(Excluding course credit hour changes)

Submitted by: Edwin Cuenco

Approved by: Department Head: Dr. Cathy Caldwell *Cathy Caldwell*
                Dean of School: Dr. Georgena Duncan *G. Duncan*

Reviewed by: Registrar: *Tammy Rhodes*
                Vice President:

If this is a deletion or other minor change, describe and give rationale.

If this is an addition of a new course, fill in the following and attach a syllabus (syllabus should include course objectives, and outline of the course with sufficient details to illuminate course content, and a bibliography. The Curriculum Committee/Graduate Council does not need evaluation and testing procedural information nor does it need excessively long bibliographies).

I.   Catalog description:

Number: 3253

Title for Catalog: Computer Illustration

*Title for Course Inventory (24 characters): Computer Illustration

Description: Prerequisite: ART 2213 and Sophomore Review. This course will provide students with advanced conceptual skills in computer illustration and digital imaging. Students will acquire intermediate knowledge in vector and pixel-based drawing formats, digital painting effects, comic art/video game illustration, storyboarding and coloring through the completion of integrated design projects. Studio six hours. $36 course fee.

Effective date or term: Fall Semester 2009

*Course fees: $36

This course emphasizes the aesthetic, technical, and conceptual practices of digital image creation.

app CC 11/14/08
app FS 12/3/08

II.   Justification and feasibility of course:

a. What is the need for this course? Who will take it?
    For graphic design majors; and other art students interested in this course provided they meet the course prerequisites. According to *PriceWaterhouseCoopers*, the comics/video game industry worldwide is projected to grow from $25 billion in 2004 to $55 billion in 2009. Computer graphic artists and illustrators are in huge demand today, acknowledging the need for continued training in this area. This course will prepare the student upon graduation to function as an entry-level computer illustrator and digital imaging artist.

b. How does it relate to other work being offered by your department? Is there an overlap with other courses in the department? No

c. Is this course part of any general plan of development within your department? Explain. Department is developing the graphics area to meet accreditation standards.

d. How often will the course be offered? Rotation with other graphic courses

e. How will the course be staffed? Current Faculty

f. When applicable, state with which departments you have specifically coordinated this change? (If unable to identify coordinating departments that change affects, Academic Affairs can offer assistance in identifying course use.) n/a

List Department Head/ Program Director Consulted: (Add to list as needed)	Indicate Support for Proposal (yes/no)	Date:
1.		
2.		
3.		

If no, please attach explanation from responding Department Head indicating why they do not support the proposal.

*Note: Each new course proposal must include a short explanation describing how the new course integrates with the assessment process of the department in which the course will be taught.

*Updated 8/1/04
**Updated 9/1/05

Art Department Assessment Plan:
This course will help students meet department assessment objectives related to proficiency/ currency in the use of technology and development of a professional portfolio in graphic design. The instructor was hired in part, to develop courses in advanced digital techniques to meet market demands.

Computer Illustration – Art 3253
E. Cuenco, Instructor
Office: Norman Hall 202
Phone: (479) 880-4042; ecuenco@atu.edu
Course Schedule: TBA
Office Hours: TBA

Course Description:
Prerequisite: ART 2213 and Sophomore Review. This course will provide students with advanced conceptual skills in computer illustration and digital imaging. Students will acquire intermediate knowledge in vector and pixel-based drawing formats, digital painting effects, comic art/video game illustration, storyboarding and coloring through the completion of integrated design projects. Studio six hours. $36 course fee.

Required Text:
The Complete Guide to Digital Illustration by Steve Caplin (2003)

Course Objectives:
The student will develop the skills to concentrate on the creation and manipulation of both vector and raster graphic images, as well as expand on the more highly evolved editing capabilities of various layout applications used in the industry. A variety of aesthetic concepts and compositional art forms use will be explored, while simulating real illustration jobs.

Course Content:
This course explores the basic issues of illustration and using the computer as a drawing tool. Students are introduced to both the creative and professional applications of digital technology to drawing, color theory and systems, and digital imaging production. The course examines the role of computer illustration in art and addresses the application of classroom knowledge to solving real-world problems in multimedia and desktop publishing.

Course Requirements:
Class rolls will be taken daily at the start of class. Please read the Art Department's attendance policy. Projects must be submitted on time (before class) for critique following required specifications and professional standards. Absolutely no late projects will be accepted beyond designated due dates. It is the student's responsibility to be aware of any sudden schedule changes.

Grading System:
Final grades are determined by specific criteria, each assigned with a value between 1-4, and calculated equally per project to arrive at a final course grade at the end of the semester.

Grade Criteria:
a) Concept   Quality and originality of ideas, problem-solving techniques, creativity
b) Execution   Craftsmanship, neatness, presentation, exactitude
Grade Equivalent:
A (4.0) to A- (3.5)   Outstanding to Excellent Work
B (3.0) to B- (2.5)   Creative to Distinguished Work
C (2.0) to C- (1.5)   Satisfactory to Adequate Work
D (1.0)   Barely Acceptable Work
F (0)   Fail

Recommended Supplies:
USB flash drive, pens/markers, sketchpad, CD/DVD's, rulers, binder, etc.

Art Department Attendance Policy

1. For more than four missed classes (for studio this constitutes 12 contact hours) regardless of excuse, the instructor has the discretion to drop the final grade one level.

2. For more than seven classes missed (for studio this constitutes 21 contact hours) the student will receive a failing grade, unless the student drops within university guidelines/deadlines.

3. Up to four classes can be missed without penalty, except for assigned due dates and exams. These absences can cover car trouble, incidental illness, or personal business. Students will not be penalized for officially sanctioned University activities. It is the responsibility of the student to present to instructors notice and verification of authorized participation. It should be understood that some course work cannot be made up and a student will be held accountable for missed class content.

4. Tardiness is unacceptable and unprofessional. More than three tardy occurrences or leaving the class before the official or instructor determined end of class time will result in a recorded absence. Be on time and have all necessary supplies with you. You are responsible for any information or assignments missed. Lectures and demonstrations will be given at the beginning of class.

5. A working sketchbook containing the visual process of your work will be evaluated on a continuing basis. It should also include sketches done for individual work and notations on method, media, and any problems encountered. This will become a valuable reference.

6. You are responsible for cleaning up your work area every day. All projects are to be turned in on time.