

**California State University, San Marcos General Education Program  
GENERAL EDUCATION NEW COURSE CERTIFICATION REQUEST**

**• AREA C1: Arts**

*See GE Handbook for information on each section of this form*

**ABSTRACT**

<b>Course Abbreviation and Number: VSAR 102</b>	<b>Course Title: The Computer and Visual Arts</b>	
<b>Number of Units: __3__</b>		
<b>College or Program:</b> <input checked="" type="checkbox"/> CHABSS <input type="checkbox"/> CSM <input type="checkbox"/> CEHHS <input type="checkbox"/> COBA <input type="checkbox"/> Other _____	<b>Desired term of implementation:</b> <input type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Summer   Year: 2014	<b>Mode of Delivery:</b> <input checked="" type="checkbox"/> face to face <input type="checkbox"/> hybrid <input type="checkbox"/> fully on-line
<b>Course Proposer (please print): David Avalos</b>	<b>Email: davalos@csusm.edu</b>	<b>Submission Date: 13 JAN 2014</b>

**1. Course Catalog Description: Introduces the student to the computer as a tool for making art. Includes elementary two dimensional design principles. Students are exposed to the work of contemporary artists utilizing the computer and digital imagery in a variety of formats. Students will create work utilizing text and image in a number of art projects. Two hours of lecture and two hours of laboratory.**

**2. GE Syllabus Checklist: The syllabi for all courses certified for GE credit must contain the following:**

<input checked="" type="checkbox"/>	Course description, course title and course number
<input checked="" type="checkbox"/>	Student learning outcomes for General Education Area and student learning objectives specific to your course, linked to how students will meet these objectives through course activities/experiences
<input checked="" type="checkbox"/>	Topics or subjects covered in the course
<input checked="" type="checkbox"/>	Registration conditions
<input checked="" type="checkbox"/>	Specifics relating to how assignments meet the writing requirement
<input checked="" type="checkbox"/>	Tentative course schedule including readings
<input checked="" type="checkbox"/>	Grading components including relative weight of assignments

**SIGNATURES**

_____ Course Proposer	_____ Date	_____ Department Chair	_____ date		
<i>Please note that the department will be required to report assessment data to the GEC annually.</i>					
<i>DC Initial</i>					
		Support	Do not support*	Support	Do not support*
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____ Library Faculty	_____ Date			_____ Impacted Discipline Chair	_____ Date
		Support	Do not Support*	Approve	Do not Approve
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____ Impacted Discipline Chair	_____ Date			_____ GEC Chair	_____ Date

**\* If the proposal is not supported, a memo describing the nature of the objection must be provided.**

Course Coordinator: David Avalos Phone 760.750.4085 Email: davalos@csusm.edu

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**Part A: C1 Arts General Education Learning Outcomes (GELOs) related to course content. [Please type responses into the tables.]**

<b>Arts GELOs this course will address:</b>	<b>Course content that addresses each GELO.</b>	<b>How will these GELOs be assessed?</b>
C1.1 Students will describe the ways in which art informs us of issues of diversity (such as race, class and gender) in a global, national or local context.	Research using art publications and online resources that focus on how diversity can be conceptualized and represented visually	Computer Art Project 2, Diversity Poster: Students will create a poster design that depicts a particular type of diversity in representational or symbolic form. Critique Summary: Each student will write a summary of remarks made by the instructor and other students during the class critique using appropriate vocabulary of critical description and evaluation.
C1.2: Students will apply theoretical and/or critical perspective to the study of art past and present.	Art elements and design principles Methods of critical evaluation of art	Computer Art Projects 1, 2, 3 and 4 (Art Projects 1 and 2 focus on contemporary art, while Art Projects 3 and 4 focus on historical art and culture) Computer Art Project 1, Dreamscape: Students will create a scene from an actual, remembered dream using compositing techniques based on the work of various contemporary photographers and digital artists. (Fulfills GELOs C1.2 and C1.7) Critique Summary (see description above)
C1.3: Students will recognize and explain various artistic styles from diverse cultures and peoples.	Research on artists working within internationally recognized art movements in various historical contexts.	Cultural Ceremony Research Essay: Students will research ceremonies associated with a single significant life passage such as birth, death, and marriage as practiced in three distinct cultures. Computer Art Project 4: Certificate of Rite of Passage: Students will design a certificate depicting a fictional character's rite of passage based on common conceptual and visual practices found in the cultures studied for the research essay.
C1.4: Students will use appropriate vocabulary to describe and analyze works of artistic expression within the historical context in which the work was created.	Vocabulary of art elements and design principles, and critical evaluation Research on artists working within art movements in various historical contexts.	Art Movement/Artist Research Essay: Students will choose from a list of artists and art movements and write a description of the artist's work and an analysis of its relationship to the fundamental principals and goals of the movement. Computer Art Project 3, Art Movement/Artist Appropriation: Students will create a digital image that appropriates the chosen artist's signature style while addressing the principles of her art movement to contemporary issues. Critique Summary (see description above)
C1.5: <b>[Methods courses]</b>	N/A	N/A
C1.6: <b>[Methods courses]</b>	N/A	N/A
C1.7: Students will create works of art that demonstrate facility with the key techniques of the art form in question. These courses will be taught face-to-face, rather than online. <b>[Creative Activity Courses]</b>	Introduction to Adobe Photoshop CC and Illustrator CC tools and techniques and their application to art-making	Computer Lessons based on text, online tutorials and In-Class Computer Exercises  Art Projects and Critiques (see above)

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**Part B: General Education Learning Outcomes required of all GE courses related to course content:**

<b>GE Outcomes required of all Courses</b>	<b>Course content that addresses each GE outcome?</b>	<b>How will these GELOs be assessed?</b>
Students will communicate effectively in writing to various audiences. (writing)	Art elements and design principles Adobe tools and techniques Artists and art movements research	Written Critique Summaries, Art Event Reports and Research Essay
Students will think critically and analytically about an issue, idea or problem. (critical thinking)	Assignment prompts for Art Events and Art Projects Art elements and design principles Artists and art movements research	Art Events Reports Art Projects
Students will find, evaluate and use information appropriate to the course and discipline. (Faculty are strongly encouraged to collaborate with their library faculty.)	Research focused on artists working within internationally recognized art movements in various historical contexts.	Research Essay

**Part C: GE Programmatic Goals: The GE program aligns with CSUSM specific and LEAP Goals. All C1 courses must meet at least one of the LEAP Goals.**

<b>GE Programmatic Goals</b>	<b>Course addresses this LEAP Goal:</b>
LEAP 1: Knowledge of Human Cultures and the Physical and Natural World.	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
LEAP 2: Intellectual and Practical Skills	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
LEAP 3: Personal and Social Responsibility	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
LEAP 4: Integrative Learning	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
<b>CSUSM Specific Programmatic Goals</b>	<b>Course content that addresses the following CSUSM goals. Please explain, if applicable.</b>
CSUSM 1: Exposure to and critical thinking about issues of diversity.	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (please describe): Research using art publications and online resources to learn how diversity can be conceptualized and represented visually.
CSUSM 2: Exposure to and critical thinking about the interrelatedness of peoples in local, national, and global contexts.	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (please describe): Research on artists working within internationally recognized art movements in various historical contexts.

**Part D: Course requirements to be met by the instructor.**

<b>Course Requirements:</b>	<b>How will this requirement be met by the instructor?</b>
Course meets the All-University Writing requirement: A minimum of 2500 words of writing shall be required in 3+ unit courses,	Instructor will assign Art Event Reports (for campus Arts & Lectures events, and library exhibitions, as well as off-campus exhibitions and performances), written Critique Summaries and a Research Essay.
Assessment of student learning will take a multitude of forms, including writing assignments, exams, discussion, and creative projects and performances.	In addition to the writing assignments above, the instructor will assign Online Computer Lessons, In-Class Computer Exercises, and computer Art Projects and Critiques.

## **The Computer and Visual Arts, VSAR 102-10 (Lecture, 28873) and 102-11A (Activity, 28874)**

Spring 2014, Tuesday 5:00-5:50 pm and 6:00-9:50 pm, UNIV 271

**Professor David Avalos, MFA**

**Telephone: 760.750.4085**

**e-mail: [davalos@csusm.edu](mailto:davalos@csusm.edu)**

Office Hours: ARTS 333, Tuesday, 10:30 to 11:30 AM or by appointment

**Fulfills: General Education Area C1: Arts Requirement**

**All-University Writing Requirement** [page 99, General Catalog]

[http://www.csusm.edu/catalog/documents/2012-2014/csusm\\_catalog\\_2012-2014.pdf](http://www.csusm.edu/catalog/documents/2012-2014/csusm_catalog_2012-2014.pdf)

**VPA Department Arts Events Attendance Requirement**

Art Events Reports, written analyses of cultural events, will fulfill the All-University Writing Requirement and the VPA Department's Arts Events Attendance Requirement. The University Writing Center provides consultants who offer advice to improve your writing abilities. Find information at <<http://www.csusm.edu/writingcenter/>>.

### **Course Description**

Students will be introduced to Adobe Photoshop CC and Illustrator CC techniques, work within well-managed workflows, and complete art projects based on knowledge of Visual Elements and Design Principles. Students will be encouraged to think as artists and take risks as they experience the excitement of their own developing creative process. Students will learn how their art making practice links them in significant ways to artists and cultural histories throughout time and around the world. VSAR 102 will prepare students for more advanced traditional and digital courses in the VPA Department. Just as importantly, the discipline of visual arts contributes to students' enrichment as they explore the practice of artful and critical thinking in their own lives, understand its interdisciplinary importance, and appreciate its meaning and value in the world around them.

### **Open Labs schedule:**

**ARTS 239** open Monday - Friday to 10 pm, when no class is in session – check open availability at: <[http://www.csusm.edu/vpa/vpascheduling/arts\\_facilities/arts\\_239.html](http://www.csusm.edu/vpa/vpascheduling/arts_facilities/arts_239.html)>. **ARTS 239** available night and weekends (24/7) by contacting Campus Police (760.750.4567) to unlock doors. Other Mac labs open Mon-Fri 'til 10 pm, (when no class in session): Arts 340 and 342; University Hall 271, 272, and 273; SBSB 1206; Kel 2000 (Regular Library Hours)

### **Disabled Student Services (DSS) <<http://www.csusm.edu/dss/>>**

The Office of Disabled Student Services (DSS) located in Craven Hall in Suite 4300 must approve students with disabilities who require accommodations for services. The DSS staff is available for both walk-in and scheduled appointments Monday through Friday from 8:00 a.m. to 5:00 p.m. DSS can be contacted at (760) 750-4905 or (760) 750-4909 (TTY) or by fax at (760) 750-3445 and at [dss@csusm.edu](mailto:dss@csusm.edu). Students authorized by DSS to receive accommodations should meet with me during office hours to ensure confidentiality.

### **Required Online Text & Classroom and Campus Server**

#### **Required: Adobe Photoshop and Illustrator CC Texts**

Go to Library Website <<http://biblio.csusm.edu/>>, select the "Books, Media, & More" tab and in the text box key in Adobe Photoshop CC Classroom in a Book or Adobe Illustrator CC Classroom in a Book and click "Search." Click on "View online version. CSUSM connection required" on next page. Then click on the "Start Reading" button in the upper right of the page.

#### **Required: Classroom and Campus Server**

In the Finder menu press on "Go" and click on "Connect to Server..." and then enter <<afp://afp1.csusm.edu/VideoSan/VideoProjects/Courses/>> in the "Server Address:" Enter your User name and Password to connect to VideoSan. Click on Video Projects, then Courses, then DavidAvalos\_Spring2014 where you will find a folder, "Course Materials," that includes your individual Student Folders and folders for completed Art Projects, Computer Lessons and In-Class Computer Exercises. **The server is accessible on campus only.**

**Required Equipment:** External Storage Device: USB Flash Drive or External Hard Drive

### Assessment/Grading Criteria

Assignments prompt students to achieve SLOs and GELOs and enable the instructor to assess student achievement. Instructor may direct students to create different versions of the same assignment. All Computer Lessons, In-Class Computer Exercises and Art Project assignments must be labeled correctly and placed in the proper classroom server folders. Late projects will not be accepted without prior permission. You must maintain a copy of all projects/assignments on your own storage device for your records until after the course grade is assigned.

### VPA Department Student Learning Outcomes (SLOs):

**SLO 1 – Learning the language of visual arts theory, history and production:** Students demonstrate understanding of the basic vocabulary of visual arts analysis such as visual elements and design principles; distinguish and describe techniques and tools used in various software applications; discuss work using analytic language in writing assignments; and evaluate their own work and the work of others during group critiques that use the basic vocabulary of visual art informed by the history and theory of art.

**SLO 3 – Creating art work:** Students demonstrate openness to new ideas and artistic processes based on ideas, issues, intuitions and inspirations addressed in class; think creatively by employing technical skills along with intelligent idea development in the design and creation of art works; practice respect and support for others in their creative process by demonstrating the ability to offer constructive, critical analysis and evaluation of the work of their peers while employing the language of visual arts; practice collaborative skills in the planning and execution of group projects and collaborative art works

### C1 Arts General Education Learning Outcomes (GELOs)

C1.1 Students will describe the ways in which art informs us of issues of diversity (such as race, class and gender) in a global, national or local context.

C1.2: Students will apply theoretical and/or critical perspective to the study of art past and present.

C1.3: Students will recognize and explain various artistic styles from diverse cultures and peoples.

C1.4: Students will use appropriate vocabulary to describe and analyze works of artistic expression within the historical context in which the work was created.

C1.7: Students will create works of art that demonstrate facility with the key techniques of the art form in question. These courses will be taught face-to-face, rather than online.

### General Education Learning Outcomes (GELOs)

Students will communicate effectively in writing to various audiences.

Students will think critically and analytically about an issue, idea or problem.

Students will find, evaluate and use information appropriate to the course and discipline with the assistance and guidance of library faculty.

Assignment Category	Points	
Computer Lessons and In-Class Computer Exercises	150	
Writing Assignments that fulfill the All-University Writing Requirement Art Event Reports, Critique Summaries, Art Movement/Artist Research Essay, Cultural Ceremony Essay	250	
Art Project 1, Dreamscape	100	
Art Project 2, Diversity Poster	100	
Art Project 3, Art Movement/Artist Appropriation	200	
Art Project 4, Final Project	200	
TOTAL		1000
<b>Final Grading Scale</b> A ≥ 970; A- = 900-969; B+ = 870-899; B = 840-869; B- = 800-839; C+ = 770-799; C = 740-769; C- = 700-739; D = 600-699		
<b>Two absences result in a lowering of final grade. Non-attendance at a critique counts as two absences.</b>		

### Creative Workshop Participation and Risk-Taking

Attendance/participation is mandatory. This is a creative lab workshop where students do not compete with each other. Instead you are expected to share your work and to inspire, encourage and support each other's works in progress. Projects will be presented for group evaluation and critique using the language of Adobe CC, as well as that of visual elements and design principles. Aim to delight and/or provoke the class with the quality of your work.

Students will be rewarded for challenging themselves and taking risks as art makers. Students are allowed to rework Art Project assignments for credit after completing that assignment's written Critique Summary and receiving permission from the instructor. Reworked projects will be assigned new grades.

**The instructor reserves the right to modify the syllabus at any time during the semester including course content and assignments.**

### **Academic Honesty and Integrity**

Students are responsible for honest completion and representation of their work. The Student Academic Honesty Policy in your course catalog details the ethical standards of academic honesty and integrity, as well as penalties for infractions. All written assignments must be original work, clear and error-free. All ideas/material that are borrowed from other sources must have appropriate references to the original sources. Any quoted material should give credit to the source and be punctuated accordingly.

There will be zero tolerance for infractions. The instructor has the right and responsibility to discipline any student for academic dishonesty, in accordance with the general rules and regulations of the university. Disciplinary action may include the lowering of grades and/or the assignment of a failing grade for an exam, assignment, or the class as a whole. Incidents of Academic Dishonesty will be reported to the Dean of Students. Sanctions at the University level may include suspension or expulsion from the University

## **COURSE SCHEDULE**

**Food and drink are not allowed in the lab.**

### **Week 1 - 21 JAN**

**Discussion:** Syllabus (learning objectives, assignments/assessment tools, grading)

**Presentation:** Sensation and Perception, Introduction to Visual Elements and Design Principles, Visual Element: Value

**Demonstration:** how to access *Adobe Photoshop CC Classroom in a Book, Video Enhanced Edition (CiaB)* at Safari Books Online, and how to upload Computer Lessons, In-Class Exercises and Art Projects to the CSUSM Box.

#### **Computer Lessons from Photoshop CiaB:**

Introduction

Chapter 1, Getting to Know the Work Area (60 minutes)

Chapter 2, Basic Photo Corrections (60 minutes)

### **Week 2 – 28 JAN**

#### **Due in class server: CiaB Photoshop Chapters 1 and 2**

**Presentation:** Visual Elements (Line, Shape, Texture) and Design Principle (Framing/Composition)

#### **Computer Lessons from Photoshop CiaB:**

Chapter 3, Working with Selections (60 minutes)

Chapter 4, Layer Basics (60 minutes)

**In-Class Exercise:** Line to Shape: Circle to Chiaroscuro Ball

### **Week 3 - 04 FEB**

#### **Due in class server: CiaB Photoshop Chapters 3 and 4**

**Presentation:** Visual Element (Color)

#### **Computer Lessons from Photoshop CiaB:**

Chapter 5, Correcting and Enhancing Digital Photographs (90 minutes)

Chapter 6, Masks and Channels (60 minutes)

**In-Class Exercise:** Creating a Color Wheel; Grid of Color Schemes: monochromatic, analogous, complementary, triadic

### **Week 4 - 11 FEB**

#### **Due in class server: CiaB Photoshop Chapters 5 and 6**

**Presentation:** Design Principles (Scale and Proportion)

#### **Computer Lessons from Photoshop CiaB:**

Chapter 9, Advanced Compositing (90 minutes)

**In-Class Exercise:** Disproportion & 3 Types of Scale

**Introduction to Art Project 1, Dreamscape – DUE: Week 7, 04 MAR**

Students will create a scene from an actual, remembered dream using compositing techniques based on the work of various contemporary photographers and digital artists. (Fulfills GELOs C1.2 and C1.7)

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#### **Week 5 - 18 FEB**

##### **Due in class server: CiaB Photoshop Chapter 9**

**Presentation:** Design Principles (Unity & Variety, Balance)

##### **Computer Lessons from Photoshop CiaB:**

Chapter 7, Typographic Design (60 minutes)

**In-Class Exercise:** Balance: symmetrical, radial, asymmetrical

**Studio Work:** Art Project 1, Dreamscape

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#### **Week 6 - 25 FEB**

##### **Due in class server: CiaB Photoshop Chapter 7**

**Studio Work:** Art Project 1, Dreamscape

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#### **Week 7 - 04 MAR**

##### **Due in class server at 7:00 PM: Art Project 1, Dreamscape**

**Studio Work:** Art Project 1, Dreamscape (until 7:00 PM)

**Class Critique:** (from 7:00 PM)

Each student will write a summary of remarks made by the instructor and other students during the class critique using appropriate vocabulary of critical description and evaluation.

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#### **Week 8 - 11 MAR**

##### **Due: Critique Summary for Art Project 1**

##### **Introduction to Art Project 2, Diversity Poster – DUE: Week 10, 25 MAR**

After studying art publications and online resources that focus on how diversity can be conceptualized and represented visually, students will create a poster design that depicts a particular type of diversity in representational or symbolic form. (Fulfills GELOs C1.1, C1.2 and C1.7)

**Studio Work:** Art Project 2, Diversity Poster

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#### **Week 9 - 18 MAR**

**Studio Work:** Art Project 2, Diversity Poster

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#### **Week 10 - 25 MAR**

##### **Due in class server at 7:00 PM: Art Project 2, Diversity Poster**

**Studio Work:** Art Project 2, Diversity Poster (until 7:00 PM)

**Class Critique:** (from 7:00 PM)

Each student will write a summary of remarks made by the instructor and other students during the class critique using appropriate vocabulary of critical description and evaluation.

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#### **Spring Break - 01 APR**

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#### **Week 11 - 08 APR**

##### **Due: All Arts Events Reports**

##### **Due: Critique Summary for Art Project 2**

##### **Computer Lessons from Illustrator CiaB:**

Chapter 1, Getting to Know the Work Area (45 minutes)

Chapter 2, Selecting and Aligning (60 minutes)

##### **Introduction to Art Movement/Artist Research Essay – DUE: Week 13, 22 APR**

Each student's research essay will focus on one artist from a list of artists working within art movements in various historical contexts. Using the vocabulary of art elements and design principles, as well as critical evaluation, students will provide a description of the artist's work and an analysis of its relationship to the fundamental principals and goals of the movement. (Fulfills GELOs C1.2 and C1.4)

##### **Introduction to Art Project 3, Art Movement/Artist Appropriation – DUE: Week 13, 22 APR**

Students will create a digital image that appropriates the chosen artist's signature style while addressing the principles of her art movement to contemporary issues. (Fulfills GELOs C1.2, C1.4 and C1.7)

**Studio Work:** Art Project 3, Art Movement/Artist Appropriation

**Week 12 - 15 APR**

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**Due in class server: CiaB Illustrator Chapters 1 and 2**

**Computer Lessons from Illustrator CiaB:**

Chapter 3, Creating and Editing Shapes (90 minutes)

Chapter 4, Transforming Objects (60 minutes)

**Studio Work:** Art Project 3, Art Movement/Artist Appropriation

**Week 13 - 22 APR**

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**Due in class server at 7:00 PM: Art Project 3, Art Movement/Artist Appropriation**

**Due: Art Movement/Artist Research Essay**

**Due in class server: CiaB Illustrator Chapters 3 and 4**

**Computer Lessons from Illustrator CiaB:**

Chapter 5, Drawing with the Pen and Pencil Tools (90 minutes)

Chapter 6, Color and Painting (90 minutes)

**Studio Work:** Art Project 3, Art Movement/Artist Appropriation (until 7:00 PM)

**Class Critique:** (from 7:00 PM)

Each student will write a summary of remarks made by the instructor and other students during the class critique using appropriate vocabulary of critical description and evaluation.

**Week 14 - 29 APR**

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**Due: Critique Summary for Art Project 3**

**Due in class server: CiaB Illustrator Chapters 5 and 6**

**Computer Lessons from Illustrator CiaB:**

Chapter 8, Working with Layers (45 minutes)

Chapter 11, Working with Brushes (60 minutes)

**Introduction to Cultural Ceremony Research Essay – DUE: Finals Week, 13 MAY**

Cultural Ceremony Research Essay: Students will research ceremonies associated with a single significant life passage such as birth, death, and marriage as practiced in three distinct cultures. (Fulfills GELOs C1.2 and C1.4)

**Introduction to Art Project 4, Certificate of Rite of Passage – DUE: Finals Week, 13 MAY**

Students will design a certificate depicting a fictional character's rite of passage based on common conceptual and visual practices found in the cultures studied for the research essay. (Fulfills GELOs C1.2, C1.3 and C1.7)

**Studio Work:** Art Project 4, Final Project

**Week 15 - 06 MAY**

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**Due in class server: CiaB Illustrator Chapters 8 and 11**

**Studio Work:** Art Project 4, Final Project

**Finals Week – 13 MAY**

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**Studio Work:** Art Project 4, Final Project

**Due in class server at end of class: Art Project 4, Final Project and Cultural Ceremony Research Essay**