

# MEDIA DESIGN (MDIA)

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## **MDIA-130 Aesthetic Engagement Ext Assessmnt Lev 1 (0 credits)**

The student uses 4-5 works of their own art from the semester to analyze their personal process of growth and understanding as related to their use of the creative domains of artmaking, their understanding of the Art Frameworks (Content-Form-Intent, Intent-Form-Content, Constructionist, and Community Arts Framework), the ways in which their art making reflects the nature of their aesthetic responsiveness while reflecting or connecting to their values.

*Prerequisite(s):* A-189S or FA-112

## **MDIA-134 2-D Design (3 credits)**

Please consult with major advisor before registering for this course. Students are introduced to the design thinking process of research, ideation, execution and revision that lead to quality communication of visual messages. They explore design fields, design history and frameworks of design that support a broad understanding of communicating diverse aesthetic or cultural content. Students practice compositional theories through conscious use of formal design and analysis of elements and principles of art. They explore the communicative complexities of multiple media in painting, collage, drawing, mixed media and digital art formats to build and refine expression and technical skills. Students develop a person design voice while they complete conceptual, aesthetic, technical and collaborative/team problems and have multiple opportunities and modes to discuss thinking, working and creative problem-solving processes in relationship to visual results.

*Prerequisite(s):* A-189S or FA-111 or FA-112, MDIA-193C

## **MDIA-193C MDIA in the Professions (2 credits)**

The student gains current, accurate information about visual arts professions for studio, education, and therapy. They conduct field research by interviewing professionals working in they areas of interest. "They engage in study, discussion, and activities that detail their interests, patterns of interaction, and career options.

*Prerequisite(s):* Open to all students. Required for Art & MDIA Majors as a prerequisite for all 200 Level or above A/AE/AT/MDIA courses.

## **MDIA-230 Aesthetic Engagement Ext Assessmnt Lev 2 (0 credits)**

The student attends a Level 2 External Assessment and provides feedback to the participating Level 1 students on their strengths and areas needing improvement as they discuss their use of the art elements and principles of design, their applications of the creative domains/models of art making and their ability to analyze their applications of the visual arts frameworks.

*Prerequisite(s):* MDIA-130 See A/AE/AT/MDIA-230 Moodle page for additional information and instruction.

## **MDIA-234 3-D Design (3 credits)**

Offered Spring Term only. The student explores and applies art elements and design principles in space through the use of mulitple materials, techniques, and approaches to develop relief and freestanding three-dimensional objects.

*Prerequisite(s):* A-134, A-193C, QL-156

## **MDIA-262 Graphic Designs & Illustration (3 credits)**

Offered in Spring Term only. Design & technology rapidly combine in this third millenium marketplace to create new, dynamic hybrids which impact the sensory world we experience daily. This new media course will explore visual design, methods for innovation using digital tools and the important distinctions between Art & Design. Students will learn to apply basic design principles to their own work through observation & analysis of images & type used in visual media such as advertisements, posters, web sites and animations. Using Adobe Illustrator, Photoshop & InDesign, students will gain an understanding of vector vs. raster methods of visual creation, image enhancement, typography and page layout challenges. The result will be an understanding of design and how it affects the reasons and methods we humans use when creating and rearranging that which surrounds us.

*Prerequisite(s):* The required text for the course is a semester subscription to Adobe Creative Suite. Offered Spring Term only., Must have completed MDIA-193C., Must have completed or register concurrently for QL-156.

## **MDIA-262A Graph Designs & Ill Non-Art Ma (3 credits)**

Offered in Spring Term only. Design & technology rapidly combine in this third millenium marketplace to create new, dynamic hybrids which impact the sensory world we experience daily. This new media course will explore visual design, methods for innovation using digital tools and the important distinctions between Art & Design. Students will learn to apply basic design principles to their own work through observation & analysis of images & type used in visual media such as advertisements, posters, web sites and animations. Using Adobe Illustrator, Photoshop & InDesign, students will gain an understanding of vector vs. raster methods of visual creation, image enhancement, typography and page layout challenges. The result will be an understanding of design and how it affects the reasons and methods we humans use when creating and rearranging that which surrounds us.

*Prerequisite(s):* For Non-Art majors, no prerequisites. Offered in Spring Term only. The required text for the course is a semester subscription to Adobe Creative Suite.

## **MDIA-316 Creating Instructional Videos (3 credits)**

In this course students will learn how to create video tutorials to supplement their teaching through online formats or hyflex learning, to showcase their knowledge of a technique for a skilled demonstration, or to help them create an online presence. Students will create a lesson plan and storyboard their content, before learning how to capture video content in a visually stimulating way that aids student learning and engagement. Finally, students will learn how to use Adobe Premiere (or current technology) to edit their videos as well as explore ways to incorporate interactivity and assessment within their content. They will identify appropriate lengths of videos to hold the learners' attention and best practices for sharing their videos with their audience. Previous video experience is not necessary. The final project will be an edited 3-5 minute video tutorial shared through an online platform. By completing this course, students will earn a digital badge in Teaching with Tech, and Art Education students will earn credits toward their technology requirement.

*Prerequisite(s):* A-189S and A-193C or MDIA-193C completed. Section 1- For Art majors. Section 2-For Non-Art majors.

**MDIA-316A Creating Instructional Videos (1 credit)**

In this course students will learn how to create video tutorials to supplement their teaching. In this one-credit course, which can build to the three-credit course, students will create a lesson plan and storyboard their content. The final project will be a fully completed lesson, script, and storyboard which can later be used to create a teaching video. After successfully completing this course, students can take other one-credit courses connected to this one in the future. Future courses in this series include A/MDIA 316B where students learn how to capture video content in a visually stimulating way that aids student learning and engagement, and A/MDIA 316C where students learn how to use Adobe Premiere or the current technology to edit their videos as well as explore ways to incorporate interactivity and assessment within their content. Previous video experience is not necessary.

*Prerequisite(s):* A-189S & A-193C or MDIA-193C

**MDIA-330 Aesthetic Engagement Ext Assessmnt Lev 3 (0 credits)**

The student applies their knowledge of the creative domains in the context of art frameworks for interpretation (critical/analytical, constructionist, deconstructionist or Formal) and engagement (content-form-intent, intent-form-content, Community Arts) and the aesthetic models to the art works of others as they articulate the role and responsibility of the students in their Level 4 Aesthetic Engagement External Assessment.

*Prerequisite(s):* MDIA-230 See A/AE/AT/MDIA-330 Moodle page for additional information and instruction.

**MDIA-359 Digital Art for MDIA Majors (3 credits)**

This course will introduce tools, concepts and techniques utilizing the computer as a creative tool in the visual arts. Students will use Adobe Creative Suite to develop a portfolio of personally expressive digital art. No experience in digital art is needed.

*Prerequisite(s):* Open to all students. Prerequisites for MDIA majors: MDIA-395 (Level 4 External Assessment) completed.

**MDIA-359A Digital Art for Non-Art Majors (3 credits)**

This course will introduce tools, concepts and techniques utilizing the computer as a creative tool in the visual arts. Students will use Adobe Creative Suite to develop a portfolio of personally expressive digital art. No experience in digital art is needed.

*Prerequisite(s):* For Non-Art majors, no prerequisites. The required text for the course is a semester subscription to Adobe Creative Suite.

**MDIA-362 Advanced Graphic Design (3 credits)**

*Prerequisite(s):* A-262 or MDIA-262 The required text for the course is a semester subscription to Adobe Creative Suite. See Moodle directions for ordering the required text.

**MDIA-381 Content Development Media Design (3 credits)**

Content Development for Interactive Media is a practical, hands-on course that encompasses project management, website development, social media marketing, and interactive instructional design. In this course, students Integrate communication strategies, technological proficiency and artistic principles to design purposeful and creative media which acknowledges the context of media development across cultures. Organized on project management frameworks, students create a website and conduct User Acceptance Tests (UAT); purposefully design a social media strategy; plan and write blogs; and create an e-Learning storyboard. Students have the opportunity to use Adobe programs for graphic design and are introduced to Camtasia, an e-Learning technology. The final project is a complete portfolio to showcase the student's work over the course of the semester.

**MDIA-395 Ext Assessmnt Aesthetic Engagement Lev 4 (0 credits)**

The student demonstrates integration of discipline domains, frameworks and models in their own work to an external audience.

*Prerequisite(s):* MDIA-193C, A-121, A-134, A 251, A-262 & MDIA-330 See A/AE/AT/MDIA-395 Moodle page for additional information and instruction. Must observe Level 5 presentations.

**MDIA-397 Independent Study (1-3 credits)****MDIA-399 Formal Introduction to Advanced Work (0 credits)**

The Advanced-Level Event marks a significant accomplishment for each student as they proceed into the work of their major department. When a department determines that a student is ready for advanced work within a discipline, the student is invited to participate in a ceremony that is both a celebration and an explanation of future requirements of the major and support areas. They register for this experience at a point determined by their major department: for most majors the registration is connected to the taking of a particular course. Students and faculty gather for an afternoon during Mid-semester Assessment Days. Following a general program, students meet in departmental sessions with their faculty to discuss advanced outcomes, department courses, advising procedures, and so on.

**MDIA-400 Ext Assessmnt Aesthetic Engagement Lev 5 (0 credits)**

The student assembles their work to date in a portfolio and presents it to an audience of peers and faculty.

*Prerequisite(s):* MDIA-395

**MDIA-401 New Media (3 credits)**

New Media is a dynamic field that encompasses all things internet, both static and interactive, including video, music, graphic arts, and writing. In this course, the student explores the development of digital communication, its impact on culture and globalization, and how it drives economies and social movements. New media is not static and requires an innovative mindset and initiative to learn emerging technologies.

The student investigates the evolution from old media (art, theater, newspapers, radio, and television) to digital formats with a focus on current trends and emerging career opportunities. The course includes an introduction to technologies for developing and producing new media. In a final project, the student applies project management methodology and various composition frameworks in storytelling, graphics, photography, video and virtual/augmented realities to create a new media.

*Prerequisite(s):* Open to all students, no experience in media necessary. Required for all Art/Media Design majors.

**MDIA-450 Ext Assessmnt Aesthetic Engagement Lev 6 (0 credits)**

The student uses feedback from their level 5 portfolio assessment and upper-level course frameworks to develop a significant body of advanced arts research for public gallery presentation.

*Prerequisite(s):* MDIA-400

**MDIA-459 Advanced Digital Art (3 credits)**

This course will introduce tools, concepts and techniques utilizing the computer as a creative tool in the visual arts. Students will use Adobe Creative Suite to develop a portfolio of advanced expressive digital art.

*Prerequisite(s):* MDIA-359 Adobe Creative Suite subscription suggested.

**MDIA-481 Advanced Content Development (3 credits)**

The student learns to write for interactive multimedia by contrasting the nuances of writing for text, audio, and video in diverse applications. They explore the role of the writer on multimedia and website production teams through case study analysis of the written documents and scripts for a marketing website, corporate website, research portal, e-learning, museum kiosk, online training, computer game, video game, simulation, parallel story, virtual world, and immersive exhibit. In addition to creating nonlinear storyboards, they produce outlines, proposals, and design documents that support project management.

*Prerequisite(s):* MDIA-381

**MDIA-482 Ext Assmnt of Effective Citizenship Lvl 4 (0 credits)**

The student participates in the planning and implementation of a community art project.

**MDIA-491 Media Design Senior Art Semina (1 credit)**

The student selects, organizes, and presents her advanced work in the collaborative Senior Media Design Exhibit. They use professional strategies by exploring exhibits and resumes of other artists, therapists, or educators. They display or present research or art examples of clinical applications in art products as appropriate for the major.

*Prerequisite(s):* Required for all Art/MDIA Majors for senior exhibit during last semester of study. A-400 or AE-400 or AT-400 or MDIA-400 completed; application on file with Gallery Director.