

AMD 405 Multidisciplinary Design

Course Description

This course is designed to help students make connections between artistic processes and knowledge bases that are used in design across media. Introduces user interfaces for web and 3-D installation, visual communications principles and design principles for digital art. Covers the basics of software and hardware that can be used in designing artwork for multiple media, including print, digital media and installation art.

Student Learning Outcomes

- Students learn to understand basic design principles across traditional and new media by studying various art works and design approaches
- Students gain an appreciate for design across cultures by study global media art practices
- Students analyze art works that utilize a variety of design methods and principles through writing about media art works across arts disciplines such as photography, digital art, installation art and film
- Student learn the skills needed to design their own media art works using different materials by understanding how to employ materials, tools and methods of art making, and creating a final work of media art

Program Learning Outcomes:

Students who graduate with a BA in Art, Media & Design will be able to:

- 1) Articulate and demonstrate proficiency in creative media in their chosen area of Art Media and Design.
- 2) Apply knowledge of multidisciplinary and multicultural perspectives in a global art and media context.
- 3) Create their own art in creative media in their chosen areas of Art, Media & Design and present work in a public forum, either through exhibitions, installations, or presentations of technology.

Course Requirements:

Students will be evaluated based on discussion participation and on individual journaling and applied projects. The way for you to log your participation in classroom discussions is to attend class and respond to related online forums. The web journal makes up a significant portion of your grade. Students are expected to spend a minimum of two hours outside of the classroom each week for each unit of credit engaged in learning, so budget at least six hours of week outside of class time for reading, journaling and projects.

Writing Requirement:

California State University San Marcos has established a 2500-word minimum writing requirement for each course (10 pages). There is writing assistance for students at the Writing Center (750-4168.) The writing requirement will be fulfilled by the assignment and reading journal posts, project statements and research summations.

Incompletes: Grades of Incomplete are given only in the special circumstances outlined by the university: in the case that you are unable to complete coursework and are falling behind, you should seek assistance from counseling and consider withdrawing from the class. In the case of inactivity – when a student does not show up or turn in assignments, it is ultimately the student's responsibility to withdraw from the course.

Policy on Late Work or Missing Assignments or Classes

Late work is not policy. With prior arrangement, late assignments may be accepted for a lowered grade. If you are unable to complete coursework, please seek assistance from counseling. In the case of inactivity, consider withdrawing. It is ultimately the student's responsibility to withdraw if he or she is no longer active.

Academic Honesty and Integrity

Students are expected to adhere to standards of academic honesty and integrity, as outlined in the Student Academic Honesty Policy. All assignments must be original work. All ideas/material that are borrowed from other sources must have appropriate references to the original sources. In written work, quoted material should give credit to the source and be punctuated with quotation marks. There will be no tolerance for dishonesty. The instructor reserves the right 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 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. For the Academic Honesty Policy, visit: www.csusm.edu/policies/active/documents/Academic_Honesty_Policy.html

Netiquette: All students should interact in a formal manner when communicating on the course web site, using proper punctuation and spelling in all comments, whether part of a group discussion, a question to the instructor, or a project posting. Posts that include texting abbreviations or sloppy typing will receive grade reductions. Online postings should be relevant postings on the topic at hand – without value judgments or personal comments about others.

Accommodations

If you have a disability that requires accommodations, please go to the Office of Disabled Student Services (DSS). Students with disabilities who require reasonable accommodations must be approved for services by providing appropriate and recent documentation to the Office of Disabled Student Services. Students authorized by DSS to receive reasonable accommodations are encouraged to meet with me during my office hours in order to ensure confidentiality. The DSS office is located in Craven Hall 5205 and can be contacted by phone at (760) 750-4905, or TTY (760)750-4909.

COURSE OUTLINE

Weeks 1 &2

Principles of Visual Communication

Weeks 3 &4

Color Theory and the Computer

Weeks 5 &6

Design for Motion Graphics

Weeks 7 &8

Information Systems Design for Media Arts

Weeks 8&9

Principles of 3-D Design for Media Arts

Weeks 10 & 11

Basic Introduction to Fabrication

Weeks 11 & 12

Designing Interaction for Media Arts

Weeks 12 & 13

Final Projects

Weeks 14 & 15

Final Project Critiques