California State University San Marcos   • NEW COURSE •   FORM C   **AMD 104**

ORIGINATOR'S SECTION:	
1. College: ☒ CHABSS ☐ CoBA ☐ CoEHHS ☐ CSM	**Desired Term and Year of Implementation (e.g., Fall 2008):** Fall 2017	

2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form*) ☐ Yes ☒ No (Specific topics may request G.E. certification)

3. Course will be a variable-topics (generic) course? ☐ Yes ☒ No ("generic" is a placeholder for topics)

4. Course abbreviation and Number: AMD 104

5. Title: *(Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)*
Introduction to Web Art

6. Abbreviated Title for PeopleSoft:
(no more than 25 characters, including spaces)
Intro Web Art

7. Number of Units: 3

8. Catalog Description: *(Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does not count toward the 80-word limit.)*

Combines the practice and theory of creating art for the web. Introduces basic design principles alongside web editing and publishing tools. Examines the history of net art and looks ahead to mobile media. Introduces new media theory through reading and discussions, with elements of that theory applied to creative assignments.

9. Why is this course being proposed?
This course functions as an option to meet lower elective for the new Arts, Media & Design major being proposed in the School of Arts.

10. Mode of Instruction*

For definitions of the Course Classification Numbers: *http://www.csusm.edu/academic_programs/curriculumschedu* *ling/catalogcurricula/DOCUMENTS/Curricular_Forms_Tab/* *Instructional%20Mode%20Conventions.pdf*	**Type of Instruction**	**Number of Credit Units**	**Instructional Mode (Course Classification Number)**
	Lecture	2	C2
	Activity		
	Lab	1	C7

11. Grading Method:*
☒ Normal (N) *(Allows Letter Grade +/-, and Credit/No Credit)*
☐ Normal Plus Report-in-Progress (NP) *(Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)*
☐ Credit/No Credit Only (C)
☐ Credit/No Credit or Report-in-Progress Only (CP)

12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.

13. Course Requires Consent for Enrollment? ☐ Yes ☒ No

☐ Faculty   ☐ Credential Analyst   ☐ Dean   ☐ Program/Department - Director/Chair

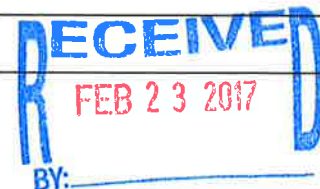**14. Course Can be Taken for Credit More than Once?** ☐ Yes ☒ No
If yes, how many times?   (including first offering)

15. Is Course Crosslisted: ☐ Yes ☒ No

If yes, indicate which course   and check "yes" in item #22 below.

16. Prerequisite(s): ☐ Yes ☒ No

17. Corequisite(s): ☐ Yes ☒ No

* If Originator is uncertain of this entry, please consult with Program Department Director/Chair

18. Documentation attached:
☐ Syllabus   ☒ Detailed Course Outline
19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:*
20. How often will this course be offered once established? 1 time / academic year

PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:
(Mandatory information – all items in this section must be completed.)

21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)? ☒ Yes ☐ No

If yes, please specify:
    UD studio requirement for Arts, Media and Design, DAMA option

22. Does this course impact other discipline(s)? *(If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.)* ☐ Yes ☒ No

If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Discipline _____   _____ _____Support _____Oppose
                 Signature   Date

Discipline _____   _____ _____Support _____Oppose
                 Signature   Date

SIGNATURES : (COLLEGE LEVEL) :

Lucy HG Solomon _____ 1/20/2016
1. Originator (please print or type name)   Date

_____ 4.13.16
2. Program Director/Chair   Date

_____ 3/18/16
3. College Curriculum Committee   Date

_____ 3/24/16
4. College Dean (or Designee)   Date

(UNIVERSITY LEVEL)

_____ _____
5. UCC Committee Chair   Date

_____ _____
6. Vice President for Academic Affairs (or Designee)   Date

_____ _____
7. President (or Designee)   Date

AMD 104: Introduction to Web Art

Combines the practice and theory of creating art for the web. Introduces basic design principles alongside web editing and publishing tools. Examines the history of net art and looks ahead to mobile media. Introduces new media theory through reading and discussions, with elements of that theory applied to creative assignments.

Student Learning Outcomes:

Students will be able to:

- Create their own websites using the basics of interface design for the web.
- Apply the basics of editing tools and programming languages for the web.
- Apply the basic history and theory of new media to create theoretically informed web pages.
- Analyze and discuss new media theory and history so that they may understand the conceptual developments in the field.

Grading and Assignments:
This course will meet the All University Writing Requirement of at least 2,500 words of written assignments.

Students will be evaluated based on participation as well as on assignments and collaborative assignments, as well as a mid-term and final.

Graded items include:

Web Art Assignments	20%
Article Discussion	5%
Reading Assessment	15%
Media Theory Analysis	15%
New Media Journal	15%
Mid-term	15%
Final	15%
Total	100%

Week 1: Designing for the Web: The role of text, graphics, video and audio in convergent media today; design principles and layout options

Week 2: Platforms: Understanding design principles for interactive interfaces including computers, tablets and mobile media

Week 3: Programming: open source and other web programming languages; using CSS

Week 4: Reading and discussion, Lev Manovich, "New Media from Borges to HTML", The New Media Reader. edited by Noah Wardrip-Fruin and Nick Montfort, The MIT Press, 2002

Week 5: Editing tools: an overview of editing tools available to create your webpage

Week 6: Hosting: Various options for hosting websites, from using the university server, to buying server space, to using free hosts; understanding how to create a domain

Week 7: Project 1: Design a simple webpage that includes texts, hyperlinks and still graphics. Upload all content to a server.

Week 8: Video: Understanding the interface and using moving image media

Week 9: Reading and Discussion, The Creative Commons
http://creativecommons.org/, "Flickr, A Case Study"

Week 10: Overview of streaming video, including compressions, compression software, available online compression and sites

Week 11:Camera Basics: Introduction to camera basi.cs, including cinematography and sound

Week 12: Editing: Introduction to digital editing

Week 13: Project 2: Produce a short two minute that can be compressed and uploaded to your own website and to a public server

Week 14: Reading and Discussion, David Kirkpatrick. *The Facebook Effect.* Simon &
Schuster, 2009 (selected reading).

Week 15: Promoting your website and monitoring web

traffic Week 16: Final Project