



Design, Illustration & Media Arts Syllabus

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Course Description:

The Design, Illustration & Media Arts (DIMA) program at HACTC is full of creative thinkers. Through this program students explore the technology skills to a growing creative industry. Students use industry standard Mac platform hardware with the most up-to-date Adobe software. Students work through projects that introduce them to many different aspects of digital illustration, digital video production, digital photography, 2-D animation, and motion graphics.

Students also accept “live jobs” from the public sector and must learn how to create professional quality work products, follow real world timelines, and work with clients. Students will prepare themselves for their endeavors after high school by creating a professional online portfolio, resume, and cover letter that they can use for post secondary education or the workforce.

Units of Study:

LEVEL I

- Traditional and Digital Illustration
- Digital Photography
- Graphic Design and Desktop Publishing
- Culminating Book Design Project
- Digital Assessment Tool

LEVEL II

- Video Production
- 2-D Animation
- Motion Graphics
- Culminating Advertising Project
- Campaign
- Digital Assessment Tool

Grading Categories and Weights:

Communication	30%
Leadership & Teamwork	10%
Problem Solving/Critical Thinking	30%
Technical Skill	30%
Total	100%

Classroom Expectations and Goals:

- Adhere to the Program Expectations created annually by students.
- Follow the HACTC Mission Statement: Respect. Engage. Learn. Work. Serve. Grow.
- Be curious, find passion, and always try.

Embedded Credit: Art

Articulation Agreements:

- Vermont State University - Johnson
- Vermont State University - Lyndon

Industry Recognized Credentials:

- Adobe Photoshop CC
- Adobe Illustrator CC
- WorkKeys National Career Readiness Certification (NCRC)

Assignment Policy:

- Planning assignments must be completed and placed into the student’s Digital Assessment Tool (DAT) prior to starting any project.
- Projects are self-paced but ultimately due upon critique day.
- Revisions may be made to approved assignments and are eligible for re-assessment and due no later than three days before the end of the quarter in which they are assigned
- Laptops with Adobe Software are available for loan if additional time outside of the classroom is required for work.

Standards Unique to DIMA:

ARPF01.03 Analyze elements and principles of the visual arts and what they communicate to demonstrate an understanding of this art form as a means to express ideas.

ARPF01.04.01 Analyze art elements and principles of two-dimensional works of visual art in various media, including drawing, printmaking, and computer software.

ESS04.02 Employ technological tools to expedite workflow.

ESS04.10 Employ computer operations applications to manage work tasks.

ARPD01.03.03 Demonstrate conversion from analog to digital forms, using scanning equipment.

ARPF01.04.02 Apply art elements and principles to photographic works of visual art in both traditional and digital photographic media.

ARPF01.04.03 Analyze multimedia applications of software/hardware for the purposes of visual communications.

ARPF01.01.04 Communicate with others the purpose of artwork, artists’ intentions and the way the process and materials used in visual arts help to achieve them.

ARPF01.02.03 Evaluate works of art using critical thinking skills.

ARPF01.02.04 Present written and oral evaluations of visual art works.

Concurrent Enrollments Offered:

- Introduction to Digital Photography, Lakes Region Community College (LRCC), 3 credits
- Digital Illustration, LRCC, 3 credits
- Design Software Essentials, LRCC, 3 credits
- Foundations of Design, LRCC, 3 credits

Common Standards Assessed in Every Program:

Communication: ESS02.01 Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.

Leadership and Teamwork: ESS07.03 Employ teamwork skills to achieve collective goals and use team members’ talents effectively.

Technical Skill: ESS10.01 Employ information management techniques and strategies in the workplace to assist in decision-making.

Problem Solving/Critical Thinking: ESS03.01 Employ critical thinking skills independently and in teams to solve problems and make decisions (e.g., analyze, synthesize and evaluate).