
Art 3: Multimedia Art & Design Syllabus

Multimedia Art & Design explores the ideas and new technologies that inform the nature of art and design today. Art and design have both shared and unique histories. They share a future that will be formed largely by the tools used by creative practitioners. Students in this course will investigate, assess, and create art and designs through traditional and new media. To lend purpose to these tools, students work through the ideas and issues that they feel need to be expressed or communicated.

This course has been condensed into a 90 class hour course. As is, it could be easily stretched to 115 hours, depending on your school's timetable and the depth of understanding you desire for your students.

Projects to Explore

Unit 1: Foundations in Art and Design (Pre-New Media) /17 classes

- Considering composition
- Media awareness
- Drawing
- Principles of Design and Elements of Art
- Explore the conventions of print design
- Logic of invention for font design
- Sketchbook cover design collage

Unit 2: Art History Through Your Eyes (Photoshop) /13 classes

- Art History research and analysis
- Photoshop manipulation
- Basic web production

Unit 3: E-Portfolio (ongoing project) /17 classes

- Learning Macromedia Fireworks, Dreamweaver, and/or Flash
- Assessing web design
- Build your digital portfolio (index page and templates)

Unit 4: Media Power Project /19 classes

- Media Awareness exploration continued
- Assess conventions of print and video art and designs.
- Branding
- Media analysis
- Creating Media Propaganda

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Unit 5: Elective Project /15 classes

Students choose a media project from a select offering.

Unit 6: Exit E-Portfolio Gallery /9 classes

- Looking closely at the notion of human / computer interfacing
- Revisiting and reforming E-portfolio design concept and content

Ongoing projects:

- Personal sketchbook (out of class work)
- Digital portfolio

Assessment

This course has been design to make use of authentic assessment strategies rather than quizzes and tests.

Assessment is an ongoing process. Assessment occurs in class and one-on-one discussions. Art and Designs in progress is assessed to better hone what and how students learn. Completed projects are evaluated largely on the evidence of the students' process rather than the quality of their products. Student performance in art can only be measured by whether or not the individual meets the criteria of an assignment and by the degree of effort afforded to meeting or excelling beyond such criteria. Students who successfully complete this course should have the many of the skills required to engage environments requiring a person who can rigorously, creatively, and critically engage ideas, materials, and problems in need of solutions.

Recommended Materials

Each student should have:

- A 8.5 x 11" hardcover sketchbook
- Two pencils (HB, B or 2B)
- An eraser (white or kneaded)
- Access to colored pencils
- Access to Acrylic Gel
- Access to fine cutting supplies (i.e. Xacto knives and scissors)
- Cutting mat
- Used magazines
- An Acme clip