



# Digital Art & Design

# Curriculum Guide\*

*\* Pending SACS Approval*

DA&D



## Proposed Courses for Career Studies Certificate in Digital Art & Design

The Career Studies Certificate Program is a response to the nonconventional short-term program of study needs of many students within our region. These specialized program options represent a variety of career and academic interest areas and are intended to represent the minimum amount of college coursework considered representative of their fields of study. Each program option is designed as a distinct “mini-curriculum” to meet minimum vocational skills.

The 5-course, 17-credit Career Studies Certificate in Digital Art & Design is intended to provide a solid foundation of skills for entry level work in graphic and interactive design, multimedia, and video production.

Proposed Courses Listed in Sequence			
Prefix & #	Title	Description	Credits
HUM 246	Creative Thinking	Examines and analyzes creative and effective thinking processes with applications in individual and group projects to solve business, scientific, environmental, and other practical problems.	3
ART 130	Introduction to Multimedia	Introduces the student to the basic components of multimedia: text, graphics, animation, sound, and video, and explores how the components combine to create a multimedia product. Emphasizes the design aspects of multimedia projects and teaches the techniques required to develop a presentation.	4
ART 116	Design for the Web I	Introduces the basic elements of web page design: typography, imagery, and color, and examines how they are combined to create effective layouts. Teaches organization of materials, sketching and concept development, site planning and various methods of construction.	3
ART 180	Introduction to Computer Graphics	Provides a working introduction to computer-based electronic technology used by visual artists and designers. Presents the basics of operating platforms and standard industry software. Introduces problems in which students can explore creative potential of the new electronic media environment. Lecture 2 hours. Laboratory 3 hours. Total 5 hours per week.	3
ART 208	Video Techniques	Addresses the fundamentals of video technology as applied to the creation of multimedia projects. Focuses on the aesthetics of editing. Extends the capabilities of graphic designers and artists and allows them to transfer art work and animation from the computer to video, and to capture video frames for use in multimedia design on the computer. Instructs students in the development of sophisticated typographic design.	4
<b>Totals</b>			<b>17</b>



## Digital Art & Design Course Sequence by Semester

The Associate of Applied Science degree in Digital Art & Design is a skills-oriented program synthesizing broad principles of design with specific techniques using the latest technology to create effective visual communication solutions. Students will be prepared to transfer to four-year degree programs and/or to begin careers in digital design industries. Employment and career opportunities include: computer graphics artist, graphic designer, brand developer/communications manager, layout artist, video production, web and interactive design, photography, multimedia artist, and animation.

FOUNDATION SEMESTER	Credits	
<b>ART 130</b> Introduction to Multimedia	4	Major Core
<b>ART 133</b> Visual Arts Foundation	4	Major Core
<b>ENG 111</b> College Composition I	3	General Ed
<b>HUM 246</b> Creative Thinking	3	General Ed
Math/Natural Science Elective	3	General Ed
<b>SDV 101</b> Orientation to the Business of Art & Design	1	General Ed
<b>Total</b>	<b>18</b>	
SECOND SEMESTER	Credits	
<b>ART 251</b> Communication Design I <i>(Collaborative)</i>	3	Major Core
<b>ART 116</b> Web Design I	3	Major Core Basics: Web
<b>ART 180</b> Introduction to Computer Graphics	3	Print
<b>ART 208</b> Video Techniques	4	Video
<b>HLT 116</b> Personal Wellness	2	General Ed
<b>Total</b>	<b>15</b>	

*(Continues...)*



**Digital Art & Design Course Sequence by Semester (Continued)**

THIRD SEMESTER	Credits	
<b>ART 252</b> Communication Design II <i>(Collaborative)</i>	3	Major Core
		Major Core Advanced:
<b>ART 117</b> Web Design II	3	Web
<b>ART 283</b> Computer Graphics I	3	Print
<b>ART 270</b> Motion Graphics I	4	Video
<b>BUS 165</b> Introduction to Small Business	3	Elective
<b>Total</b>	<b>16</b>	
FOURTH SEMESTER	Credits	
<b>ART 230</b> Multimedia II <i>(Collaborative)</i>	4	Major Core
		Major Core Advanced
<b>ART 284</b> Computer Graphics II	3	
<b>ART 286</b> Communication Arts Workshop/Internship	3	Major Core
<b>CST 100</b> Principles of Public Speaking	3	Elective
<b>PSY 126</b> Psychology for Business & Industry	3	General Ed
<b>Total</b>	<b>16</b>	
<b>A.A.S. TOTAL</b>	<b>65</b>	



**Proposed Courses for Associate of Applied Science Degree in Digital Art & Design**

<b>VCCS Requirements - General Education</b>					
<b>Certificate/ HCHS</b>	<b>VCCS Area Requirement</b>	<b>VCCS Credit Requirement</b>	<b>Course Number(s)</b>	<b>Course Name(s)</b>	<b>Credits</b>
	Communication	3	ENG 111	English Composition	3
Certificate	Humanities/Fine Arts	3	HUM 246	Creative Thinking	3
	Social/Behavioral Sciences	3	PSY 126	Psychology for Business	3
	Natural Sciences/ Mathematics	3	Elective	Elective	3
	Personal Development	3	HLT 116	Personal Wellness	2
			SDV 100	Orientation to the Business of Art & Design	1
	<b>Totals</b>	<b>15</b>			<b>15</b>

<b>VCCS Requirements - Major Field Core Courses &amp; Electives</b>			
Minimum 25% (15-18 credit hours) in the AAS degree program; Maximum 49-53 credit hours			
<b>Certificate/ HCHS</b>	<b>Course Number(s)</b>	<b>Course Name(s)</b>	<b>Credits</b>
Certificate	ART 116	Design for Web I	3
	ART 117	Design for Web II	3
Cert/HCHS	ART 130	Introduction to Multimedia	4
	ART 133	Visual Arts Foundation	4
Cert/HCHS	ART 180	Introduction to Computer Graphics	3
Certificate	ART 208	Video Techniques	4
	ART 230	Multimedia II	4
	ART 251	Communication Design I	3
	ART 252	Communication Design II	3
	ART 270	Motion Graphics I	4
	ART 283	Computer Graphics I	3
	ART 284	Computer Graphics II	3
	ART 286	Communication Arts Workshop/Internship	3
		<b>Total</b>	<b>44</b>

<b>Electives</b>			
Maximum 15 credit hours			
	BUS 165	Introduction to Small Business	3
	CST 100	Principles of Public Speaking	3
		<b>Total</b>	<b>6</b>

<b>Program Total</b>			
		<b>Total</b>	<b>65</b>

## *Virginia Community College Catalogue Course Descriptions*

### [ART 116 - Design for the Web I](#)

Introduces the basic elements of web page design: typography, imagery, and color, and examines how they are combined to create effective layouts. Teaches organization of materials, sketching and concept development, site planning and various methods of construction.

Lecture 3 hours per week.

3 credits

### [ART 117 - Design for the Web II](#)

Continues to study design concepts introduced in [ART 116](#); concentrates on the addition of animation, sound, and interactivity to the web pages. Explores advanced design problems.

Prerequisite: [ART 116](#).

Lecture 3 hours per week.

3 credits

### [ART 130 - Introduction to Multimedia](#)

Introduces the student to the basic components of multimedia: text, graphics, animation, sound, and video, and explores how the components combine to create a multimedia product.

Emphasizes the design aspects of multimedia projects and teaches the techniques required to develop a presentation.

Lecture 2 hours. Laboratory 4 hours. Total 6 hours per week.

4 credits

### [ART 133 - Visual Arts Foundation](#)

Covers tools and techniques, design concepts and principles, color theory and an introduction to the computer for graphic use. Applies to all fields of Visual Art.

Lecture 2 hours. Laborator 4 hours. Total 6 hours per week.

4 credits

### [ART 180 - Introduction to Computer Graphics](#)

Provides a working introduction to computer-based electronic technology used by visual artists and designers. Presents the basics of operating platforms and standard industry software.

Introduces problems in which students can explore creative potential of the new electronic media environment.

Lecture 2 hours. Laboratory 3 hours. Total 5 hours per week.

3 credits

### [ART 208 - Video Techniques](#)

Addresses the fundamentals of video technology as applied to the creation of multimedia projects. Focuses on the aesthetics of editing. Extends the capabilities of graphic designers and artists and allows them to transfer art work and animation from the computer to video, and to capture video frames for use in multimedia design on the computer. Instructs students in the development of sophisticated typographic design.

Lecture 2 hours. Laboratory 4 hours. Total 6 hours per week.

4 credits

### [ART 230 - Multimedia II](#)

Extends the student's knowledge base and skills concerning multimedia design. Concentrates on the development of well-designed and integrated multimedia portfolio items. Prerequisite: [ART 130](#) and [ART 131](#).

Lecture 2 hours per week. Laboratory 4 hours per week. Total 6 hours per week.

4 credits

### [ART 251 - Communication Design I](#)

Studies the principles of visual communications as applied to advertising in newspapers, magazines, direct mail advertising, house organs, etc. Analyzes the influence of contemporary art on design. Prerequisites [ART 131](#) and [ART 140](#). Part I of II.

Lecture 2 hours. Studio instruction 2-4 hours. Total 4-6 hours per week.

3-4 credits

### [ART 252 - Communication Design II](#)

Studies the principles of visual communications as applied to advertising in newspapers, magazines, direct mail advertising, house organs, etc. Analyzes the influence of contemporary art on design. Prerequisites [ART 131](#) and [ART 140](#). Part II of II.

Lecture 2 hours. Studio instruction 2-4 hours. Total 4-6 hours per week.

3-4 credits

### [ART 270 - Motion Graphics I](#)

Introduces fundamental concepts for motion graphics, including graphics and promos for television networks and film titles and logs for advertising. Focuses on design presentation and development, screen composition, graphic transitions and content.

Lecture 1-2 hours. Laboratory 3-4 hours. Total 5-6 hours per week.

3-4 credits

### [ART 283 - Computer Graphics I](#)

Utilizes microcomputers and software to produce computer graphics. Employs techniques learned to solve studio projects which reinforce instruction and are appropriate for portfolio use. Part I of II.

Lecture 1-2 hours. Studio instruction 3-4 hours. Total 5-6 hours per week.

3-4 credits

### [ART 284 - Computer Graphics II](#)

Utilizes microcomputers and software to produce computer graphics. Employs techniques learned to solve studio projects which reinforce instruction and are appropriate for portfolio use. Part II of II.

Lecture 1-2 hours. Studio instruction 3-4 hours. Total 5-6 hours per week.

3-4 credits

### [ART 286 - Communication Arts Workshop](#)

Requires special project and/or research focusing on career opportunities. Teaches resume and portfolio preparation and interview techniques. May include internship with a professional design firm. Requires instructor's approval.

Lecture 1 hour. Studio instruction 4 hours. Total 5 hours per week.

3 credits

### [BUS 165 - Small Business Management](#)

Identifies management concerns unique to small businesses. Introduces the requirements necessary to initiate a small business, and identifies the elements comprising a business plan. Presents information establishing financial and administrative controls, developing a marketing strategy, managing business operations, and the legal and government relationships specific to small businesses.

Lecture 3 hours per week.

3 credits

### [CST 100 - Principles of Public Speaking](#)

Applies theory and principles of public address with emphasis on preparation and delivery.

Lecture 3 hour per week.

3 credits

### [ENG 111 - College Composition I](#)

Introduces students to critical thinking and the fundamentals of academic writing. Through the writing process, students refine topics: develop and support ideas; investigate, evaluate, and incorporate appropriate resources; edit for effective style and usage; and determine appropriate approaches for a variety of contexts, audiences, and purposes. Writing activities will include exposition and argumentation with at least one researched essay.

Lecture 3 hours per week.

3 credits

### [HLT 116 - Introduction to Personal Wellness Concepts](#)

Introduces students to the dimensions of wellness including the physical, emotional, environmental, spiritual, occupational, and social components.

Lecture 2-3 hours per week.

2-3 credits

### [HUM 246 - Creative Thinking](#)

Examines and analyzes creative and effective thinking processes with applications in individual and group projects to solve business, scientific, environmental, and other practical problems.

Lecture 3 hours per week.

3 credits

### [PSY 126 - Psychology for Business and Industry](#)

Focuses on the application of psychology to interpersonal relations and the working environment. Includes topics such as group dynamics, motivation, employee-employer relationship, interpersonal communications. May include techniques for selection and supervision of personnel.

Lecture 3 hours per week.

3 credits

### [SDV 100 - College Success Skills](#)

Assists students in transition to colleges. Provides overviews of college policies, procedures, curricular offerings. Encourages contacts with other students and staff. Assists students toward college success through information regarding effective study habits, career and academic planning, and other college resources available to students. May include English and Math placement testing. Strongly recommended for beginning students. Required for graduation.

Lecture 1 hour per week.

1 credits

# Why Study Digital Art & Design?

## Digital Literacy

Computers are everywhere, but do we really know how to use them? Learn 21st Century Skills and make technology your tool, not vice versa.

## Communication Ability

Students in the Graphic Arts courses gain a LOT of experience presenting their own ideas and interpreting and representing those of others - be they peers or clients. From in-class demos to on-site interviews with professionals and clients, students gain real world experience.

## State of the Art Facilities

The Earp Lab at the Southern Virginia Higher Education Center features 23 state-of-the-art Apple Computers loaded with industry-standard software from Adobe, makers of Photoshop, Dreamweaver, Flash, Illustrator and more. Beginning Fall 2011, students will have the privilege of working in the newly constructed Innovation Center, a 40,000 sq ft former American Tobacco Warehouse renovated to house the Digital Art & Design program, along with Workforce Services and a Product Development and Design program. Several spaces have been designed to support students in class-related activities including: nearly 4000 square feet of studio space with individual workspaces to facilitate both easy collaboration with peers as well as focused, individual study; a 1200 sq ft Apple computer lab featuring 25 27" iMac desktops machines equipped with Adobe CS5 and Apple Final Cut Studio software packages, 4 Epson Perfection scanners, 1 Epson Expression 10000XL scanner, and full A/V support for classroom presentation and content creation. Additional resources include a dedicated photography studio with green screen and lighting rig; 2 soundproof audio recording booths with iMac desktops, mixing boards, and professional microphones; full print production services desk with 2 plotter printers and a laser printer; 20 multimedia support kits available exclusively for student loan including 10 Kodak Zi6 video cameras, 10 Flip MinoHD video cameras, 4 Nikon D3000 digital SLRS, 4 custom DSLR lenses, 8 Samson H2 audio recorders, and 10 Kodak point and shoot digital cameras.

## Career Preparation

At the Southern Virginia Higher Education Center, students immerse themselves in the skills and technologies used by working creative professionals. Emphasis is placed on individual responsibility and collective collaboration. Course work is rigorous, relevant and real world.

## Work and Internship Opportunities

Graphic Arts courses provide both paid and unpaid opportunities as student lab assistance and freelance designers for local and regional clients.



## For More Information, Contact:

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Office: 434.572.5441

or visit the Business of Art & Design page @ [www.svhed.org](http://www.svhed.org)

## BUS 165 Small Business Management

Ever had an idea for your own business, or thought you could help another business be better? This conversational, roundtable-style course walks students through the business planning process from startup to expansion. Meet with real business owners from your community and beyond, learn established wisdom, and discuss emerging trends. This is where to start to take your business from idea to actuality. No pre-requisites.

**Instructor, Daniel Shaughnessy**  
Tuesdays + Thursdays 630-745  
3 Credits

Topics this fall include:

- Marketing
- Funding
- Competitive Advantage
- Innovation
- Business Leadership

**Required Text:**

*The Small Business Bible* by Steven Straus, <\$15

More information including course syllabus available online at:  
[bus165fall2010.blogspot.com](http://bus165fall2010.blogspot.com)

Or in person through:  
Tina Morgan or Ben Capozzi at 434.572.5566

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in partnership with Danville Community College

## ART 180 Introduction to Computer Graphics

The course introduces students to computer graphics using the Adobe Creative Suite (Version 5), including Photoshop, Illustrator and InDesign. This industry-standard software is what's used daily in businesses large and small across the globe. Learn how to take your images from idea to online to print, and get started in digital art and design. Successful students will leave the class with a graphics portfolio and some serious Adobe know-how.

No Prerequisites.

**Instructor, Thomas "TJ" Wells**  
Mondays 630-930  
3 Credits

Topics this fall include:

- Killer photo retouching techniques
- Creating images for print, web and video
- Icons and Illustrations
- Working with text and logos
- Magazine layout
- Sharing content on the web and mobile devices

No Textbook Required.

More information including course syllabus available online at:  
[art180fall2010.blogspot.com](http://art180fall2010.blogspot.com)

Or in person through:  
Tina Morgan or Ben Capozzi at 434.572.5566

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## HUM 246 Creative Thinking

Creativity is now a competitive advantage in business, and developing your own talents and creative ability has never been more appealing or more necessary to both your career and our national success. This course studies the role of creativity in education and industry, and how to develop creative capacity through exercises, activities, lively discussion, writing and a few projects unlike anything else you've ever had to do for a grade.

No Prerequisites.

**Instructor, Ben Capozzi**  
Tuesdays + Thursdays 430-545  
3 Credits

**Special scholarships available for students enrolled in the Wood Science AAS Program with a concentration in Product Development & Design**

Projects this Fall include:

- Drawing 101
- Improv everywhere exercise
- Competing with children
- Make a meme
- Design thinking
- Field trip!

**Required Text:**

*A Whole New Mind: Why Right Brainers Will Rule the World* by Daniel Pink, <\$11

More information including course syllabus available online at:  
[hum246fall2010.blogspot.com](http://hum246fall2010.blogspot.com)

Or in person through:  
Tina Morgan or Ben Capozzi at 434.572.5566

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## ART 130 Introduction to Digital Multimedia

Using Apple computers, internet browsers, iPads, cameras, recorders, cell phones and more, students will learn the basics of creating and sharing digital content through PHOTOGRAPHY, VIDEO, AUDIO, and the WEB 2.0 tools. Successful students will leave class with a multimedia portfolio and some serious digital know-how. No Prerequisites.

**Instructor, Ben Capozzi**  
Wednesdays 630-930 (lecture)  
Saturdays 9-12 (open lab)  
4 Credits

Projects this Fall include:

- Photo Journal
- Light Graffiti
- DIY Commercial
- Instructional Video
- YouTube Mashup
- Blogs and RSS 101
- Movie Trailer
- Music Remix
- Presentation Basics

No Textbook Required

**Special scholarships available for students enrolled in the Wood Science AAS program with a concentration in Product Development & Design**

More information including course syllabus available online at:  
[art130fall2010.blogspot.com](http://art130fall2010.blogspot.com)

Or in person through:  
Tina Morgan or Ben Capozzi at 434.572.5566

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# FALL 2010 Courses

A Signature Program of the  
**Business of Art & Design**  
at the Southern Virginia Higher Education Center  
in partnership with Danville Community College  
434.572.5560