

ART 112 Introduction to Digital Arts (3) KCC AA/DA

	SLO 1: THINKING/ INQUIRY	SLO 2: COMMUNICATIONS	SLO 3: SELF / COMMUNITY	SLO 4: AESTHETICS	SLO 5: SYNTHESIS
SLO #1: Create original digital graphic artwork using appropriate design principles, elements of art, vocabulary, digital graphic software, and digital graphical technological processes.	X	X			X
SLO #2: Apply problem-solving techniques to develop art projects according to specifications, then critique and defend own artwork.	X	X			X

ART 125 Introduction to Graphic Design (3) KCC AA/DA

	SLO 1: THINKING/ INQUIRY	SLO 2: COMMUNICATIONS	SLO 3: SELF / COMMUNITY	SLO 4: AESTHETICS	SLO 5: SYNTHESIS
Examine the	X				

process of integrating content and meaning with visual form					
Think conceptually about the meaning of text and image in combination	X				
Use structural systems such as grids and modules to organize visual information.					
Design page layouts using photographs , illustrations and text.					
Examine basic typographic characteristics and the use of typography in graphic design	X				
Analyze and apply and the visual elements of line, shape, value, color, texture,		X			

time, space, motion and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to graphic design assignments					
Examine and create graphic design assignments based on need and purpose		X			X
Analyze the scope of graphic design in the contemporary world				X	
Complete the creative problem-solving process from the preliminary planning stage and exploration through revisions to the final product	X	X			X
Experiment by taking risks through the	X				

process of exploration during the creative problem solving process					
Demonstrate skill with media and application as a result of experiencing various techniques					
Work effectively as a team member to achieve creative decisions			X		
Demonstrate strong group communication skills and the ability to speak clearly during critiques		X			
Write about and defend the conceptual merits of work produced for the course		X			

ART 127 Graphic Symbolism (3) KCC AA/DA

	SLO 1: THINKING/ INQUIRY	SLO 2: COMMUNICATIONS	SLO 3: SELF / COMMUNITY	SLO 4: AESTHETICS	SLO 5: SYNTHESIS
Compare historical symbols and logos versus contemporary symbols and logos	X				
Examine the process of creating simplified abstract symbols	X				
Design simplified abstract symbols		X			X
Examine basic typographic characteristics and the use of letterforms in logo design.	X				
Design logos and symbols using a combination of shape and letterform		X			X
Examine and create symbol and logo design based on client need and identity.	X	X			
Analyze and apply the		X			

visual elements of line, shape, value, color, texture , time, space, motion and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to interface design assignments					
Analyze the scope of symbol and logo design in the contemporary world				X	
Complete the creative problem-solving process from the preliminary planning stage and exploration through revisions to the final product	X	X			X
Experiment by taking risks through the process of exploration	X				

during the creative problem solving process					
Use various techniques and demonstrate skill with media and application					
Work effectively as a team member to achieve creative decisions			X		
Demonstrate strong group communication skills and the ability to speak clearly during critiques		X			
Write about and defend the conceptual merits of work produced for the course		X			

ART 128 Interface Programming I (3) KCC AA/DA

	SLO 1: THINKING/ INQUIRY	SLO 2: COMMUNICATIONS	SLO 3: SELF / COMMUNITY	SLO 4: AESTHETICS	SLO 5: SYNTHESIS
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Evaluate Web sites for effective use of HTML	X				
Adopt appropriate HTML for Web page project needs	X				
Identify and apply various HTML tags and appropriate syntax					
Demonstrate effective use of HTML tags to create Web pages appropriate to the audience and purpose of a Web site and browser		X			
Evaluate Web sites for effective use of JavaScript					
Identify and apply simple					

Java Script and it's primary function in the Website					
Adopt and do simple edits of appropriate JavaScript for Web page project needs					
Reference and document Web sites for search engines					
Alter JavaScript for color, placement, size, pop-ups and actions	X				
Identify when JavaScript strategies and techniques would enhance the effectiveness of Web sites	X				
Analyze how Web readers interact				X	X

with JavaScript based Web pages					
Analyze the basics of DHTML and how it encompasses HTML, JavaScript, Cascading Style Sheets (CSS), and Document Object Model (DOM)					
Adopt appropriate DHTML for Web page project needs					
Build Web sites that use various types of interactivity such as animation, drag and drop, and rollovers		X			X
Evaluate Web sites for effective use of DHTML					

Alter DHTML for color, placement, size, actions	X				
Identify when DHTML strategies and techniques would enhance the effectiveness of Websites	X				
Analyze the role of the server, file transfer protocol, and html and graphic files and code as it they pertain to the functionality of a Web site					
Identify advanced topics and future directions pertaining to the World Wide Web such as Macromed					

ia Flash and Macromedia Cold Fusion.					
Complete the creative problem-solving process from the preliminary planning stage and exploration through revisions to the final product	X	X			X
Use various techniques and demonstrate skill with media and application					
Work effectively as a team member			X		
Write about and defend the conceptual merits of work produced for the course		X			

ART 129 Corporate Identity (3) KCC AA/DA

	SLO 1:	SLO 2:	SLO 3:	SLO 4:	SLO 5:
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	THINKING/ INQUIRY	COMMUNICATIONS	SELF / COMMUNITY	AESTHETICS	SYNTHESIS
Analyze the process of effective corporate identity, branding and marketing guidelines	X				
Analyze target users in the development process	X	X			
Demonstrate relevant contemporary responses to media		X		X	
Analyze the impact of branding on products, services and organizations to create unified corporate identity collateral	X	X			
Create Web sites that are driven by the needs and desires of its users				X	X
Analyze the responsibilities of different team members in creating a			X		X

unified branding process					
Produce a unified corporate identity brand through Web sites and printed marketing materials				X	X
Use problem-solving strategies to complete the creative process from concept development through revisions to final output	X	X			X
Work effectively as a team member to achieve creative decisions			X		
Demonstrate strong group communication skills and the ability to speak clearly during critiques		X			
Write about and defend the		X			

conceptual merits of work produced for the course					
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ART 155 Information Architecture (3) KCC AA/DA

	SLO 1: THINKING/ INQUIRY	SLO 2: COMMUNICATIONS	SLO 3: SELF / COMMUNITY	SLO 4: AESTHETICS	SLO 5: SYNTHESIS
Review, analyze, and evaluate large-scale interactive projects	X				
Define the goals of information architecture and outline its history					
Define how information architecture is used in conjunction with design, technology and business practices					
Set meaningful Web site goals					
Profile users, behaviors, and intentions to reach a specific	X			X	

audience					
Identify and prioritize content and functional requirements	X				
Create and manage a feature inventory					
Review and analyze user-centered design that demonstrates a need for particular organization structures				X	
Analyze basic information structures and demonstrate the ability to research topics and organize ideas into comprehensive information hierarchies	X				
Identify different navigational systems and the qualities of successful navigation	X				
Segment a site into	X				

meaningful information areas, layout grids, and content positions					
Define menus that users will easily understand				X	
Create site maps, content maps, page mockups, design sketches, flowcharts, storyboards, and prototypes to assist programmers and designers understand content and organization		X			
Create and manage functional specifications, page inventories and style guides		X			
Build Websites that demonstrate a clear understanding of the site development process		X			X

Measure the success of a site after implementation					
Identify the goals and types of usability and user testing					
Explain the relationship between information architecture and front-end and back-end technology	X				
Explain cross-platform and browser related issues that enhance the user experience				X	
Complete the creative problem-solving process from the preliminary planning stage and exploration through revisions to the final product	X	X			X
Experiment by taking risks through the	X				

process of exploration during the creative problem solving process					
Use various techniques and develop skill with media and application					
Demonstrate strong group communication skills and the ability to speak clearly during critiques		X			
Write about and defend the conceptual merits of work produced for the course		X			

ART 157 Digital Storytelling (3) KCC AA/DA

	SLO 1: THINKING/ INQUIRY	SLO 2: COMMUNICATIONS	SLO 3: SELF / COMMUNITY	SLO 4: AESTHETICS	SLO 5: SYNTHESIS
Research and analyze the principles of storyboarding devices: staging,	X				

composition, and continuity as used in cinematography, particularly in animation, and use these devices in the creation of storyboards					
Analyze compositional camera techniques: camera movement, angles, framing, and transitions, and apply these principles in creating 3D animatics in Maya	X				
Analyze effective story development and various animation genres through the analysis of feature films and animations and apply that understanding in creating storyboards	X				
Research	X				

effective character development through the analysis of films and animations and apply that information to the creation of character model sheets					
Apply the visual elements of line, shape, value, color, texture, space, time, and motion as well as the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity in digital projects		X			
Complete the creative problem-solving process from writing a script, visually interpreting the script into storyboards	X	X			X

and model sheets, and translating the storyboards into the 3D digital environment with camera moves.					
Apply appropriate software usage based on industry application					
Effectively use the vocabulary and technological processes of film and animation as well as the language of art to aid in the integration of the technological skill with aesthetic criterion				X	
Learn to be experimental by taking risks through the process of exploration during the creative process	X				
Work effectively as			X		

a team member to achieve creative decisions					
Demonstrate strong group communication skills and the ability to speak clearly during critiques		X			
Write about and defend the conceptual merits of work produced for the course		X			