

Department of Art Syllabus

- I. ART 206 *Digital Presentation*, 3 Credit Hours
- II. PREREQUISITES
None
- III. TEXTBOOK
None
- IV. COURSE DESCRIPTION
This course is designed to assist students in the production of digital multi-media presentations for use in ministry events that serve to enhance various arenas of worship production.
- V. RATIONALE
Many aspects of a church's worship experience depend on being able to originate and manipulate video and audio. These skills are necessary among art directors, music ministers, professional speakers, and communication professionals.
- VI. LEARNING OBJECTIVES AND OUTCOMES
This course will enable the student to:
 - A. Articulate the need for and benefits of digital presentation software in business and ministry.
 - B. Identify key concepts related to design and professional, digital presentation creation.
 - C. Distinguish between development stages of corporate ministry presentations.
 - D. Discuss, in general, the concepts of creating professional, digital presentation.
 - E. Demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing multi-media software.The major goal of this class is to provide the student with the basic fundamentals of a computer's operating system. Multi-media presentations and their various functions related to business and industry will be created using available software. This knowledge will be applied to solve artistic and corporate communication needs that the student might face in the future.

VII. COURSE TOPICS

- A. The physical components of digital presentation
- B. The software and hardware needs
- C. Preparing files for digital presentation
- D. Layout and design of digital presentations

VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

- A. Lecture/demonstration/discussion
- B. Practical learning activities
- C. Audio and video development

IX. GRADING SCALE

See Department of Art Syllabus Addendum for Grading Scale and Evaluation.

X. LIST OF MATERIALS

Materials list will be provided by the instructor.

XI. REFERENCES

Airey, D. (2015). *Logo design love: A guide to creating iconic brand identities*. San Francisco, CA: New Riders.

Carter, R. (2012). *Typographic design: Form and communication*. Hoboken, NJ: John Wiley & Sons.

Flood, C. (2012). *British posters: Advertising, art, & activism*. London: V & A Publishing.

Glitschka, V. (2011). *Vector basic training: A systematic creative process for building precision vector artwork*. Berkeley, CA: New Riders.

Jackson, P. (2013). *Cut and fold techniques for promotional materials*. London: Laurence King Publishing.

Jefferson, M. (2005). *Breaking into graphic design: Tips from the pros on finding the right position for you*. New York: Allworth Press.

McCormick, L. (2013). *Playing with type: 50 graphic experiments for exploring typographic design principles*. Beverly, MA: Rockport Publishers.

Meggs, P. B. (2012). *Meggs' history of graphic design*. Hoboken, NJ: John Wiley & Sons.

- Mehl, R. (2013). *Playing with color: 50 graphic experiments for exploring color and design principles*. Beverly, MA: Rockport Publishers.
- Müller-Brockmann, J. (2012). *Grid systems in graphic design: A visual communication manual for graphic designers*. Zürich, Switzerland: Niggli.
- Pipes, A. (2011). *How to design websites*. London: Laurence King Publishing.
- Samara, T. (2014). *Design elements: Understanding the rules and knowing when to break them*. Gloucester, MA: Rockport Publishers.
- Smith, C. (2012). *Adobe Indesign CS6 digital classroom*. Indianapolis, IN: John Wiley & Sons.
- Smith, J. (2012). *Adobe Photoshop CS6 digital classroom*. Indianapolis, IN: John Wiley & Sons.
- Strizver, I. (2014). *Type rules! : The designer's guide to professional typography*. Hoboken, NJ: John Wiley & Sons.
- Williams, R. (2007). *Robin Williams design workshop*. Berkeley, CA: PeachPit Press.