Course Description

AAI Media Arts is a course in which students express their original creativity visually, develop and showcase their ability to communicate ideas through graphic (print-based) and soft (online/video) media design, as well as through the use of traditional drawing and painting media. The course builds understanding of communication design principles and strategies, investigates graphic design's thematic and historical development and it's impact on contemporary culture, print and on line design.

Instruction will be given in the following areas: Elements of art and principles of design; typography, page layout, and integrated graphic elements mechanical and computer design methods; traditional and digital image making and finishing of graphic products.

Students will learn the basic processes and tools involved in digital imaging and design for both print and the web. Students will learn to draw, scan, and manipulate images using digital tools such as Macintosh computers, scanners, digital cameras and software such as Adobe Illustrator, Indesign and Photoshop, and Macromedia Studio. Assignments will focus on developing conceptual thought, problem-solving skills and artistic endeavor, and visual information management.

Class discussion, assignments and critiques provide a theoretical and practical design foundation. In addition a strong emphasis is placed on Media Literacy, building understanding of how media and culture influence each other, how media is constructed. Assignments expand the student's understanding of media design history as a vital cultural narrative and a source of inspiration by analyzing and translating the icons, objects and artifacts of the profession.

Course Goals

The goal of this course is to engage the student in the development of strategies, methodologies and the art of image-making for effective communication. Students will learn how to integrate tools and techniques with their creative process. Students will gain an understanding of, by studying, analyzing and producing, visual communication that is resonant of their cultural context. Students will refine their understanding of the role of visual arts throughout history and among world cultures. Students will gain further insight into the integration of art across subject areas and will explore career opportunities available in the visual arts. AAI students will work with artist teachers who are experts in their field of art and have the ability to provide mentorship. All AAI students will showcase their work in the community.

Course Outline

1. Career awareness and design ethics
2. Design sketchbook
3. Typography foundations
4. Color strategies and theory
5. Logo design and drawing
6. Visualizing information-letterhead design
7. Poster design as metaphor
8. On line design process - compare to print
9. Visualizing information digitally - non profit site design
10. Media literacy
11. Portfolio development, including digital
9. Showcase and workshop participation
10. Outside-of-class sketchbook assignments

Instructor
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