湖北工業大學
HUBEI UNIVERSITY OF TECHNOLOGY

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| **Course Title** | Digital Media Art |
| **Course Code** | ARTH 3614 |
| **Semester** | Spring 2027 |
| **Course Length** | 8 Weeks, 60 Contact Hours |
| **Credits** | 4 |
| **Instructor** | TBA |
| **Office** | TBA |
| **Email** | TBA |
| **Prerequisite** | N/A |
| **Antirequisite** | ARTH 3610 Digital Media Art (4 Weeks) |

**Course Description**:

This course provides a historical overview of different media, including digital media, and covers how images, audio, and video have evolved within cultural and technological contexts. While it covers media theory, it also addresses the role of different forms of digital content.

The knowledge and experience gained in this course prepare students for a transmedia, visually literate future that incorporates web design, audio, video, special effects, layout and design, image creation and editing, and game design.

**Course Goals:**

Students who successfully complete this course will demonstrate competency in the following general education core goals:

- **Critical Thinking Skills** – Students will engage in analytical thinking, demonstrating the ability to critically evaluate, synthesize, and apply knowledge to complex problems, and construct well-reasoned solutions and arguments.
- **Independent Research and Inquiry** – Students will conduct independent research, utilizing academic resources to explore relevant topics, formulating research questions, analyzing data, and presenting findings in a coherent, scholarly manner.
- **Problem-Solving and Application** – Students will apply theoretical concepts and methodologies learned in the course to real-world problems, demonstrating the ability to develop practical solutions informed by academic inquiry.

  **Global and Cultural Awareness –** Students will gain awareness of the global and cultural contexts relevant to the course, appreciating diverse perspectives and considering the implications of their studies in a broader, international context.

**Student Learning Outcomes:**

Upon completion of this course, students will be able to:

- understand the position and status of digital arts in the contemporary world, and articulate their comprehension towards digital art movements, history and appreciation;
- demonstrate proficiency in digital art vocabulary and terminology through assessments;
- demonstrate ethical and legal knowledge related to digital art issues and the use of copyrighted imagery and audio for personal, private/public, or commercial uses.

**Textbooks/Supplies/Materials/Equipment/ Technology or Technical Requirements**:

1. *Digital Media: Concepts and Applications,* 4th Edition, by Tena B. Crews and Karen May. 2017.
2. *Digital Art*, 3rd Edition, by Christiane Paul, Thames and Hudson Ltd. 2015.

**Course Requirements**:

**Attendance and Participation**
Attendance will be taken at the beginning of every class meeting. Please be punctual. Beginning early in the semester, you will be asked to apply the course materials through class discussions and in-class quizzes. You are not only expected to actively participate in class, but also to demonstrate an ability to integrate the course materials into your discussions and assignments. In addition to being graded for your class participation, your responses to reading materials and class discussions are an integral and valuable part of the pedagogical practices of the class.

**In-Class Quizzes**
Over the course of the semester, you will be given 8 quizzes based on the course reading for the day. Your top 5 quiz scores will be added up to generate your overall quiz grade (in other words, we will drop your lowest three quiz scores). These quizzes are designed to encourage you to keep up with the assigned readings. The quizzes will be unannounced and administered at the beginning of class. There will be no make-up assignments for in-class quizzes.

**Critical Analysis Paper**
In this assignment, you will be asked to critically analyze a media text as a case study of an idea, concept or argument that we have been exploring in class. A detailed guideline sheet will be handed in class and we will use class time to discuss the assignment. The page-length of this assignment will be roughly 3 double-spaced pages.

**Final Project**

The final project for this course will be a ten-minute long podcast or vodcast suitable for public dissemination. You will propose an individual research topic related to the ideas we have discussed in class around the midterm of the class. By the end of the term you will research your topic, write a script (with bibliography), and record your podcast. To submit your final project, you will need to submit the final media file, script, and bibliography to the instructor.

**Examinations**
There will be a midterm exam and a final exam during the semester, mixed with true/false, multiple choice, and a choice of short answer questions. The final exam is not cumulative – i.e., it only covers material after the midterm exam. You may use your notes and printed copies of readings during the exams, but not laptops or phones. All questions will come from the assigned readings and in-class discussions. Exams will focus on applying concepts and not repeating details.

| **Assessments: Activity** | **Percent Contribution** |
|---|---|
| Attendance and Participation | 10% |
| Quizzes | 15% |
| Critical Analysis Paper | 15% |
| Final Project | 20% |
| Midterm Exam | 15% |
| Final Exam | 25% |

**Grading:**

Final grades will be based on the sum of all possible course points as noted above.

| **Grade** | **Percentage of available points** |
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| A | 94-100 |
| A- | 90-93 |
| B+ | 87-89 |
| B | 84-86 |
| B- | 80-83 |
| C+ | 77-79 |
| C | 74-76 |
| C- | 70-73 |
| D | 64-69 |
| D- | 60-63 |
| F | 0-59 |

**Course Schedule**:
*The schedule of activities is subject to change at the reasonable discretion of the instructor. Minor changes will be announced in class, major ones provided in writing.*

| **ARTH 3614 Schedule** | | |
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| Lecture | Topic | Readings |
| L1 | Syllabus, Course Overview | --- |
| L2 | A Short History of Digital Media Arts<br>The Presentation, Collection, and Preservation of Digital Art | Introduction |
| L3 | Digital Technology as A Tool | *Thames* Chapter 1 |

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| L4 | Digital Imaging | *Thames* Chapter 1 |
| L5 | Digital Technology as A Medium | *Thames* Chapter 2 |
| L6 | Forms of Digital Art | *Thames* Chapter 2 |
| L7 | Film, Video, and Animation | *Thames* Chapter 2 |
| L8 | Themes in Digital Art | *Thames* Chapter 3 |
| L9 | Database aesthetics and data visualization<br>Gaming | *Thames* Chapter 3 |
| L10 | Image Files | *Tena* Chapter 3 |
| L11 | Digital Photography | *Tena* Chapter 4 |
| L12 | Color in Digital Media | *Tena* Chapter 5 |
| L13 | Print Typography | *Tena* Chapter 8 |
| L14 | **MIDTERM EXAM** | |
| L15 | Print Graphics | *Tena* Chapter 9 |
| L16 | Print Design | *Tena* Chapter 10 |
| L17 | Audio | *Tena* Chapter 11 |
| L18 | Video | *Tena* Chapter 12 |
| L19 | Web Development | *Tena* Chapter 13 |
| L20 | Web Design | *Tena* Chapter 14 |
| L21 | Web Animation | *Tena* Chapter 15 |
| L22 | Web Media | *Tena* Chapter 16 |
| L23 | Web Standards | *Tena* Chapter 17 |
| L24 | Presentation Design | *Tena* Chapter 19 |
| L25 | Digital Media and the Changing Business Environment | *Tena* Chapter 22 |
| | **FINAL EXAM** | |

**Accommodation Statement:**

Academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

**Academic Integrity Statement**

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

**Other Items:**

**Attendance and Expectations**

All students are required to attend every class, except in cases of illness, serious family concerns, or other major problems. We expect that students will arrive on time, be prepared to listen and participate as appropriate, and stay for the duration of a meeting rather than drift in or out casually. In short, we anticipate that students will show professors and fellow students maximum consideration by minimizing the disturbances that cause interruptions in the learning process. This means that punctuality is a must, that cellular phones be turned off, and that courtesy is the guiding principle in all exchanges among students and faculty. You will be responsible for the materials and ideas presented in the lecture.

**Assignment Due Dates**
All written assignments must be turned in at the time specified. Late assignments will not be accepted unless prior information has been obtained from the instructor. If you believe you have extenuating circumstances, please contact the instructor as soon as possible.

**Make-Up Work**
The instructor will not provide students with class information or make-up assignments/quizzes/exams missed due to an unexcused absence. Absences will be excused and assignments/quizzes/exams may be made up only with written documentation of an authorized absence. Every effort should be made to avoid scheduling appointments during class. An excused student is responsible for requesting any missed information from the instructor and setting up any necessary appointments outside of class.

**Access, Special Needs and Disabilities**
Please notify the instructor at the start of the semester if you have any documented disabilities, a medical issue, or any special circumstances that require attention, and the school will be happy to assist.