

Art (Digital Arts)

Also see: Art-Art History; Art-Art Education; Art-Fine Arts; Art-Graphic Design

Faculty: Mackie, *Chair:* Allyn, Brooks, Chak, Fichner-Rathus, Hutton, Joyce, Kaplowitz, Miller, Miranda, Nyman, Riccardi, Rigby, Sanders, Taylor

The Department of Art offers the Bachelor of Fine Arts (BFA) degree with majors in fine arts, graphic design, and digital arts, and the Bachelor of Arts (BA) degree with majors in art education and art history. In addition, students may minor in art history, fine arts, digital arts, or photography. Courses in art foundation studies and liberal learning are integral parts of the curriculum. The art department is committed to providing programs of study which develop a high level of conceptual and technical ability, resources beyond the studio for a broader education in the arts, exposure to and understanding of electronic media and methods of communication, and a balance between a demanding course of professional study and a liberal arts education.

The art facility features traditional studios as well as state-of-the-art computing and electronic media labs. The faculty of the Department of Art consists of scholars, exhibiting artists, and active professionals, and it is augmented by guest lecturers and adjunct professors who are practicing professionals in the New York-Philadelphia corridor. The department enjoys an enviable placement record in terms of graduate study and employment, and graduates of the program have attained positions of leadership in their respective fields. The College of New Jersey is located near the major art and design centers of New York and Philadelphia and students are encouraged and often required to visit museums, galleries, design studios, production houses, and other art facilities in these areas.

Admission Requirements

Acceptance to the studio majors (fine arts, graphic design, digital arts, and art education) offered by the Department of Art requires a successful portfolio review as well as admission by the College. After the department has received a copy of the student's application from the Office of Admissions, it will review slide portfolios. January admission candidates and early-decision candidates are reviewed in November. Regular September admission candidates are reviewed from December through March.

The portfolio should consist of

- a) Slides or a CD,
- b) A numbered slide list indicating the title, materials and dimensions of the work and
- c) A one-page personal essay.

Slides or CD

Include 12 slides or images on a CD of original works, demonstrating the applicant's drawing and technical skills, creativity, and aesthetic ability. A substantial part of the portfolio should feature drawings (still life, figure, self-portrait, and assorted sketches). All work must be original. Copies of other artists' work should not be included in the portfolio. In addition, the slides may document work in other media (painting, printmaking, sculpture, photography, mixed-media, digital media, and video). If possible, please also include at least one slide from a sketchbook. Professional presentation of the work is important. Please present documentation that is in-focus, well lit and shows your best work. Send numbered slides in a 8.5" x 11" clear slide sheet, indicating the front of the slide. A large dot should be placed in the lower left corner of the slide indicating which direction is up.

If images are saved on a CD, please follow these guidelines.

1. Format CD as MAC or cross platform.
2. Save all images as .tiff, .jpeg or .gif files.
3. Save each file with a name, lowercase and with no spaces. Do not begin a name with a number. An example of an appropriate name is: image_01.

Slide List

Include a numbered slide list along with your submitted work. Indicate your name, date of completion, materials, and dimensions of the individual pieces.

Personal Essay

Please include a one-page, single-spaced statement that includes a brief description of who you are, and your experience in art and life. Your essay should include your major artistic and academic goals, and your reasons for wanting to specialize in the visual arts.

Enrollment in Department of Art Courses

Except for art courses which have specific non-art major sections and art history courses, all art courses are restricted to art majors and minors. A non-major student who wishes to enroll in major courses must obtain permission from the chair of the department.

Art minors must report to the department chair for advisement and registration for art courses.

Studio Art Major General Requirements

All studio art majors are required to take AAH 105 and/or 106, AAH 115, AAH 116, or other 100 level non-western art course, and AAH 250; AFA 111, 112, 113; and ADA 180.

While the department supplies many materials, students are required to purchase materials in most studio courses. Art History and studio courses may require field trips at students' expense.

Students who receive a grade of C– or lower in a major required course must repeat the Program Entrance, Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. The following are the standards for art programs. Minimum grades are noted in parentheses:

- Retention in the art studio majors (Fine Arts, Graphic Design, Digital Arts, and Art Education) is based on the following performance standards in these “critical content courses”: AFA 111 (B), AFA 112 (B), and AFA 113 (B).
- Transfer into the art studio majors from another program within the College is based upon the following performance standards in this “foundation course”: AFA 111 (Drawing) (B).
- Graduation requires a GPA of 2.0 in courses for the program and earning a minimum grade of C– in the following courses: all major courses.

Attendance Requirements

Participation is considered essential to the learning process. Therefore, more than two unexcused absences per course may be detrimental to the student's final grade.

Transfer Students

Transfer students into studio art majors are required to take a minimum of 12 course units in TCNJ's Department of Art. The 12 course unit minimum cannot include credit by examination, student teaching, or internships. Portfolio admission requirements are explained under the admission requirements section above. Transfer students should include a copy of their transcript(s) with their portfolio.

Transfer students into the major are required to take a minimum of 6 course units in TCNJ's Department of Art. The 6 course unit minimum cannot include credit by examination or internships.

The College Art Gallery

Masterson, *Director*

The Department of Art offers a program of diversified exhibitions throughout the academic year which includes national juried drawing and printmaking exhibitions. Additionally, there is an annual student exhibition with numerous awards. Students are encouraged to participate in the gallery program as gallery assistants.

Art Students' Organizations

The Department of Art sponsors the student organization, the Art Students Association (ASA). Students are invited to join and become active members.

Digital Arts Major (ARDA)—BFA Degree

Faculty: Allyn, *Coordinator*

The digital arts major features an intensive core curriculum (and a range of options) in media such as imaging and photography, video, time-based media, sound design, animation, web design—both static and dynamic, and interactive and performance media.

Upon graduating with a BFA in digital arts, TCNJ students will be highly prepared either to continue their education as strong candidates at the most competitive graduate programs in New Media or to enter professional fields among the most skilled digital artists in an increasingly competitive job market.

The essence of the Digital Arts curriculum is the study of art (in both studio and seminar classes) that is originated, created and/or outputted with the use of digital technologies. The course of study parallels the development of art and technology in western culture from still photography, to the moving image, to electronic interactivity, and to the production of immersive environments, utilizing the latest digital tools available. The fundamental principle underlying the curriculum is that student artists must understand and develop the historical, aesthetic, conceptual, and technical aspects of the digital arts within the larger context of art-making.

The Digital Arts student can choose to specialize in a particular area or opt for broad and comprehensive exposure to media in the discipline. The student's creative visual language is developed in foundation courses of fine arts, which introduce a rigorous practice in drawing, color theory, design, conceptual analysis, introductory digital courses, and photography. The exemplary educational background The College of New Jersey offers—one that emphasizes "creative expressions," "critical thinking," and a "cultural, social, and intellectual life enriched and enlivened by diversity"—is integral to the curriculum. Second year study incorporates student learning of foundational skills with new technical forms that include interactive art and design, time-based media (video and animation) and web design. Third year students specialize in a Digital Arts component to further develop their aesthetic, technical and conceptual abilities. The final year is

comprised of advanced research and study in the Digital Arts that ensure both conceptual and technical maturation of each student.

Course Requirements

Major Core:

AFA 111/Drawing I
AFA 112/Conceptual Art Studio
AFA 113/Color Theory/2D Design
AFA 118/3D Design
ADA 180/Digital Arts: Imaging I

Major Options/Concentrations: (one course unit each unless otherwise indicated)

AFA 280/Photography I
AAH 105/Art History I: Caves to Cathedrals or AAH 106/Art History II: Renaissance to Revolution,
AAH 115/Arts of South Asia, AAH 116/Arts of East Asia, or other 100 level non-western art course
AAH 250/Contemporary Art
ADA 278/Digital Arts: Imaging Sound
ADA 283/Digital Photography
ADA 285/Digital Arts: Time-Based
ADA 278/Digital Arts: Imaging Sound
ADA 385/Digital Arts: Interactive
ADA 288/Web Design I: Static
ADA 388/Web Design II Dynamic
ADA 380/Video Art I: Single Channel
ADA 387/Video Art II: Installation/Performance
ADA 498/Digital Arts: Theory/Practice
ADA 499/Digital Arts: Thesis Project

Recommended First Year Program of Study

First Semester

FSP	First Seminar	1 course unit
AFA	111/Drawing	1 course unit
AFA	112/Conceptual Art Studio	1 course unit
AFA	113/Color and 2D Design	1 course unit

Second Semester

AAH	105/Art History I or AAH 106/Art History II	1 course unit
ADA	180/Digital Art: Imaging I	1 course unit
AFA	280/Photography I	1 course unit
WRI	102/Academic Writing (if not exempted)*	1 course unit

**It is recommended that students exempted from this course take another liberal learning course.*

Recommended Second Year Program of Study

First Semester

ADA	270/Digital Arts: Imaging II	1 course unit
ADA	283/Digital Photography	1 course unit
ADA	278/Imaging Sound	1 course unit

AAH 115/Arts of South Asia, AAH 116/Arts of East Asia, or
other 100 level non-western art course 1 course unit

Second Semester

AFA 118/3D Design 1 course unit
ADA 285/Digital Art: Time-Based 1 course unit
ADA 385/Digital Arts: Interactive 1 course unit
AAH 250/Contemporary Art 1 course unit
Sophomore Review

Total for year 8 course units

Digital Arts Minor

Requires permission of the Digital Arts Coordinator.

AFA 111/Drawing or AFA 113/Color Theory/2D Design 1 course unit
AFA 112/Conceptual Art Studio 1 course unit
ADA 180/Digital Arts: Imaging I 1 course unit
ADA 285/Digital Arts: Time-based 1 course unit
ADA 288/Web Design I 1 course unit

DIGITAL ARTS COURSES

ADA 180/Digital Arts: Imaging I 1 course unit
(with studio)
(every semester)

Prerequisites: AFA 111, AFA 112, AFA 113

A guided studio experience in digital art with emphasis on 2D digital imaging. This introductory course considers the creative possibilities of graphics' computing as well as the historical, conceptual, technical, and contemporary background of computers and digital arts. Students will use computer imaging and illustration to convey artistic concepts and personal observations pertaining to defined themes. Prior experience with the computer is not required. Extra lab hours outside of class meeting times will be required to complete assignments.

ADA 270/Digital Arts: Imaging II
(with studio)
(Annually—fall)

Prerequisites: ADA 180

This course builds on the foundation of image-making begun in ADA 180/Digital Arts: Imaging I. It expands the students' imaging knowledge to include a study of typography basics, type and page design, color management and print technologies, and explorations into print media. Imaging II focuses on how digital print media informs and evolves visual language for artistic expression. Students will consider multiples, sequencing, mark-making, notation, gesture, and narrative concerns. Looking for transitions and collapsing barriers students will further experiment across media; these media may include: printmaking, drawing, painting, photography, sculpture.

ADA 278/Digital Arts: Imaging Sound 1 course unit
(with studio)
(annually—spring)

Prerequisite: ADA 180

An investigation of the creative and technical design of digital sound in a variety of contexts and mediums using the computer, time-based media, and the Internet. Emphasis is placed on understanding the conceptual and technical challenges of sound and the role it plays in communication when combined with visuals. Techniques of recording, generating, editing, synchronizing, and manipulating sound data and conceptual issues of noise, sound and music will be covered in depth. Emphasis is placed on developing a keen awareness of the evocative, informational, and temporal possibilities that sound offers in connection to the students' visual work from other classes.

ADA 283 /Digital Photography

1 course unit

(with studio)

(annually—fall)

Prerequisite: ADA 180

An in-depth investigation of the tools and techniques of digital photography including the digital camera, scanners, printing, and image-editing software (Adobe Photoshop). Through the use of the digital camera and digital imaging, students are challenged to create work that strikes a balance in form, content, and technique. The conceptual and theoretical characteristics of digital photography will be evaluated within a broad cultural context. Experience with digital photography is not required, although traditional darkroom experience is recommended, along with basic computer skills.

ADA 285/Digital Arts: Time-Based

1 course unit

(with studio)

(every semester)

Prerequisite: ADA 180

Introduces the concepts, theory, and fundamental practices of working with time-based media. Students will apply the technical and conceptual skills of image manipulation learned from Digital Arts I. Students will investigate the photographic frame, sequencing, and narrative construction. The relationship of image to time, image to text, and image to sound will be the base of examination. Students learn “in-camera” editing techniques in conjunction with storyboarding and basic operations for developing imagery through time. They are given project “provocations” to challenge their notions of photo/video structure and functions. They are exposed to innovative work in the field and are required to read related writings.

ADA 288/Web Design I: Static

1 course unit

(with studio)

(every semester)

Prerequisite: ADA 285 or AGD 276

An introduction to web production and design first using HyperText Markup Language (HTML) and then various software programs. The course consists of lectures and demonstrations on the creation of websites as well as the hardware and software technologies used for web production. The use of the internet as an expressive medium by contemporary visual artists is also explored.

ADA 380/Video Art I: Single Channel

1 course unit

(with studio)

(annually—fall)

Prerequisite: ADA 285

Video Art I builds on time-based knowledge and skills learned in ADA 285/Digital Arts: Time-Based. It advances student's technical and conceptual understanding of video with an emphasis on editing and building a personal vocabulary. Students will focus on production skills (using different sound sources, lighting, and advanced framing) and post-production skills (codex, complex editing, and compositing) while further developing a conceptual approach to this medium. This course will look at the digital medium of the QuickTime movie as a turning point of video/film in an art context; works by innovators in the field of single-channel video artists are studied. Required reading and writing assignments will investigate video art history and current theories and practices with the medium. The course will be taught by demonstration, lecture, presentations, and critiques.

ADA 385/Digital Arts: Interactive

1 course unit

(with studio)

(every semester)

Prerequisite: ADA 285

The course presents a foundation in translating general cognitive skills into creating virtual metaphors and physical objects or spaces that invite participation by viewers. Students will begin with careful observation and synthesis of their physical environments and move toward creatively weaving original analysis and information into visual and audible interactive allegories. Course content also includes a survey of related multi-media and interactive formats employed by artists and designers.

ADA 387/Video Art II: Installation/Performance

1 course unit

(with studio)

(annually—spring)

Prerequisite: ADA 380

An exploration of the advanced aesthetic, conceptual, and technical aspects of digital video in relation to performance and installation art. This course focuses on themes such as gesture, movement, space, and body; site-specific work; architecture and definitions of space; uses of light and material; and the formation of an event or situation. Software to be covered includes Toast, SoundEdit 16, Media Cleaner, Adobe After Effects, and Adobe Premiere. Gallery and museum field trips, as well as attendance at artist lectures, required.

ADA 388/Web Design II: Dynamic

1 course unit

(with studio)

(annually—spring)

Prerequisite: ADA 288

A continuation of Web Design I, this course focuses on creating database-driven websites and the production of streaming media, extending the student's technical and creative skills beyond design to the construction of web applications. Students learn to integrate front-end design with multimedia content that is stored in and retrieved from database storage. Goals include the mastery of software such as Macromedia Flash and the Flash scripting language, ActionScript.

ADA 498/Digital Arts: Theory and Practice

1 course unit

(with studio)

(annually—fall)

Prerequisite: Open only to students with senior standing in the digital arts major or by permission of digital arts coordinator

The 20th century marked the advent of visual artists employing electronic equipment to develop creative works, from mechanical sculptures to film, television and radio to evolving digital processes. This class offers an informed historical vision of the developments that have brought us to a contemporary artistic world that embraces emerging technologies as a creative medium. A critical understanding of how culture and technology are interwoven and how it is that these two elements of human experience affect one another is investigated. The course content includes an introduction to various artists using electronic media, video, robotics and the Internet as well as a chronological timeline of the development of new media.

ADA 499/Digital Arts: Thesis Project

1 course unit

(with studio)

(annually—spring)

Prerequisite: ADA 498

Open only to students with senior standing in the digital arts major or by permission of the digital arts coordinator. Senior Thesis is the culmination of the digital arts major. The class presents the student the opportunity to create a capstone project. The student will undertake research and study in the student's area of specialization i.e., animation, video, interactive design and programming, Web design and programming, or any combination of the various processes, under the supervision of the digital arts faculty. The student will be required to present a written thesis pertaining to the student's specialization, an oral presentation, and a finished work for display.

Also see: Art-Art History; Art-Art Education; Art-Fine Arts; Art-Graphic Design