

Art (Digital Arts)-1

Art: Digital Arts Major (ARDA)-BFA degree

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

Coordinator: Ricardo Miranda

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. Students take two capstone classes in the final year comprised of advanced research and study in the Digital Arts that ensure both conceptual and technical maturation of each student.

Enrollment in Department of Art Courses

All Art History courses (AAH) are open to all students. Art courses which have specific liberal learning approval are open to all students. A non-major who wishes to enroll in major courses that are not liberal learning courses must obtain permission from the chair of the department or advisement coordinator.

Art minors must report to the advising coordinator or academic advisor 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 215, AAH 216 or AAH 217; and AAH 250; AFA 111, 112, 113, 118; 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– (1.67) or lower in a major required course must repeat the course.

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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.

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 118 (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.

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 Requirements: (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 215/Arts of South Asia, AAH 216/Arts of East Asia, *or* AAH 217/Arts of the Islamic World
AAH 250/Contemporary Art
ADA 270/Digital Arts: Imaging II
ADA 278/Digital Arts: Imaging Sound *or* ADA 345/Introduction to Electronic Music Skills and Lit
ADA 283/Digital Photography
ADA 285/Digital Arts: Time-Based
ADA 385/Digital Arts: Interactive
ADA 288/Web Design I: Static
ADA 388/Web Design II Dynamic *or* Digital Arts Elective
ADA 386/Video Art I: Single Channel *or* ADA 210/Computer Animation I
ADA 387/Video Art II: Installation/Performance *or* ADA 310/Computer Animation II
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	118/3D Design	1 course unit
AFA	113/Color and 2D Design	1 course unit

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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 112/Conceptual Art Studio	1 course unit
WRI 102/Academic Writing (if not exempted)*	1 course unit

Total for year **8 course units**

**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
AFA 280/Photography I	1 course unit
ADA 278/Imaging Sound <i>or</i> ADA 345/Intro to Electronic Mus	1 course unit
AAH 215/Arts of South Asia, AAH 216/Arts of East Asia, <i>or</i> AAH 217/Arts of the Islamic World	1 course unit

Second Semester

ADA 283/Digital Photography	1 course unit
ADA 285/Digital Art: Time-Based	1 course unit
ADA 385/Digital Arts: Interactive	1 course unit
AAH 250/Contemporary Art Sophomore Review	1 course unit

Total for year **8 course units**

Recommended Third-Year Program of Study

First Semester

ADA 288/Web Design I: Static	1 course unit
ADA 386/Video Art I: Single Channel <i>or</i> ADA 210/Computer Animation I	1 course unit
Liberal Learning	1 course unit
Liberal Learning	1 course unit

Second Semester

ADA 388/Web Design II: Dynamic <i>or</i> Digital Arts Elective	1 course unit
ADA 387/Video Art II: Installation Performance <i>or</i> ADA 310/Computer Animation II	1 course unit
Liberal Learning	1 course unit
Liberal Learning	1 course unit

Total for year **8 course units**

Recommended Fourth-Year Program of Study

First Semester

ADA 498/Digital Arts: Theory and Practice	1 course unit
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ADA Digital Arts Elective/Independent Study	1 course unit
Liberal Learning Elective	1 course unit
Liberal Learning	1 course unit

Second Semester

ADA 499/Digital Arts: Thesis Project	1 course unit
ADA Digital Arts Elective/Independent Study	1 course unit
Liberal Learning Elective	1 course unit
Liberal Learning	1 course unit

Total for year

8 course units

Digital Arts Minor for Non-Art Majors

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 Minor for Interactive Multimedia Majors

Requires permission of the Digital Arts Coordinator.

AFA 111/Drawing	1 course unit
AFA 113/Color Theory/2D Design	1 course unit
AFA 112/Conceptual Art Studio	1 course unit
One of the following courses: ADA 180/Digital Arts: Imaging I ADA 285/Digital Arts: Time-based ADA 283/Digital Photography ADA 288/Web Design I: Static	1 course unit
One of the following courses: ADA 270/Digital Arts: Imaging II ADA 386/Video I: Single Channel ADA 385/Digital Arts: Interactive ADA 388/Web Design I: Dynamic	1 course unit

Digital Arts Minor for Art Majors

One of the following courses: ADA 270/Digital Arts: Imaging II ADA 283/Digital Photography ADA 278/Digital Arts: Imaging Sound ADA 345/Intro to Electronic Music Skills and Lit ADA 285/Digital Arts: Time-based ADA 385/Digital Arts: Interactive	1 course unit 1 course unit 1 course unit 1 course unit 1 course unit 1 course unit
One of the following courses: ADA 288/Web Design I ADA 386/Video I: Single Channel	

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ADA 210/Animation I	1 course unit
One of the following courses:	
ADA 388/Web Design II: Dynamic	
ADA 387/Video Art II: Installation/Performance	
IMM 310/Animation II	1 course unit

COURSES

ADA 180/Digital Arts: Imaging I **1 course unit**

(studio)

(every semester)

Prerequisites: AFA 111, AFA 113

A guided studio experience in digital art with emphasis on 2D digital imaging. This introductory course considers the creative possibilities of digital imaging as well as a study of the historical, conceptual and contemporary influences of computers and digital arts. Students will use digital 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 210/Animation I **1 course unit**

(same as IMM 210/Animation I)

(studio)

(annually)

Prerequisite: ADA 180

Surveys traditional and computer animation history, techniques, and terminology. The student will learn basic concepts and skills of time-based electronic imaging, animation, and principles of motion and continuity. The student will produce three-dimensional animation.

ADA 270/Digital Arts: Imaging II **1 course unit**

(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 student's imaging knowledge to include a study of typography basics 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 and sequencing 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**

(studio)

(annually-fall)

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 student's visual work from other classes.

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ADA 283 /Digital Photography

1 course unit

(studio)

(annually-spring)

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

(studio)

(annually-spring)

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

(studio)

(annually-fall)

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 310/Computer Animation II

1 course unit

(same as IMM 310/Animation II)

(studio)

(annually-spring)

Prerequisite: IMM 210 or ADA 210

This course builds on the foundation in 3D computer animation begun in IMM210. It develops the student's basic animation skills with additional emphasis on 3D object creation and animation techniques (model building, rendering, animating). Creative and conceptual development are emphasized throughout the course and students develop individual or group animation projects.

ADA 345/Introduction to Electronic Music and Lit

1 course unit

(studio)

(annually)

Prerequisite: ADA 180

Acquaints both music majors and non-majors with all the fascinating facets of electronic music through two different means: 1) learning its history by listening to important electronic works by various seminal 20th-century composers; and 2) elementary composing of electronic pieces via basic training on the software sequencing program in the Department of Music's computer laboratory. Previous music experience is not a requirement.

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ADA 385/Digital Arts: Interactive

1 course unit

(studio)

(annually-spring)

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 386/Video Art I: Single Channel

1 course unit

(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 387/Video Art II: Installation/Performance

1 course unit

(studio)

(annually-spring)

Prerequisite: ADA 386

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. Gallery and museum field trips, as well as attendance at artist lectures, required.

ADA 388/Web Design II: Dynamic

1 course unit

(studio)

(annually- spring)

Prerequisite: ADA 288

A continuation of Web Design I, this course focuses on creating dynamic or 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 and dynamic data. The course includes instruction in a diverse set of scripting languages and applications. The course is oriented toward technical students with creative aspirations as the use of the internet as an expressive social medium is explored.

ADA 399/Internship

1-2 course units

(every semester)

Prerequisites: Enrollment is limited to upper-division program majors or minors with at least a 3.0 GPA in that program. See Internship Application Form for individual program requirements and details. Pre-registration with Internship Application Form and signed approval of the program coordinator, the department chair, and an art faculty sponsor.

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The primary purpose of the college-level internship experience is the development of occupational or professional competence in the actual occupation setting after the student's education has been completed. Other purposes (income, career exploration, learning-by-doing, on-the-job training, etc.) cannot be the primary purpose, although they may occur as a secondary result of the internship experience.

ADA 498/Digital Arts: Theory and Practice

1 course unit

(capstone)
(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

(capstone)
(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.