

## **ARTD 109**

### **Digital Literacy for Creatives**

3 Credits (2 hours lecture, 2 hours laboratory)

Community College of Baltimore County  
Common Course Outline

#### **Description**

**ARTD 109 – Digital Literacy for Creatives:** is a course that examines digital media from the perspective of the creative professional. Students explore digital media's ties to technology, art, and design. Topics include the application of artistic and creative technologies throughout history and into the future.

**Pre-requisites:** ACLT 053 or (ESOL 052 and ESOL 054)

#### **Overall Course Objectives**

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

1. identify how Digital Media is socially, historically, technically, politically, legally, and economically significant;
2. evaluate critical theories and concepts related to issues of aesthetics, creativity, and invention in Digital Media;
3. apply information and ideas related to Digital Media within differing types of digital media contexts;
4. select effective tools to deliver contextual messaging through a variety of digital media platforms;
5. demonstrate the effective understanding and use of tools for creating Digital Media;
6. identify the role of social media for content creators;
7. apply design concepts in critiques using critical thinking;
8. employ the design process;
9. identify design principles and how they relate to digital communication;
10. discuss current social and ethical issues related to Digital Media; and
11. find, evaluate, use, and cite appropriate academic resources in the field of Digital Media.

#### **Major Topics**

- I. Text
  - a. Readability
  - b. Accessibility
  - c. Typefaces vs fonts
- II. Images
  - a. Raster
  - b. Vector
  - c. Editing
  - d. Capturing

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- e. Resolution
- III. Audio
  - a. Recording
  - b. Editing
  - c. Exporting
  - d. Usage
- IV. Motion graphics
  - a. Principles of animation
  - b. Frame-by-frame
  - c. Tweening
  - d. Procedural
- V. Intellectual Property
  - a. Copyright
  - b. Fair use
  - c. Public domain
- VI. Project Planning
  - a. Design process
  - b. Storyboarding
- VII. Project Management
  - a. File types
  - b. Folder structures
  - c. Naming conventions
  - d. Tool selection
  - e. Team structure and roles
- VIII. Social and Ethical Issues
  - a. Representation
  - b. Digital divide
  - c. Artificial Intelligence (AI) in creation
  - d. Misrepresentation
  - e. Security and privacy

### **Course Requirements**

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- three major individual projects
- one major research assignment
- one comprehensive midterm assessment, which may include, but is not limited to, an exam, essay, or project
- a comprehensive final assessment, which may include, but is not limited to, a final exam, essay, or project

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

### **Other Course Information**

This course is an approved 3–credit General Education course in Information Technology.

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One or more assignments will infuse CCBC General Education Program outcomes and will account for a minimum of 10% of the total course grade. The assignment(s) will allow students to demonstrate at least 5 of the 7 General Education program outcomes. This is a required course in the Digital Media program.

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