

# DIGITAL ARTS, B.A.

## Program Description

The Digital Arts (DART) program challenges students to wed their creativity to a variety of technical and professional skills in order to make thoughtful and effective computer-generated imagery. It prepares students for exciting and dynamic careers in any business that has visual communication needs, no matter what the size or focus of the business.

Students emerge from the DART program fluent in graphic design, web design, 2-D and 3-D animation, and audio and interactive design. They gain the aptitude to deal confidently with emerging technologies, such as augmented and virtual reality design.

Our program offers:

- A strong foundation in visual design
- A series of courses to introduce and then deepen a student's technical skills in areas such as animation and web design
- Coding skills to create interactive experiences
- Opportunities for students to interact with working professionals
- Opportunities to cultivate a professional work ethic, including how to work as part of a creative team and to deal with client needs
- Small classes and accessible faculty advisers and mentors
- Interaction with clients and real-world project through internships
- Close contacts with an engaged and successful alumni network
- Fully equipped labs in which to learn in community with your fellow students

## Why Take This Major?

Studying DART at La Salle means that you will be given ample opportunity to:

- Understand what makes good visual design;
- Find your own personal aesthetic;
- Learn when and how to match the correct technology to generate the intended visual effect;
- Be aware of the implications of visual design on your audience and on society in general;
- Gain the professional skills necessary to work as a team with fellow designers, and to address the needs of a client.

Our alumni take on the following roles in the workplace, singly or as part of a team:

- Graphic Designer
- Animator
- Video Editor
- Digital Media Producer
- Illustrator and Comic Artist
- UI/UX Designer
- Interactive Designer
- Front-end Web Developer
- Creative Strategist
- Data Management Coordinator
- Founder/Owner of Design Business

They have found employment at: Comcast, Philadelphia 76ers, Independence Blue Cross, Rockstar Games, Vanguard, Disney ABC Television Group, Anthropologie, LiveNation Entertainment, Think Co, and the Philadelphia School District.

## Degree Earned

Bachelor of Arts (B.A.)

## Required for Graduation

- Courses
  - Major: 15
- Credits
  - Major: 45
  - Total: 120
- GPA
  - Major: 2.0
  - Cumulative: 2.0

## Student Learning Outcomes

- Demonstrate proficiency in a range of digital arts tools and technologies, including creative applications and programming
- Articulate the legal and ethical issues that influence the digital arts.
- Apply a critical understanding of historical and contemporary arts and culture to digital arts projects.
- Produce design solutions and digital arts projects showcasing understanding of best practices, design workflow, basic principles and theories of design, animation and composition, target audiences, and conception/ideation.
- Employ project management and professional best practices to set and achieve digital arts goals.

## Progress Chart

### Level One - Core Courses

12 courses and 2 modules required.

### Major Requirements

Major requirements include 4 Level Two ILO requirements, *fulfilled through the major*.

| Code                                                                                                                                                        | Title                                    | Credits |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|---------|
| <b>Level One - Core Courses</b>                                                                                                                             |                                          |         |
| <i>Universal Required Courses</i>                                                                                                                           |                                          |         |
| Students must complete the following 4 courses.                                                                                                             |                                          |         |
| ILO 8.1: Written Communication ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )              |                                          |         |
| ENG 110                                                                                                                                                     | College Writing I: Persuasion            | 3       |
| ILO 5.1: Information Literacy ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )               |                                          |         |
| ENG 210                                                                                                                                                     | College Writing II: Research             | 3       |
| ILO 1.1: Understanding Diverse Perspectives ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> ) |                                          |         |
| FYS 130                                                                                                                                                     | First-Year Academic Seminar <sup>1</sup> | 3       |

|                                                                                                                                                                                                         |                                               |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-----|
| ILO 2.1: Reflective Thinking and Valuing ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                |                                               |     |
| REL 100                                                                                                                                                                                                 | Religion Matters                              | 3   |
| <i>Elective Core Courses</i>                                                                                                                                                                            |                                               |     |
| Students must complete 1 course in each of the following 4 ILOs.                                                                                                                                        |                                               |     |
| ILO 3.1a: Scientific Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                          |                                               |     |
| Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                                |                                               | 4   |
| ILO 3.1b: Quantitative Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                        |                                               |     |
| Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                                |                                               | 4   |
| ILO 6.1: Technological Competency ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                       |                                               |     |
| DART 230                                                                                                                                                                                                | Intro to Web Design and Development           | 3   |
| ILO 8.1a/12.1: Oral Communication/Collaborative Engagement ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                              |                                               |     |
| Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                                |                                               | 3   |
| <i>Distinct Discipline Core Courses</i>                                                                                                                                                                 |                                               |     |
| Students must complete 1 course in each of the following 4 ILOs. Each course must be from a different discipline. (A "discipline" is represented by the 3- or 4-letter prefix attached to each course.) |                                               |     |
| ILO 4.1: Critical Analysis and Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                |                                               |     |
| Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                                |                                               | 4   |
| ILO 9.1: Creative and Artistic Expression ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                               |                                               |     |
| ARTH 150                                                                                                                                                                                                | Introduction to Art History                   | 3   |
| ILO 10.1: Ethical Understanding and Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                           |                                               |     |
| Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                                |                                               | 3   |
| ILO 11.1: Cultural and Global Awareness and Sensitivity ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                 |                                               |     |
| Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                                |                                               | 3   |
| <i>Universal Required Modules</i>                                                                                                                                                                       |                                               |     |
| Students must complete the following 2 non-credit modules. <sup>2</sup>                                                                                                                                 |                                               |     |
| ILO 7.1a ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                                                |                                               |     |
| Health Literacy Module                                                                                                                                                                                  |                                               |     |
| ILO 7.1b ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                                                                |                                               |     |
| Financial Literacy Module                                                                                                                                                                               |                                               |     |
| <b>Major Requirements</b>                                                                                                                                                                               |                                               |     |
| <i>Level Two</i>                                                                                                                                                                                        |                                               |     |
| Students must complete 1 course/learning experience in each of the 4 commitments.                                                                                                                       |                                               |     |
| ILO 2.2: Broader Identity (Capstone Course/Experience) ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )                                  |                                               |     |
| DART 480                                                                                                                                                                                                | Project Management (ILO 2.2)                  | 2-3 |
| Select one ILO from 3.2a, 3.2b, 4.2, 5.2, 6.2, 7.2a, or 7.2b: Expanded Literacies ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )       |                                               |     |
| DART 330                                                                                                                                                                                                | Advanced Web Design and Development (ILO 6.2) | 3   |

ILO 8.2b: Effective Expression (Writing-Intensive Course) (<https://catalog.lasalle.edu/undergraduate/ilo/>)

Fulfilled within department

Select one ILO from 10.2, 11.2, or 12.2: Active Responsibility (<https://catalog.lasalle.edu/undergraduate/ilo/>)

|         |                                         |   |
|---------|-----------------------------------------|---|
| COM 308 | Communication Law and Ethics (ILO 10.2) | 3 |
|---------|-----------------------------------------|---|

*All Other Required Courses*

|          |                     |   |
|----------|---------------------|---|
| DART 102 | Digital Arts Studio | 3 |
|----------|---------------------|---|

|          |                    |   |
|----------|--------------------|---|
| DART 210 | Intro to Animation | 3 |
|----------|--------------------|---|

|          |              |   |
|----------|--------------|---|
| DART 215 | Color Theory | 3 |
|----------|--------------|---|

|          |                        |   |
|----------|------------------------|---|
| DART 220 | Intro to Digital Audio | 3 |
|----------|------------------------|---|

|          |                                     |   |
|----------|-------------------------------------|---|
| DART 230 | Intro to Web Design and Development | 3 |
|----------|-------------------------------------|---|

|          |            |   |
|----------|------------|---|
| DART 301 | Typography | 3 |
|----------|------------|---|

|          |                                     |   |
|----------|-------------------------------------|---|
| DART 330 | Advanced Web Design and Development | 3 |
|----------|-------------------------------------|---|

|          |                    |   |
|----------|--------------------|---|
| DART 480 | Project Management | 3 |
|----------|--------------------|---|

|         |                              |   |
|---------|------------------------------|---|
| COM 308 | Communication Law and Ethics | 3 |
|---------|------------------------------|---|

|                    |  |    |
|--------------------|--|----|
| Six DART Electives |  | 15 |
|--------------------|--|----|

*Free Electives*

In addition to the requirements listed above, students must take enough courses to the fulfill graduation credit requirements for their School and major.

|                      |              |
|----------------------|--------------|
| <b>Total Credits</b> | <b>89-90</b> |
|----------------------|--------------|

1

NOTE. The following students use Level 2 Capstone Experience in Major instead of FYS 130 First-Year Academic Seminar: Honors, BUSCA, Core-to-Core, Transfer, and Non-Traditional/Evening.

2

The Modules are **not** required for Transfer Students, Core-to-Core Students, or BUSCA Students. BUSCA students are required to take modules if/when they pursue a bachelor's degree.

## Recommended Course Sequence

| Course                 | Title                               | Credits  |
|------------------------|-------------------------------------|----------|
| <b>First Year</b>      |                                     |          |
| <b>First Semester</b>  |                                     |          |
| ARTH 150               | Introduction to Art History         | 3        |
| DART 102               | Digital Arts Studio                 | 3        |
| <b>Credits</b>         |                                     | <b>6</b> |
| <b>Second Semester</b> |                                     |          |
| DART 230               | Intro to Web Design and Development | 3        |
| DART Elective 1        |                                     | 3        |
| <b>Credits</b>         |                                     | <b>6</b> |
| <b>Second Year</b>     |                                     |          |
| <b>First Semester</b>  |                                     |          |
| DART 215               | Color Theory                        | 3        |
| DART 210               | Intro to Animation                  | 3        |
| <b>Credits</b>         |                                     | <b>6</b> |
| <b>Second Semester</b> |                                     |          |
| DART 220               | Intro to Digital Audio              | 3        |
| DART Elective 2        |                                     | 3        |
| <b>Credits</b>         |                                     | <b>6</b> |
| <b>Third Year</b>      |                                     |          |
| <b>First Semester</b>  |                                     |          |
| DART 330               | Advanced Web Design and Development | 3        |
| DART Elective 3        |                                     | 3        |
| <b>Credits</b>         |                                     | <b>6</b> |

|                        |                              |           |
|------------------------|------------------------------|-----------|
| <b>Second Semester</b> |                              |           |
| DART 301               | Typography                   | 3         |
| DART Elective 4        |                              | 3         |
| <b>Credits</b>         |                              | <b>6</b>  |
| <b>Fourth Year</b>     |                              |           |
| <b>First Semester</b>  |                              |           |
| COM 308                | Communication Law and Ethics | 3         |
| DART Elective 5        |                              | 3         |
| <b>Credits</b>         |                              | <b>6</b>  |
| <b>Second Semester</b> |                              |           |
| DART 480               | Project Management           | 3         |
| DART Elective 6        |                              | 3         |
| <b>Credits</b>         |                              | <b>6</b>  |
| <b>Total Credits</b>   |                              | <b>48</b> |

## Dual Major Requirements

39 credits

Dual Majors in DART take 6 fewer credits than is required for the major. These 6 credits will be determined in consultation with the Program Director and Chair.

Minors

- Digital Arts, Minor (<https://catalog.lasalle.edu/undergraduate/arts-sciences/communication-expressive-arts/digital-arts-ba/digital-arts-minor/>)

## Course Descriptions

### Digital Arts Multimedia Design

DART 101 Intro to Digital Art

DART 102 Digital Arts Studio

Students learn the fundamental design principles and techniques associated with creating and modifying digital images, and how to prepare these images for viewing on screen and in print. Both raster (paint) and vector (draw) type graphics will be studied, using appropriate software applications.

DART 170 Intro Dig Arts/Multimedia

DART 200 History/Theory of Digital Art

This course will focus on the newly emerging and continually expanding field of digital art and the relation of new media art practices to earlier moments in which art and technology have intersected. Topics to be addressed include: the art historical receptions of digital works; display strategies for new media; and significant developments in the areas of digital sculpture, photo manipulation, interactive installations, and digital printmaking.

DART 202 Visual Communication

An overview of issues related to the history and theory of images and their cultural function. Digital images and their effectiveness are assessed and analyzed. Students apply this knowledge to the creation of their own visual projects. Emphasis will be on the interactive potential of images in the digital media and on devising strategies to create dynamic interactive images. Prerequisite(s): DART 102/ART 102

DART 210 Intro to Animation

An introduction to the basic principles and techniques of planning, designing, and creating multimedia content for computer-generated animations. Students learn various currently available animation software. Prerequisite(s): DART 102/ART 102

DART 215 Color Theory

This course is an introduction to color models, color interaction, and the human perception of color. Color in both subtractive (pigmented) and additive (electronic) environments are addressed. Theoretical knowledge will be reinforced by practical exercises in various media. Prerequisite(s): DART 102/ART 102

DART 220 Intro to Digital Audio

An introduction to the concepts and tools used in digital audio production, including recording, composing, editing, processing, and mixing. Emphasis is on the integral role of sound in multimedia production.

DART 230 Intro to Web Design and Development

Focus on preparation, design, development, and maintenance of Web documents. Creating, revising, editing and critiquing Web sites using 'hard code' and applications-based layout and editing, and the use of style sheets. Emphasis on site architecture and mastery of Web authoring tools, including Web document deployment and debugging.

DART 268 Introduction to Digital Photography

This is a course that introduces basic concepts, techniques and terminology in digital photography such as how sharpness and exposure effect images, and the way they are perceived by viewers. Transferring images from camera to computer, to print and/or web, and using software such as Adobe Photoshop will be covered.

DART 270 Special Topics

DART 272 Special Topics

DART 275 Special Topics

DART 278 Special Topics

DART 280 Digital Arts Seminar I, II, III

A forum for listening to professionals present current issues, research, and trends in digital arts & multimedia design, and for learning about and discussing one's place in the profession. Each semester is 1 credit.

DART 281 Digital Arts Seminar I, II, III

A forum for listening to professionals present current issues, research, and trends in digital arts & multimedia design, and for learning about and discussing one's place in the profession. Each semester is 1 credit.

DART 282 Digital Arts Seminar I, II, III

A forum for listening to professionals present current issues, research, and trends in digital arts & multimedia design, and for learning about and discussing one's place in the profession. Each semester is 1 credit.

DART 283 Drawing in the Digital Studio (Cross Listed with ART 283)

An introductory drawing course which merges traditional drawing techniques and digital media applications and processes. While students acquire experience in art and technology, observational skills will be cultivated, promoting new ways of seeing and thinking. Rendering drawings from still life, students will be introduced to the fundamentals of drawing using line, form, value, and space in developing original compositions. Students will learn how to critique drawings and receive criticism and advice from fellow students and the instructor.

DART 300 Digital Figure Studies

This course is designed for students who have previous digital media experience. Traditional drawing concepts and exercises will be applied using an electronic drawing tablet and computer software. While basic elements of drawing will be reviewed, the concentration of the course will focus on drawing the figure. Classical through contemporary figure painting and drawing will be studied as a means of exploring concept and personal style.

**DART 301 Typography**

This course relates the basic skills of manipulating type to create meaningful communication. Emphasis on the formal, compositional, and communicative aspects of type. Students will develop typographic designs for static, motion, and internet graphics. Prerequisite(s): DART 102/ART 102

**DART 305 Narrative Illustration**

This course explores the theories and methods of how to illustrate narrative. Students study the cultural interpretations and history of narrative illustration. They create computer generated images (CGI) on tablet monitors, using a pressure sensitive stylus and digital software. Lectures and demonstrations lay the groundwork for each course project, concluded by class critiques. Critiques are an instrumental part of the course, aiding in the development of the visual language and furthering the understanding of constructive evaluation. Prerequisite(s): DART 215/ART 215

**DART 309 Visual Storytelling**

An introduction to the basic concepts of artistic video production including storyboarding, audio recording, and non-linear editing. Prerequisite(s): DART 102/ART 102

**DART 310 3D Modeling and Animation**

Builds on topics related in DART 210, advancing knowledge and application of animation techniques. Prerequisite(s): DART 210

**DART 320 Advanced Digital Audio****DART 325 Visual Effects and Compositing**

In Visual Effects and Compositing, students will be using video and animation together to create movie magic. From simple editing tricks to compositing computer graphics elements, students will get a broad overview of visual effects.

**DART 330 Advanced Web Design and Development**

Focus on methods to blend graphics, design, content, and multimedia components into a single digital medium; methods for merging these components; advanced and emerging technologies involving digital authoring, including advanced layout and multimedia designs, and current technology trends including server-side; the impact of emerging technologies on digital media designs. Prerequisite(s): DART 230

**DART 340 Web Scripting**

This course is an introduction to basic programming concepts: variables, arrays, control structures (ifs and loops), and functions, as well as an introduction to basic interface concepts such as forms, elements, events, etc. Use of these concepts in the creation of dynamic and interactive documents for the Internet. The course is mainly client-side scripting, in particular JavaScript, but may also include some server-side scripting and XML. Prerequisite(s): DART 230

**DART 370 Special Topics****DART 371 Special Topics****DART 373 Special Topics****DART 374 Special Topics****DART 375 Special Topics****DART 376 Special Topics****DART 377 Special Topics****DART 378 Special Topics****DART 379 Special Topics****DART 430 Advanced Authoring**

This course focuses on methods to blend graphics, design, content, and multimedia components into a single digital medium; methods for merging these components; advanced and emerging technologies involving digital authoring, including advanced layout and multimedia designs, and current technology trends including server-side; the impact of emerging technologies on digital media designs. Prerequisite: CSD 340

**DART 444 Research in DART I**

This course provides the student with an opportunity to do research with a faculty member. The student and the faculty member agree on the research project before the student registers for the course.

**DART 445 Research in DART II**

This course is a continuation of the 444 research course. It provides the student with an opportunity to continue to conduct research with a faculty member.

**DART 461 Internship I, II**

This experience is normally part-time, paid or non-paid employment in a cooperating site to provide practical experience in the discipline. Working under professional supervision for 10 to 15 hours per week, students learn how to apply their education to the everyday demands of the world of work. Students will meet regularly with a faculty member and will be required to reflect on the relationship between their course work and their internship experience. Restriction(s): GPA of 2.75 overall; junior or senior standing; approval of DArt Internship Coordinator

**DART 462 Internship I, II**

This experience is normally part-time, paid or non-paid employment in a cooperating site to provide practical experience in the discipline. Working under professional supervision for 10 to 15 hours per week, students learn how to apply their education to the everyday demands of the world of work. Students will meet regularly with a faculty member and will be required to reflect on the relationship between their course work and their internship experience. Restriction(s): GPA of 2.75 overall; junior or senior standing; approval of DArt Internship Coordinator

DART 470 Special Topics

DART 471 Special Topics

DART 472 Special Topics

DART 473 Special Topics

DART 475 Animation

DART 476 Special Topics

DART 477 Special Topics

DART 478 Special Topics

DART 479 Special Topics

DART 480 Project Management

Seniors plan, manage, and complete a digital media project. They collaborate, develop, and manage a project budget, maintain a time line, and participate in group exercises. Prerequisite(s): DART 330

DART 481 Senior Portfolio

Each student will design and develop an individual portfolio showcasing the creative work he or she developed and the techniques used to achieve them. The portfolio will be presented to a faculty panel for evaluation.

Prerequisite(s): DART 330 Corequisite(s): DART 480

## **Program Contact Information**

Claire M. Busse, Chair

Hayman Hall, Room 141

[busse@lasalle.edu](mailto:busse@lasalle.edu)

(215) 951-1145