

Digital Media Syllabus

ARTS - 2348

Fall 2026

South Plains College

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Course Description

Studio art course that introduces the potential of basic digital media manipulation and graphic creation. The course emphasizes still and time-based media.

The course explores the creative and technical possibilities of digital media through image-making, photography, 3D modeling, video, animation, and other contemporary digital processes. Emphasis is placed on still and time-based media, creative problem solving, visual communication, and professional digital workflow.

Course Type

This is a fully online asynchronous course. There are no required scheduled class meetings. Course content, assignments, readings, videos, discussions, and project submissions will be delivered through Blackboard.

Students are expected to log in to Blackboard multiple times each week to review course materials, complete assignments, participate in required activities, and monitor announcements and feedback. Regular engagement with the course is essential for success.

You should expect to spend approximately 6-12 hours per week completing coursework, projects, readings, videos, and other assigned activities.

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Learning Outcomes

Upon successful completion of ARTS 2348, the student will be able to:

- **Apply tools and technologies** used in digital media
- **Apply elements of art and principles of design** within digital media contexts
- **Demonstrate creative skill** in aesthetic problem-solving within assigned parameters
- **Employ discipline-specific vocabulary** when evaluating still and time-based media
- **Demonstrate professional practice** consistent with industry or studio standards

Course Objectives

- Use **image-making software and capture tools** to create digital artwork
- Utilize formal **elements and principles of two-dimensional design** (e.g., line, shape, color, texture) in digital art
- Use **terminology** necessary to discuss digital art techniques and place them in historical context
- **Plan and evaluate** creative work by defining problems, analyzing key issues, and assessing project success
- Identify and select **appropriate software** for specific digital art tasks
- Prepare graphic work for **presentation**

Course Requirements

- **Attendance:** In an asynchronous online course, attendance is measured through active participation and completion of coursework. Students are expected to regularly log in to Blackboard, complete assignments by their deadlines, and communicate when necessary.
- **Participation:** Students are expected to actively engage with course materials, including readings, videos, discussions, critiques, exercises, and project assignments.
- If a student becomes continuously unresponsive to coursework and instructor communication, a warning email may be sent. If no response is received within one week, the student may be reported for administrative withdrawal in accordance with college policies.

- **Preparation:** Students are expected to review assigned readings, instructional videos, demonstrations, and other course materials before completing projects and assignments. Taking notes is strongly encouraged.
- Students are responsible for completing all assigned readings, videos, and learning materials, whether or not they are specifically discussed in announcements or feedback.
- **Texts:** There is no required textbook for this course. Readings, tutorials, and videos will be provided by the instructor through Blackboard.

Class Participation

Active participation is an important component of this course and is demonstrated through consistent engagement with course materials, assignment submissions, discussion activities, critiques, and communication.

I understand that illness, personal emergencies, work obligations, and other unforeseen circumstances may occasionally interfere with coursework. If something arises that may affect your ability to complete assignments, please contact me as soon as possible so we can discuss available options. Communication is key. This flexibility does not apply to routine absences from coursework or missed deadlines without communication.

Grading Criteria

- **Participation & Engagement:** Completion of discussions, critiques, module activities, and other required course interactions.
- **Professionalism & Civility:** Students are expected to communicate respectfully and engage constructively with classmates and course content. Digital media often addresses a wide variety of ideas, perspectives, and visual content. Open-minded and respectful engagement is expected at all times.
- Students should complete preparatory work, readings, and videos so they can fully engage with projects and assignments.
- Individual behavior in online discussions and communications contributes to a productive learning environment.
- **Academic Honesty:** Students must submit original work and properly credit any sources, images, audio, video, or other media used in their projects.

- **Warning:** Cheating, plagiarism, or presenting another person's work as your own will result in a zero on the assignment for the first offense. A second offense may result in removal from the course according to college policy.

Overall Grade Components

- Participation & Engagement
- Medium & Topic Exercises
- Projects
- Critiques and Discussions
- **Grading Scale:** 90-100 - "A" Excellent work 80-89 - "B" Above average, good work 70-79 - "C" Average work 60-69 - "D" Below average work 00-59 - "F" Fail

Withdrawal Policy

The last day to withdraw/drop with a grade of "W" is listed on the Academic Calendar² for this school year. It is the student's responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course grades and guidance will be provided throughout the term to help students decide whether they need to drop the class or not. For more information regarding drops/withdrawals, please visit <https://www.southplainscollege.edu/admission-aid/apply/schedulechanges.php>.

Technology Requirements

To be successful in this course, you must have:

- Reliable internet access.
- Regular access to Blackboard and your SPC email account.
- A smartphone or other digital camera capable of taking photos and/or video.
- A computer or tablet capable of viewing course materials, accessing Blackboard, and completing digital media projects.
- Basic computer literacy, including the ability to upload files, organize digital folders, download course materials, and navigate online learning platforms.

²<https://www.southplainscollege.edu/academiccalendar/>

Many projects will require students to capture original photographs, video, audio, or other media using a smartphone or camera device. If access to any of the required technology is a concern, please contact the instructor as early as possible so that alternative solutions can be discussed.

Intellectual Exchange Statement

In this class, the teacher will establish and support an environment that values and nurtures individual and group difference and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting variance in intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

SPC General Course Syllabi Statements³

- Intellectual Exchange Statement⁴
- Disability Statement⁵
- Non-Discrimination Statement⁶
- Title IX Pregnancy and Parenting Accommodations Statement⁷
- CARE (Campus Assessment, Response, and Evaluation) Team Campus⁸
- Campus Concealed Carry Statement⁹
- COVID-19 Statement¹⁰
- Student Identification Verification Pictures¹¹
- Artificial Intelligence Statement¹²

³<https://www.southplainscollege.edu/syllabusstatements/>

⁴<https://www.southplainscollege.edu/syllabusstatements/>

⁵<https://www.southplainscollege.edu/syllabusstatements/>

⁶<https://www.southplainscollege.edu/syllabusstatements/>

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¹¹<https://www.southplainscollege.edu/syllabusstatements/>

¹²<https://www.southplainscollege.edu/syllabusstatements/>

Other Medical and Mental Health Needs

As your instructor, I am committed to working with students with pre-existing medical and mental health needs, as well as new needs that may arise within the semester. I encourage you to reach out to me as early as possible to discuss any adjustments you think may be necessary in this course. Reasonable accommodations may include leveraging the course modules that have been developed in creative ways to maximize your access during times when students need to quarantine due to COVID exposure, or during an absence related to a disability or COVID-19 diagnosis. While I cannot guarantee any specific outcome, I am committed to working with you to explore all the options available in this course.

SPC Mission

South Plains College provides educational opportunities that improve the lives of its students by establishing a foundation for lifelong learning. The College offers high quality courses, programs and services that assist students in clarifying and achieving their educational and career goals in order to become productive and responsible citizens in a global society. South Plains College empowers its faculty and staff to provide a learning environment that is innovative, engaging, compassionate, safe, and supportive of the College vision.

Expanded SPC Vision, Values Statement¹³

Tentative 16-Week Course Coverage

Unit 1: Foundations of Digital Media

Weeks 1-5

Goal: Introduce digital media tools, design principles, and creative problem-solving strategies.

- **Part 1: Getting Started with Digital Media**
 - Course orientation and Blackboard navigation
 - Digital workflow and file management
 - Mobile-friendly digital collage project using Adobe Express

¹³<https://www.southplainscollege.edu/about/mission.php#:~:text=South Plains College provides educational,a foundation for lifelong learning.>

- **Part 2: Elements of Art & Principles of Design**
 - Line, shape, color, value, texture, space, and form
 - Balance, contrast, emphasis, movement, pattern, rhythm, and unity
 - Design exercises and visual analysis
- **Part 3: Design Thinking Fundamentals**
 - EmpathizeDefineIdeate
 - Introduction to user-centered creative problem solving

Unit 2: Digital Media Production & 3D Foundations

Weeks 6-12

Goal: Expand creative skills into motion-based storytelling and introductory 3D design.

- **Part 4: Time-Based Media**
 - Visual storytelling
 - Sequencing and pacing
 - Narrative development
 - Video and motion-based creative projects
- **Studio Lesson: Stop-Motion Animation Basics**
 - Frame-by-frame animation techniques
 - Storyboarding
 - Production workflow
 - Smartphone-based animation creation
- **Part 5: 3D Modeling**
 - Introduction to 3D thinking
 - Objects, forms, and space
 - Basic modeling techniques
 - Workflow from concept to digital model
 - Rendering and presentation fundamentals

Unit 3: Final Project

Weeks 13-16

Final Project: Design Thinking Digital Media Solution

Goal: Apply the complete design thinking process to develop a digital media project addressing a real-world problem, audience need, or creative challenge.

- Research and empathy mapping
- Problem definition
- Ideation and concept development
- Prototyping and production
- Revision and refinement
- Final presentation and reflection

Major Project Areas

- Digital Collage Project
- Design Principles Exercises
- Design Thinking Activities
- Time-Based Media Project
- Stop-Motion Animation Project
- 3D Modeling Project
- Final Design Thinking Digital Media Solution Project

This version feels consistent with your studio-based, project-driven approach and doesn't lock you into a week-by-week software sequence. It also reads well in a syllabus for an asynchronous online section.