

Syllabus

ART 2304 Introduction to Digital Design

Instructor:

Prof. Tore Terrasi

Office Location:

FA 298

Email Address:

toreterr@uta.edu

Office Hours:

Thursday 11-12

or by appointment

Time and Place of Class Meetings:

ART 2304-004 TuTh 8:00 -10:50 AM

Room 411 Fine Art Bldg

Course Objective

In this course you will develop conceptual and visual problem-solving skills and graphic design/digital art theory related to the creative organization of space, representation of information and formal qualities of digital art. You must inquire, question, research, explore, study, and experiment. The philosophy is execution and experimentation. Execute 'good' design and explore and experiment. I will lead through the process for each project, build your digital art vocabulary, technical skills, and aesthetic eye - you only need supply a strong work ethic, a good attitude, and your imaginations.

Overview

Our goal is to create portfolio quality digital expressions, designs, and fine art, with a focus to develop the skills necessary for the professional and artistic studio. There will be a variety of projects and applications explored. The course will cover a wide spectrum of digital art from image creation and manipulation to simple animation and sound covering both pixel and vector based applications. We will start basic. I must assume the majority of students have never used a computer creatively before. If you have, be patient. More advanced techniques will also be covered.

Preparation and Studio

Showing up on time with materials, disks, projects, and a good attitude are mandatory. This course will require a good deal of work OUTSIDE of class time, so plan your time efficiently and use it effectively. The work load is heavy, difficult, and interesting.

We will move quickly and cover a great deal of material. Don't fall behind. This is a wonderful opportunity to build your skills, your mind and your portfolio.

*Imagination will often carry us to worlds
that never were. But without it we go
nowhere.*

— Carl Sagan

Do or do not...There is no try.

— Master Yoda

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Texts

Suggested Text/ Reference books: -

Photoshop
Visual Quickstart Guide (for Mac), OR
Classroom in a Book series for Adobe Photoshop.
PHOTOSHOP USER the magazine.

* **lynda.com - online tutorials (Best Option)**

Illustrator
Same suggestions as above, only for Illustrator

Flash
Same suggestions as above, only for Flash

Preparation and Studio

Showing up on time with materials, disks, projects, sketchbook and whatever else you need to make effective use of the class time, and a good attitude are mandatory. This course will require a good deal of work OUTSIDE of class time, so plan your time efficiently and use it effectively. The work load is heavy, difficult, and interesting. We will cover much material in a short period of time. The class moves very quickly. Be prepared!

Materials

required

at least 1 Flash Drive with at least 2 gigabytes capacity
If you buy 2 or more, buy different colors or label them differently.

optional

external hard drive (Graphic Design and Film/Video majors may want to purchase one)

suggested

digital camera (For all Art majors)
blank CD-R/DVD-R for backing up your work

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Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in My-Mav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center . Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. Contact the Financial Aid Office for more information.

Americans with Disabilities Act: The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the Americans with Disabilities Act (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Academic Integrity: It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. According to the UT System Regents' Rule 50101, §2.2, "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts."

Student Support Services Available: The University of Texas at Arlington has established a variety of programs to help students meet the challenges of college life. Support to students includes advising, counseling, mentoring, tutoring, supplemental instruction, and writing assistance. For a complete list of academic support services, visit the Academic Assistance resource page of the Office of Student Success Programs, www.uta.edu/uac/studentsuccess/academic-assistance. To help students address personal, academic and career concerns, individual counseling is also available. For more information, students are encouraged to contact Counseling Services www.counseling.uta.edu at (817) 272-3671 or visit a counselor in 216 Davis Hall.

Electronic Communication Policy: The University of Texas at Arlington has adopted the University "MavMail" address as the sole official means of communication with students. MavMail is used to remind students of important deadlines, advertise events and activities, and permit the University to conduct official transactions exclusively by electronic means. For example, important information concerning registration, financial aid, payment of bills, and graduation are now sent to students through the MavMail system. All students are assigned a MavMail account. Students are responsible for checking their MavMail regularly. Information about activating and using MavMail is available at <http://www.uta.edu/oit/email/>. There is no additional charge to students for using this account, and it remains active even after they graduate from UT Arlington.

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Evaluation and Expectations

Attendance

We will follow a tight schedule and you should attend all classes.

2 unexcused absence - 1 letter grade drop from final grade

3 unexcused absence - 2 letter grade drop from final grade

4 unexcused absence - failure

Participation

In order to communicate with other artists and non-artists regarding the large and complex issues surrounding the visual arts and design, you will need to develop conceptual and verbal skills. In the class room we can develop these skills by sharing our ideas with each other through discussion and critiques. Sharing your point of view, questions, and knowledge will help everyone in the class to develop more sophisticated ideas about the digital visual arts, and enhance your ability to present those ideas. Therefore, participation in class is an essential part of your grade. Don't be afraid to participate in class. Your opinion is an important part of the studio experience. This course covers a great deal of ever rapidly and changing software and hardware. As such, we **MUST** learn from each other to keep pace. Isolated learning tends to yield poor results when working digitally.

Craftsmanship

Attention to detail and presentation is essential to all digital studio projects given in this class. Each assignment should be well crafted and presented with pride. If the work is not well crafted you will be asked to do it over, or receive a poor grade. Digital craft has technique and quality just as the other arts. Learn and exhibit the best way to produce the work.

Thoughtfulness

When form and content are married there is poetry. Careful attention to the relationship between content and form are an important part of your grade. We are not looking for pretty pictures. We are looking for thoughtful work.

Effort

Final grades are the total of all projects grades, attendance, and participation. Coming to class, and finishing the assignments does not guarantee a good grade - effort does. Cell phones and text messaging devices are not to be used during class time. Please refrain from IM-ing, Facebook-ing, MySpace-ing, etc. or using the computer in a manner not pertinent to this course.

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Grading

Your sketches, class participation, attendance, craftsmanship, project execution, development, thoughtfulness, timeliness, and effort will all factor into your individual project and final semester grade. Only a display of excellence in all the 'Evaluation and Expectations' areas will earn student an 'A'

Final grades will be an average of all of the above - not just grades on individual assignments.

A %100 - 90

B % 89 - 80

C % 79 - 70

D % 69 - 60

Failure 59 or below

Student Learning Outcomes

+The student will be able to identify basic digital design elements and principles.

+The student will demonstrate the ability to critically analyze and discuss digital design and art forms.

+The student will demonstrate the ability to conceive, develop and construct digital design solutions from prescribed conceptual and/or formal guidelines to aesthetically finished pieces.

+The student will be introduced to the basic visual language skills, process, vocabulary and techniques to begin to develop the visual sensitivity necessary for the creation of successful upper level and professional digital design solutions.

Most importantly. HAVE FUN AND
TAKE PRIDE IN WHAT YOU CREATE!