Syllabus
ART 2304 Introduction to Digital Design

Instructor:
    Prof. Tore Terrasi

Office Location:
    FA 298

Email Address:
    toreterrasi@uta.edu

Office Hours:
 Tue & Thur 2 - 3 or by appointment

Time and Place of Class Meetings:
    ART 2304-001   MW   8:00 -10:50 AM
    ART 2304-004   TR   8:00 -10:50 AM

Room 411 Fine Art Bldg

*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

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. Writing, critical thinking, and self reflection are also critical aspects of this course.

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 then advance to more complex techniques.

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.

Studio Projects are given by the studio instructor and executed by students in class or as homework. You are puzzle solvers. The projects are puzzles. You are artists.
The projects are art.

Lectures will occur before or during studio projects and provide students with the important conceptual and historical information necessary for the comprehension and completion of each studio project. Taking notes during lectures are recommended.

Demonstrations are given by the instructor on the uses of tools, techniques, materials needed for successful completion of each studio project. Taking notes during demonstrations are recommended.

Critiques are held with the entire class, small groups or individually to discuss the process and final solution of each studio project. Taking notes during critiques are recommended.

The studio assignments, lectures, demonstrations and critiques will introduce students to a visual vocabulary that will provide the entire class with a common language which is necessary for meaningful and comprehensible class discussions. In addition, conceptual , formal, and mechanical skills learned in Digital Design can be applied to any advanced class within the fine and design arts.

Syllabus
ART 2304
Introduction to Digital Design

Texts
No text is required for this course.

I will cover all technical demonstrations in class.

Suggested Text/ Reference books: -

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

✱   **lynda.com - online tutorials (Best Option - covers all software)**

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 what-
ever else you need to make effective use of the class time, and a good at-
titude are mandatory. This course will require a good deal of work OUT-
SIDE 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.

suggested

blank CD-R/DVD-R for backing up your work

ALWAYS BACK UP YOUR FILES TO MULTIPLE LOCATIONS!!!!!!!!!

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav 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. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/ses/fao).

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 document-ed 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 Disabili-ties at (817) 272-3364.

Academic Integrity:
All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.
I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All stu-dents are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit http://www.uta.edu/sfs.

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previ-ously covered; they may introduce new concepts as appropriate.

**Syllabus
ART 2304
Introduction to Digital Design**

*To discover a new problem is as important
as discovering the solution of an old one.*
— Thomas de Quincey

Evaluation and Expectations

Attendance
We will follow a tight schedule and you should attend all classes.
3 absences - 1 letter grade drop from final grade
4 absences - 2 letter grades drop from final grade
5 absences or more - failure

I DO **NOT** differentiate between excused and non-excused absences.
If you're not in class, you're not in class. There is no need to tell me why
unless it is for an extended period of time.

Tardiness & Leaving Early
Tardiness and leaving early will count as half an absence.
I keep very strict attendance records, be warned.

Expectations for Out-of-Class Study
Beyond the time required to attend each class meeting, students enrolled
in this course should expect to spend at least an additional 9 hours per
week of their own time in course-related activities, including reading re-
quired materials, completing assignments, preparing for exams, etc.

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 discus-
sion and critiques. Sharing your point of view, questions, and knowledge
will help everyone in the class to develop more sophisticated ideas about
the 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 experi-
ence.

Craftsmanship
Attention to detail and presentation is essential to all 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.

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 thought-
ful work.

Effort
Final grades are the total of all projects grades, attendance, and participa-
tion. 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. DO NOT FACEBOOK or SEND OR READ TEXT MESSAGES DURING
CLASS TIME. MP3 players are allowed during studio work sessions and
social networking via internet, phone, iPad, PDA or laptop is not allowed.

Syllabus
ART 2304
Introduction to Digital Design

Grading

Your sketches, class participation, attendance, writings, 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

I do not round up.

Assignment Alterations

Students may propose an alteration to the assignments in order to better serve their semester theme and/ or project concept. Proposals must be approved by faculty prior to critique day. Proposals that are not well thought out or that will not yield better results to the assignment will be rejected. Alterations to assignments that are not proposed and accepted by faculty prior to critique days may not be accepted by faculty or may result in a grade reduction or failure. Alterations may include working in a different size, using different color selections, or some other enhancement.

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.

+The organization, critical thinking and presentation skills necessary for longer termed (semester long) explorations, i.e. themes.

Syllabus
ART 2304
Introduction to Digital Design

Theme Based Semester

Each student will propose a theme to explore throughout the semester and all projects (except for Visual Vocabulary) must relate back to this theme.

All proposed themes must be approved by the professor by the end of the first assignment. Students will critically analyze each assignment with written artist statements. These statements will serve as part of your final thesis. A written and presented miniature thesis will conclude the semester. Each written document will discuss the individual assignments in the context of its connection to the overall semester theme. Consider these perspectives as starting points for your writings:
> - Formal
> - Historical
> - Social
> - Conceptual
> - Personal

Why this 'theme' format?

By allowing students to propose and explore an individual semester theme through the course assignments students become more empowered in regards to their education. They are put in a situation to recognize how the world they live in relates or can be related to through visual stimuli and aesthetic.

This format will allow students the possibility to carry over thematic explorations from one semester to the next as they move from foundation course to foundation course. Potentially students could present themes that carry across media (different art courses) and possibly disciplines (english papers, psychology presentations, business course models, design projects, etc).

Role of Faculty

Faculty role is to keep students on track and on topic. They can serve as an excellent resources for concept development. Faculty will aid students in seeing the larger picture (semester theme) while focusing on the smaller image (individual assignments). Faculty will not write for you, think for you, or do your work. Students must find the connections between the concepts of their themes and the formal/ aesthetic qualities of their artwork. The more work and information you bring to the faculty, the more the faculty will be able to help you facilitate your concepts into a cohesive whole.

Themes

Your themes should be flexible enough for you to explore a wide range of topics within them.
Using the thematic topic found in the format example (Water), the course assignment outline overview may look like this.

Project 1 - Visual Vocabulary (not related to semester theme)

Project 2 - Eliminate the Grid - Water Mindfulness / Water Mindemptiness of Arlington residents

Project 3 - Transformation - a silhouette of a water pump

Project 4 - Photographic Collage - a dramatization of drinking polluted water or eating polluted fish

Project 5 - Color Re-contextualized - using colors from theme related symbols (factories, fish, toxic waste) and re-contextualizing them into different theme related images (Tuna jumping in the open sea)

**Syllabus
ART 2304
Introduction to Digital Design**

All written documents must be formatted as follows:

Typeface family sets (including bold, italics, lights, etc):   Times New Roman, Georgia, Arial, or Helvetica
Type size: 11
Spacing: Single
Color: Black
Alignment: Left
Headings: Bold
Extra 'Return' Gap between paragraphs (no indent)

Heading:
Student name,
Course name and section,
Assignment name
(2 return spaces),
Title in bold (as it relates to your theme)

Each assignment paper should be roughly 300- 500 words.
These assignment papers will later be combined into the bulk of your final thesis paper (roughly 1500-2000 words).

All written materials to be handed in via PDF, Word Doc, and/or printed out (at faculty discretion).

see Individual Assignment Artist Statement format example - set in typeface Georgia

❦   **Format Example for Individual Assignment Artist Statement**

Roberto Baggio
ART 1305 Two-Dimensional Design section 003
Eliminate the Grid

Water Mindfulness / Water Mindemptiness
This work reminds the viewer of the potential benefits of water care and pitfalls of environmental negligence. By using a simple form / counter-form relationship and a nine square grid I have pinned two opposing words against each other, making a simple suggestive phrase. Here 'waste save' reminds the viewer of the full range of water treatment by the everyday person.......

The use of these two contrasting tones mimics some contrasting data. 90% of Arlington residents say they care about conserving water however more than 75% say they water their lawns 5 or more times a week. Etc....

By flowing form and counter-form into one another an ambiguity is created. This ambiguity hints at a value system each of us assigns to water usage. How much water is too much for our lawns? Should we hand or machine wash our dishes? By posing such questions.........

Finally by playfully composing form and counter-form and cleverly cropping my letter-forms I have suggested the shape of an abstracted water droplet. This visual form hammers home the concept of my theme in relation to the two words. So on and so forth........

Syllabus
ART 2304
Introduction to Digital Design

Writing Perspectives

These umbrella structured outlines will help give context to the specific themes of art you create this semester and should be used as an aid when writing about your work. Your theme will likely fall in one of these categories.

1. Formal

Color, Typographic, Line, Counter-form, Pattern, Grid, Ambiguity, Material, Motion, Geometry, etc

2. Historical

Events and Periods

World War I, Baroque, Renaissance, Middle Ages, Prohibition, Civil Rights Movement, Impressionism, etc

People

Theodore Roosevelt, Charlemagne, Beethoven, Leonardo da Vinci, Samuel Beckett, Thomas Edison, etc

Inventions / Breakthroughs

Steam Engines, Film, Antibiotics, Microchip, Virtual Reality, etc

3. Social

Environmental

Plants, Animals, Earth, Pollution, etc

Political

Colonialism, Marxism / Socialism, Embargo, Dictatorships, Democracy, etc

Technological

Advances in, Inventions of, Implications of, etc

Medical

Cancer related topics, Diabetes, Amputation, Brain/ Nerve Damage, Obesity, etc

Social

Gender, Race, Ethnicity, Age, Bullying, Drugs, Texting/Drunk driving,
Role of Fashion/ Clothes, Social Identity, Family, etc

Religious

Catholicism, Middle East turmoil, Buddhism, Priesthood, Spirituality, etc

4. Conceptual

Emotions, Psychological, Dreams, Poetry/ literature, Language, Music, Time, Dance, etc

5. Personal

Perhaps their is a single aspect of your life you care to explore in detail through your art though there is a good chance it may fall under one of the above categories.

You are welcome to explore topics not listed here.

Final Thesis and Presentation

By the end of the semester you would have reflected upon and written about several art/design works in the context of your theme. These statements will serve as the body of your written thesis.

Supplementally to these texts you should include an introductory statement or overview of your thematic exploration. Let's suppose your theme was 'Human Trafficking'. Your audience may not have a full understanding of this topic (what is it), particularly the specifics of YOUR perspective of this topic (as it pertains to the state of Texas). Set the stage with a few well written paragraphs to aid the reader along in understanding the body of your work and the topic at large. You may include some statistics, stories, or quotations to enhance your message.

Additionally you will want to conclude your thesis strongly. Summarize your conclusions, propose new artistic avenues of study within your theme, or reinforce the unity found between all your artwork as a series. Your conclusion need not be long - or even conclusive (we don't expect you to solve the problems of the world in your Foundations courses) - but it should leave the reader with a sense of closure. You may even interject some personal opinion or insight into how the series of work influences you as you now look back upon it.

Lastly you will be asked to briefly present your findings/ body of work to your classmates (6-8 minutes). This is not a run down of the project assignments - your classmates did the same assignments, they already now what the specifications were. It is an opportunity to share how you interpreted them in the context of communicating or exploring your theme. Explain to your audience why your series is important, informative, or aesthetically unique...because it is. Think of this as a brief oral summary of your written thesis.

Written thesis to be handed in via PDF, Word Doc, and/or printed out (at faculty discretion).

Your final thesis will follow the same formatting specifications as the Individual Assignment Artist Statements.

Most importantly

Your work and your words are a reflection of you. What do you stand for? What do you want to say? Why have you chosen to study art/design?

Have fun and take pride in what you create.