Syllabus
ART 2304 Introduction to Digital Design
Spring 2014

Instructor:
  Prof. Tore Terrasi

Office Location:
  FA 298

Email Address:
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Office Hours:
  Tue/ Thur 2-3
  by appointment

Time and Place of Class Meetings:
  ART 2304-004
  Room 368a Fine Art Bldg
  8am - 10:50am

  ART 2304-006
  Room 368a Fine Art Bldg
  11am - 1:50pm

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

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.

Work from this course will be evaluated in CPR reviews.

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.

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All technical demonstrations will be covered in class.

Course Software: additional software may be covered.

Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Garage Band

Texts
No text is required for this course.
Recommended tutorial aids

* lynda.com - online tutorials (Best Option - covers all software)
Visual Quickstart Guide (for Mac), OR
Classroom in a Book series for Adobe Photoshop.
YouTube also has some nice free demos (but not all YouTube demos are
created equal - be warned.)

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 one of the following)
Loosing a flash drive is no excuse for not having your work. BACK IT UP!

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

+ online storage and file transfer service like Dropbox.com

+ email as attachements (for smaller sized files).

+ external hard drives

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

Do or do not...There is no try.
— Master Yoda

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.

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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.

Emergency/Fire Evacuation Procedures
Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located at the central staircase in the FA bldg. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

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.

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Foundation Area Philosophy
The Foundations curriculum is highly structured and intensive, introducing students to principles and theories of studio art and visual thinking. The courses present and develop many concepts and skills used by artists and designers. The foundations curriculum is fundamental in forming sound studio practice where critical thinking is encouraged through the implementation of principles of visual expression, discussion, and writing. Students must complete these courses before moving on to upper level classes. Moreover, all foundation level courses are required for admission into the studio BA and BFA programs.

Foundation Course Goals
1. Problem solving and innovation

2. Critical thinking, interpretation, analysis, and self-reflection within an art practice

3. Instilling the value of research and investigation (historical and contemporary)

4. Exploring and applying principles and elements within an art practice

5. Exploring and applying an understanding of diverse materials, processes and techniques within an art practice

6. Learn skills necessary to articulate and present ideas and concepts related to both the practice and theory of art.

7. Address art and design in an interdisciplinary context.
Foundation Course Student Learning Outcomes
1. The student will be able to identify and artistically manipulate design principles and elements of art/design.

2. The student will be able to develop a variety of skills and procedures necessary to complete individual projects.

3. The students will demonstrate the ability to develop complex and sophisticated ideas through independent research, material / media exploration, and peer feedback.

4. The student will be able to analyze, critique, and discuss works of art in the classroom and in professional practice.

5. The student will be able to address art and design in an interdisciplinary context

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Digital Design Student Learning Outcomes

1. Students will demonstrate the ability to conceive, develop and construct digital media design solutions from both prescribed and self-generated conceptual and/or formal guidelines to aesthetically finished pieces.

2. Students will be introduced to basic visual and technical language and process as they pertain to digital media.

3. Students will begin to develop the visual and conceptual sensitivity necessary for the creation of successful upper level and professional design solutions.

4. Students will begin to develop the organizational, technical, and conceptual skills necessary for artistic exploration across multiple forms of digital media including static, time-based, and multimedia formats.

5. Students will gain confidence in their ability to manipulate and create digitally oriented imagery.

6. Students will be introduced to basic computing skills and digital theory (mechanical reproducibility, ownership and copyright, working collaboratively, bubbling and tracking information, etc.)

7. Students will be philosophically engaged with issues surrounding technologies rate of development and potential future application.

8. Students will develop a sensibility for balancing working within constraints and risk-taking.

9. Students will gain abilities in basic computing skills such as uploading and downloading to and from external storage devices, scanning, using and understanding a variety of file formats, organization of files via folders and naming conventions, and proper legal ways of using and appropriate images and audio from the internet.

10. Students will learn basic pixel based image creation and manipulation such as how to crop, scale, rotate, working with multiple layers, color edit, use a digital brush and pen tools, develop an understanding of resolution and color modes, selecting color, a variety of cropping techniques, a variety of layering and image blending techniques, feathering, and how to adjust colors, and saving and exporting.

11. Students will learn basic vector based image creation and manipulation (and how it differs from pixel based images). The type of tools and skills are similar to the items listed above in outcome #10 but applied to vector based approaches.

12. Students will learn basic audio creation and manipulation including editing, adjusting volume, working with a variety of audio file formats, recording sound, zooming in and out of time for editing purposes, working with multiple channels, selecting/copying/pasting portions of audio clips, saving and exporting.

13. Students will learn basic video editing techniques such as the abilities to combine image and audio, working with a timeline, selecting/copying/pasting portions of video or image clips, understand frames and key-frames and frame rates, working in multiple layers, saving and exporting options, and understanding some basic time-based specific file formats.

14. Students will learn basic animation principles and techniques including storyboarding, creating and importing imagery, working with characters (symbols in Flash), working with a timeline, frame-rates, frames, key-frames, tweening, exporting and saving to appropriate file formats.

15. Students will learn basic terminology for a digitally oriented lexicon. Such terms should include .jpg, .tiff, .mov, .psd/ai/.fla (or other software appropriate file extensions), pixel, vector, frame/framerate/keyframe, zooming, download, copy, etc

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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

Tardiness & Leaving Early
Tardiness and leaving early will count as half an absence.
Strict attendance records are kept.

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 required 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 discussion 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 experience.

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 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.

Use of technology, such as ipads, smart phones, etc is encouraged provided it is related to the course work.

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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.

Digital Design Area Philosophy
This course will serve as an introduction to digital media and is designed to support all design and art students. Students will develop conceptual and visual problem-solving skills while being exposed to art and design techniques, principles and concepts. Through a wide variety of projects and software applications the course will cover a wide spectrum of digital techniques ranging from image creation and manipulation to time-based and multi-media formats. The course will introduce students to the necessary terminology and techniques needed to navigate and communicate in print, screen-based, interactive, and virtual environments. Students will develop an understanding, as they progress through the course, of the ways in which artists and designers may create both a personal point of view and engagement with community or clients through the various choices they make in regards to the approach and aesthetic variety digital media can offer. In addition to technical processes and aesthetic considerations students will learn about time management, file management, file formats, and legal issues including appropriation, copyright, and fair use of images and audio as they pertain to digital media.

Student Name _____   Assignment _____

Assignment Grading Sheet
Your grade for this assignment will be determined by the following criteria and percentages.
1 percentage point toward your final project grade will be added for every point indicated on the below scales.

Sketching Phase (%10)
Did student present a range of diverse and well thought out concepts in sketch (sketchbook or digital) form prior to the start of project construction? Can the student articulate orally the direction they intend to move?

1 2 3 4 5 6 7 8 9 10

Comments:

Technique (%25)
Does the student exhibit a knowledge and successful application (including craftsmanship) of project techniques?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Comments:

Aesthetic (%25)
Does the student exhibit a working knowledge of aesthetic sensibilities as outlined in assignment or discussed in class? Are the typical compositional elements (hierarchy, clarity, visual intrigue, color theme, etc) established where applicable? Do the aesthetic choices work with the pieces conceptual backing?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Comments:

Concept (%25)
Does the art/design work exhibit a unique or thought provoking perspective to the subject matter? Did the student develop and evolve their concept over the duration of the assignment when applicable? Did the artist challenge themselves?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Comments:

Critique (%15)
Did the student present his/her project in a clear, thoughtful, and timely manner and offer constructive feedback to fellow classmates?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Comments:

Total Assignment Score %_____

Student Name _____   Semester _____

Semester Grading Sheet

Assignment Quality Average (determined by individual assignment grade sheets) (%100)
What was the average of all project grades? _____

Attendance and Participation
This criteria is based on absences, tardy and leaving early status as indicated in the course syllabus. It takes into account all personal behavior performance criteria both negatively and positively (such as "no texting during class" or "going above and beyond classroom or project expectations" as mentioned in the course syllabus and is factored in after final project grades are calculated. A student earning an 'A' on all assignment grades may have overall semester grade dropped to a 'B' or lower based on attendance and effort guidelines. Conversely a student whose assignment grades average to a '78 / C' may be bumped up to a 'B' with perfect attendance, strong classroom participation including but not limited to critique presence and helping other students or genuine risk tasking in assignment efforts. See Syllabus for further clarification.

Comments:

Final Grade Score %_____