

ART 2304

Digital Design

Syllabus

Semester: Fall I 2015

Professor: Caleb Dulock

Email: cdulock@uta.edu

Class Location: Rm 411, FAB, 4th floor

Class Website: <https://elearn.uta.edu> (all course materials are kept on blackboard)

Meeting times: Sec 001 M W 8 - 10:50am, Sec 002 M W 11 – 1:50pm, Sec 003 M W 2 – 4:50 pm,

Office: 280 C (2nd floor FAB), 11- 12pm Tuesdays, and by appointment

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 for art majors (Concentration Portfolio Review).

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 still image/graphic creation, to 3D modeling, and video/animation/sound. We will start basic then advance to more complex techniques.

Preparation and Studio

Showing up on time with materials, storage, 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.

This is a software Survey based course. The workload is heavy, difficult, but interesting. We will move very quickly and cover a great deal of material. Don't fall behind. This is a wonderful opportunity to engage with exciting creative technologies, build your skills, your mind and your portfolio.

The studio assignments, lectures, discussions, 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 design arts.

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 ownership in what you create.

Course Software (primary)

Projects will be crafted in each of these applications:

Adobe Photoshop
Adobe Illustrator
Processing
Blender
Adobe After Effects
Audition
Media Encoder

Course Software (secondary)

Work from primary software may use these programs/processes, or others, for additional editing and/or final output for presentation:

Augment (free app)
123D catch (free app)

Recommended Texts

Adobe Classroom in a Book series for Adobe Photoshop, Illustrator, or After Effects, Audition.
Visual Quickstart Guides

Recommended Online Tutorials

Check Blackboard first. I have added many links for your convenience.

lynda.com subscription (Best Option - covers all software with videos, transcription, and project files) monthly Subscription approx. \$36

adobe.tv – great online intro video tutorials from Adobe Pro users.

YouTube also has some interesting tutorials (but not all YouTube tutorials are created equal - be warned.)

Supplies

Project 1:

- + **Required** – Full color 8 x 10 Print of final image mounted on matte board for critique.
- + **Required** - Digital capture device with still camera and video capability (a smart phone/tablet device works fine | for projects 1 and 4).

Project 2:

- + **Required** - some printing at a local print shop and any other supporting material objects (including a minimum sized 11x17 paper poster mounted on a matte board, and additional printed graphics and materials. pricing will vary based on your project concept).
- + Recommended – 'Processing' creative programming language software (free online download) for home computer or laptop.

Project 3:

- + **Required** – Augment free student account (sign up for this early on)
- + Recommended – 'Blender' 3D modeling software (free online download) for home computer or laptop.
- + Recommended – Augment app (Free app for Apple or Android phone/tablet devices)
- + Recommended – 123D catch app (Free app for Apple or Android phone/tablet devices)
- + Optional - money for 3D printing small digital model file at FABLAB (pretty cheap at .05 cents per gram of printed object weight)

Project 4:

- + **Required** - Studio Headphones, or ear buds for mixing audio
- + **Required** – Solid white object(s) for projecting imagery onto (details of object choice will be discussed in-class).
- + **Required** - Digital capture device with still camera, video, and audio capability (a smart phone/tablet device works fine | for projects 1 and 4).

All Projects:

- + **Required** – Sketchbook (your choice)
- + **Required** - 2X USB 3.0 Flash Drives with at least 8 or 16 gigabytes of storage each. (one for primary storage, one for backup).

- + **Required** – Register for a free Online storage/file transfer account with Dropbox.com, or Google Drive. (backup storage point for your work. Must share a file with me to verify that you have an account. Will use throughout semester)
- + Recommended - External portable drives (7200 RPM) with USB 3.0 connections (or thunderbolt if you use the macs in the labs or also own a newer mac). Solid State Drives (SSD) are excellent and reliable, but more expensive for less storage.
- + Recommended - Adobe Creative Cloud student Subscription for up to date Adobe software. Required when working on home computers or personal laptops (check adobe.com Get all the adobe software you need for a discounted student subscription rate). Highly recommend getting this if you continue to work with the software in your major area.
- + Recommended - Tablet with stylus (highly recommended for the digital field. Can be used with your home computer or laptop. Can't install drivers in labs. Wacom has some excellent models with student discount available. Recommend entry level like bamboo)

Losing a portable drive is no excuse for not having your work.

BACK UP FILES DAILY!

BACK UP TO MULTIPLE LOCATIONS/DEVICES!!!!!!!!!!

Grading

Grades for each assignment will be based on how well they meet the assignment objectives and the general grading criteria: Sketching phase, Aesthetics, Concept, and critique. The general average of students that do bare minimum is a 'C'. Only a display of excellence will earn an 'A'

Semester letter grade awarded based on total percentage points earned:

A % 100-90

B % 89-80

C % 79-70

D % 69-60

F % 59-0

Grading Rubric

Breakdown of Project grading percentages:

| | |
|--------------------------|------|
| Pixel Imaging Project | 20% |
| Vector Graphics Project | 25% |
| Digital Modeling Project | 25% |
| Time-based Media Project | 25% |
| Readings/Participation | 5% |
| <hr/> | |
| Total Possible | 100% |

*****NOTE: Late assignments will not be accepted.** Turn in whatever you have completed by the deadline in order to get partial credit.

Attendance

Attendance to all lectures, workdays and critiques is required. It will affect the quality of your work and your grade.

Absences are only excused for participation in University-sanctioned events, the observance of religious holidays, or medical emergencies (must provide a doctor's note). No other absences will be excused. Absence on critique day is an automatic 10% deduction from the project grade, whether excused or un-excused, and may not be made up.

Excused absences are subject to prior notification and documentation that must be presented to the instructor.

- Four un-excused absences will lower your final grade by 10% (1 full letter grade).
- Five un-excused absences will lower your final grade by 20% (2 full letter grades).
- Seven absences or more will result in an automatic failure for the course.

*Most lectures, demonstrations, critiques and assignments will occur at the beginning of class periods and will not be repeated for latecomers. If you are late to class, notify the instructor to ensure a tardy is counted instead of an absence. Leaving early also counts as a tardy, unless you have permission from the instructor. Three tardies will count as one un-excused absence.

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 classroom 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 project grades, attendance, and participation in various discussions or other activities. Just coming to class, and finishing the assignments does not get a good grade - effort does.

Use of technology, such as ipads, smart phones, etc is encouraged provided it is related to the course work. These devices should otherwise be put away during class time unless there is an emergency.

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.

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

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

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://www.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 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.

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 students 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 previously covered; they may introduce new concepts as appropriate.

Make-up Exam Policy:

You are responsible for making up the work missed due to absence, but please keep in mind that late assignments are not accepted. Critique participation is included in the project grade and may not be made up if missed.

Grade Grievance Policy:

My goal is your success in this class. I will do whatever I can to help you learn the material, gain the skills, and understand the assignments. It is your responsibility to keep me informed regarding your progress with the material so that I can help you succeed before assignments are due. The instructor asks that if you have any questions or concerns regarding course content to address the issue with them first. If an understanding cannot be reached between the professor and student it will then be immediately brought to the attention of the administration.

Student Grievance Procedures:

1. Contact faculty member in writing (not e-mail) to set up a meeting. The office staff can help accommodate that communication FAB 335.
2. If after the meeting the problem is not resolved, both faculty and student attend a meeting with the department chair together to resolve the issue.
4. If at that point the problem is not resolved it will be reviewed by the Departments Grievance Committee.
3. All resolutions will adhere to university policies.

*Instructor reserves the right to make changes to the syllabus. Changes will be announced in class.