

ART DIGITAL MEDIA

2304-002

Fall 2017 Mon-Wed 11:00am-1:50pm FAB 411

Instructor: DAVID DIAZ. david.diaz@uta.edu

Office: TBA Hours: Mon 10:00am

BY APPOINTMENT ONLY.

Art Office #: 817.272.2891

Course Description:

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, 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!

We will move quickly and cover a great deal of material. Don't fall behind. This is a wonderful 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 and Demonstrations will occur before and during studio projects and provide students with the important conceptual, technical and historical information necessary for the comprehension and completion of each studio

project. Taking notes during lectures and demonstrations is recommended.

Participation and Collaboration is critical for all our success in this course. These software can perform millions of functions and the hardware and software explored is continuously changing. No single person can keep up with the pace and range of digital technologies. As such we must share our knowledge and help each other. We must help each other figure out technical, aesthetic, and conceptual problems. Think of this course as a team and your classmates as teammates, not opposition.

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 above items 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.

Digital Media 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

Required Textbooks and Other Course Materials:

No text is required for this course, however please utilize these aides.

lynda.com - online tutorials (Best Option - covers all software)
UTA students have free access to Lynda. Log on with your UTA Net ID

YouTube also has some nice free demos (but not all YouTube demos are created equal - be warned.)

Just google software, tools, and terms and wiki, videos, blogs, etc will show up.

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

If you buy 2 or more, buy different colors or label them differently.

+ online storage and file transfer service like Dropbox.com, google drive, etc.

+ email yourself as attachments (for smaller sized files).

+ external hard drives

ALWAYS BACK UP YOUR FILES TO MULTIPLE LOCATIONS!

Assignments:

Project 1 - basic techniques
Digital Collage - Dreamscape
Adobe Photoshop and Basic Computing - pixel based
image creation and manipulation

Project 2
Information Design - Poster
Adobe Illustrator - vector based image creation and
manipulation

Project 3
Visual Definition - Time-based Communication
Adobe Premiere - Animation, and Audio collaboration with
ART 4345

Attendance:

At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator in student success. Each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance.

As the instructor of this section, We will follow a tight schedule and you should attend all classes.
Any absences may force you to miss important technical, conceptual, or aesthetic information. I may not have time to re-teach a lesson to a single person. This is not fair to the other students who also need my assistance. If you are absent I will make every effort to support and assist you in catching up, but I must be courteous to everyone. Additionally missed class periods does not excuse you from meeting the standards of the course. Tardiness and leaving

early will count as half an absence. **Strict attendance records are kept.**

However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

Other Requirements:

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. We must help each other in order to grow.

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 pads, smart phones, etc is encouraged provided it is related to the course work.

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.

Grading:

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 class critiques, etc. Within this course you will be given separate grades for 3 projects which includes homework assignments, final portfolio, and attendance/participation. It is expected that students will perform to the best of their abilities.

Understanding that everyone will not be at the same level of performance, grades will be primarily assigned on an individual basis.

75% Projects (25% each) + 10% Attendance/Participation + 15% final portfolio= 100% - Class Final.

A=100% - 90% Outstanding Performance, this student has completed all assignments on time and has gone above and beyond the assignment requirements. This student has also pushed him or herself formally and conceptually

B=89% - 80% Very Good Performance, this student has completed all assignments on time and has done so in an above average manner, while exploring conceptual ideas

C=79% - 70% Average Performance, this student has completed all assignments and handed them in on time

D=69% - 60% Poor Performance, this student has failed to complete assignments on time and has not completed the minimum requirements for the class

F=59% and below. Unacceptable Performance

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/aao/fao/>).

Disability Accommodations:

UT 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), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. 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 disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished

academic performance or other barriers to learning may seek services and/or accommodations by contacting: The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy:

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.

Title IX Policy:

The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.

Academic Integrity:

Students enrolled all UT Arlington courses 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.

UT Arlington faculty members may employ the Honor Code in their courses by 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. Additional information is available at <https://www.uta.edu/conduct/>.

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>.

Campus Carry:

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

Student Feedback

Survey: At the end of each term, students enrolled in face-to-face and online classes categorized as "lecture," "seminar," or "laboratory" are directed to complete an online 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 via the SFS database is aggregated with that of other students enrolled in the course. Students' anonymity will be protected to the extent that the law allows. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week:

For semester-long courses, 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.

Emergency Exit 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 [insert a description of the nearest exit/emergency exit]. 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 individuals with disabilities.

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 <http://www.uta.edu/universitycollege/resources/index.php>.

University Tutorial & Supplemental Instruction (Ransom Hall 205): UTSI offers a variety of academic support services for undergraduate students, including: 60 minute one-on-one tutoring sessions, Start Strong Freshman tutoring program, and Supplemental Instruction. Office hours are Monday-Friday 8:00am-5:00pm. For more information visit www.uta.edu/utsi or call 817-272-2617.

The IDEAS Center (2nd Floor of Central Library) offers FREE tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. Students can drop in, or check the schedule of available peer tutors at www.uta.edu/IDEAS, or call (817) 272-6593.

The English Writing Center (411 LIBR): The Writing Center offers FREE tutoring in 15-, 30-, 45-, and 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Register and make appointments online at <https://uta.mywconline.com>. Classroom visits, workshops, and specialized services for graduate students and faculty are also available. Please see www.uta.edu/owl for detailed information on all our programs and services.

The Library's 2nd floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library's hours of operation. <http://library.uta.edu/academic-plaza>

Librarian to Contact:

Art: Morgan Chivers. mchivers@uta.edu

Art History: Diane Shepelwich. dianec@uta.edu

Course Schedule:

"As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. –First M. Last."

Emergency Phone Numbers:

In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911. Non-emergency number 817-272-3381

Course Schedule:

Aug 28 Intro & syllabus.

Aug 30 Adobe Photoshop-Tools and Techniques. Work day

Sep 4 Adobe Photoshop-Tools and Techniques. Work day

Sep 6 Adobe Photoshop-Tools and Techniques. Work day

Sep 11 Adobe Photoshop-Tools and Techniques. Work day

Sep 13 Adobe Photoshop-Tools and Techniques. Work day

Sep 18 Adobe Photoshop-Tools and Techniques. Work day

Sep 20 Adobe Photoshop-Tools and Techniques. Work day

Sep 25 Adobe Photoshop-Tools and Techniques. Work day

Sep 27 Adobe Photoshop-Tools and Techniques. Work day

Oct 2 Adobe Photoshop-Tools and Techniques. Work day

Oct 4 Project 1 due

Oct 9 Adobe Illustrator-Tools and Techniques. Work day

Oct 11 Adobe Illustrator-Tools and Techniques. Work day

Oct 16 Adobe Illustrator-Tools and Techniques. Work day

Oct 18 Adobe Illustrator-Tools and Techniques. Work day

Oct 23 Adobe Illustrator-Tools and Techniques. Work day

Oct 25 Adobe Illustrator-Tools and Techniques. Work day

Oct 30 Adobe Illustrator-Tools and Techniques. Work day

Nov 1 Adobe Illustrator-Tools and Techniques. Work day

Nov 6 Adobe Illustrator-Tools and Techniques. Work day

Nov 8 Project 2 due

Nov 13 Adobe Premier Pro-Tools and Techniques. Work day

Nov 15 Adobe Premier Pro-Tools and Techniques. Work day

Nov 20 Adobe Premier Pro-Tools and Techniques. Work day

Nov 22 Adobe Premier Pro-Tools and Techniques. Work day

Nov 27 Adobe Premier Pro-Tools and Techniques. Work day

Nov 29 Adobe Premier Pro-Tools and Techniques. Work day

Dec 4 Adobe Premier Pro-Tools and Techniques. Work day

Dec 6 Project 3 due