

**Syllabus**  
**ART 2304 Digital Media**  
**Spring 2018**

Instructor:  
Prof. Tore Terrasi

Office Location:  
FA 297

Email Address:  
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Office Hours:  
Mon/Wed 2 - 3 or by appointment

Time and Place of Class Meetings:  
ART 2304-002  
Room 411 Fine Art Bldg  
11am - 1:50am  
Mon / Wed

*Our intuition about the future is linear. But the reality of information technology is exponential, and that makes a profound difference. If I take 30 steps linearly, I get to 30. If I take 30 steps exponentially, I get to a billion.*

— Ray Kurzweil

**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 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 softwares 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.

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**All technical demonstrations will be covered in class.**

**Course Software:** additional software may be covered.  
Adobe Creative Suite Products  
Blender 3D

**Texts, Support, and Facilities**

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

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

- \* 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.

- \* FabLab - Found on the first floor of the UTA Central Library. The FabLab is a space for Digital Fabrication including but not limited to 3D Scanning and 3D Printing, Laser Cutters and Digital Routers, Vinyl Cutting, Digital Sewing Machines, etc.,...and they continue to add new tools frequently. This lab is staffed with technicians who are there to help you. Use them. You are responsible to familiarize yourself with the rules, payment methods, and hours of the FabLab. A valid UTA ID card is required to enter the library. Please note this is a space used by all students and faculty from across this university; as such you must allow adequate time to use machines. There is no guarantee machines will be available at your convenience so plan ahead.

**Preparation and Studio**

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

**Materials**

**required** (at least 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!!!!!!!!!!

**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.

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

— Carl Sagan

# Syllabus

## ART 2304

### Digital Media

#### 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](http://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](http://www.uta.edu/disability).

#### Counseling and Psychological Services, (CAPS)

[www.uta.edu/caps/](http://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](http://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](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](mailto: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. 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. (<http://www.uta.edu/police/EvacuationProcedures.pdf>)

#### MavAlert System:

Will send information in case of an emergency to cell phones or email accounts. Anyone can subscribe at <https://mavalert.uta.edu/> or <https://mavalert.uta.edu/register.php>

#### 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](mailto:resources@uta.edu), or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

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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, data, 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 a timeline, frame-rates, frames, key-frames, tweening, exporting and saving to appropriate file formats.
15. Students will learn digital fabrication principles and techniques including laser cutting, vinyl cutting, 3D scanning and printing, etc, exporting and saving to appropriate file formats.
16. 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/key-frame, zooming, download, copy, etc

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**Evaluation and Expectations**

**Attendance**

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 & 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. 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 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 grades. Only a display of excellence in all the 'Evaluation and Expectations' areas will earn student an 'A'.

Faculty will make great efforts to grade in an objective and quantitative manner however Art and Design are subjective and qualitative disciplines by nature and as such make grading an extremely difficult endeavor. Subjectivity DOES factor into grading and can work both in and against your favor.

**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.