Syllabus
ART 2304
Introduction to Digital Design

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Christian deLeon</th>
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<tbody>
<tr>
<td>Office</td>
<td>Fine Art Building 333</td>
</tr>
<tr>
<td>Office Phone</td>
<td>817-272-1469</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:cdeleon@uta.edu">cdeleon@uta.edu</a></td>
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<tr>
<td>Class Location</td>
<td>Fine Arts 411</td>
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<tr>
<td>Class Dates</td>
<td>Jan 19 – May 7, 2009</td>
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<tr>
<td>Class Time:</td>
<td>(001) M-W 2-4:50 pm</td>
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<tr>
<td></td>
<td>(005) M-W 11-1:50 pm</td>
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<tr>
<td>Office Hours</td>
<td>30 mins before/after (FA 411)</td>
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<tr>
<td>Class Blog</td>
<td><a href="http://art2304.wordpress.com/">http://art2304.wordpress.com/</a></td>
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“Man is still the most extraordinary computer of all.”
~John F. Kennedy
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.

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 covering both pixel and vector based applications. We will start basic. I must assume the majority of students have never used a computer creatively before. If you have, be patient. More advanced techniques will also be covered.

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.

Requirements
This course is a continuation of ART 1305 and 1306 with an emphasis on digital and time-based media as applied to design concepts. (Formerly listed as ART1304) Credit will not be granted for both 2304 and 1304.

“Chaos reigns within. Reflect, repent, and reboot. Order shall return.”
~Suzie Wagner
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Student Learning Outcomes
Students will…
1. Learn how to use digital tools to solve visual design problems. Techniques will include digitally generating designs as well as scanning, manipulating, and compositing visual elements.
2. Learn the unique advantages to digital design tools.
3. Learn file management techniques to utilize the best file type and size for different digital applications.
4. Work individually and in groups to develop digital environments ranging from onscreen desktop media to networked web productions.
5. Gain a broader conceptual foundation by examining relevant artistic movements and issues relating to artists working with digital media.
6. The student will be able to identify basic 2-D design elements and principles.
7. The student will demonstrate the ability to critically analyze and discuss 2D design and art forms.
8. The student will demonstrate the ability to conceive, develop and construct 2-D design solutions from prescribed conceptual and/or formal guidelines to aesthetically finished pieces.
9. The student will be introduced to the basic visual language skills, process, vocabulary and begin to develop the visual sensitivity necessary for the creation of successful upper level and professional design solutions.

Required Textbooks
Photoshop
lynda.com - online tutorials (Best Option)

Illustrator
Lynda.com
Same suggestions as above, only for Illustrator

Flash
Lynda.com
Same suggestions as above, only for Flash

“Computers have lots of memory but no imagination.” ~Author Unknown
Materials
Required: at least 1 Flash Drive with at least 2 gigabytes capacity. If you buy 2 or more, buy different colors or label them differently.

Optional: external hard drive (Graphic Design and Film/Video majors may want to purchase one)

Suggested: digital camera (For all Art majors) blank CD-R/DVD-R for backing up your work

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.

Academic Integrity
It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. According to the UT System Regents' Rule 50101, §2.2, “Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.”

“Do or do not, there is no try.”
~ Master Yoda
Student Support Services Available:
The University of Texas at Arlington has established a variety of programs to help students meet the challenges of college life. Support to students includes advising, counseling, mentoring, tutoring, supplemental instruction, and writing assistance. For a complete list of academic support services, visit the Academic Assistance resource page of the Office of Student Success Programs, www.uta.edu/uac/studentsuccess/academic-assistance. To help students address personal, academic and career concerns, individual counseling is also available. For more information, students are encouraged to contact Counseling Services www.counseling.uta.edu at (817) 272-3671 or visit a counselor in 216 Davis Hall.

Electronic Communication Policy
The University of Texas at Arlington has adopted the University “Mav-Mail” address as the sole official means of communication with students. MavMail is used to remind students of important deadlines, advertise events and activities, and permit the University to conduct official transactions exclusively by electronic means. For example, important information concerning registration, financial aid, payment of bills, and graduation are now sent to students through the MavMail system. All students are assigned a MavMail account. Students are responsible for checking their MavMail regularly. Information about activating and using MavMail is available at http://www.uta.edu/oit/email/. There is no additional charge to students for using this account, and it remains active even after they graduate from UT Arlington.

Evaluation and Expectations
Attendance
We will follow a tight schedule and you should attend all classes.
3 unexcused absence - 1 letter grade drop from final grade
4 unexcused absence - 2 letter grade drop from final grade
5 unexcused absence - failure

NB. Most importantly. Have fun and take pride in what you create.
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 digital 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. Cell phones and text messaging devices are not to be used during class time

Grading
Breakdown
Most grades will be graded in the following manner. (Each project will have a total of 100 possible points.)

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>On Time</td>
<td>9</td>
</tr>
<tr>
<td>Participation</td>
<td>10</td>
</tr>
<tr>
<td>Follow Directions</td>
<td>50</td>
</tr>
<tr>
<td>Concept</td>
<td>10</td>
</tr>
<tr>
<td>Craft</td>
<td>10</td>
</tr>
<tr>
<td><em>Extra Effort</em></td>
<td>11</td>
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*Extra effort is putting forth extra thought, work, craft into your projects and certainly not settling for the bare minimum. Questions/comments, documentation, sketches a re
Technology informs the Art and the Art inspires technology.
~ John Lasseter

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helpful in this category. Never settle on one design.

Your sketches, class participation, attendance, 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 %100-94, A- 93-90
B+ % 89-87, B 86-83, B- 82-80
C+ % 79-77, C 76-73, C- 72-70
D+ %69-77, D 66-63, D- 62-60
Failure 59 or below

Spring 2010 Calendar

Spring semester will consist of the following:
6 Projects
20 Class Exercises
4 Online Lynda Lessons

**ALWAYS CHECK THE CLASS BLOG FOR CURRENT UPDATES. IF YOU MISS CLASS, IT IS YOUR RESPONSIBILITY TO CATCH UP ON WHAT WAS MISSED, SO MAKE FRIENDS IN THE CLASS.**

Week 1:
• Introduction to class
• Setting up Wordpress Blog
• Basic Photoshop and digital tools, paint brush, layers, saving, etc
• Self portrait - in class, review tools

Week 2:
• Look at portraits, intro to Edit tools, advance blending modes, cropping techniques, clone stamp and image correction exercise. Introduce Biographical Portrait
• Work Day, scanning, proper internet usage and research

Week 3:
• Filters exercise in class, work day
• Critique Biographical Portrait, introduce Texture Swap

Week 4:
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• Work Day
• Critique Texture Swap, Introduce Mad Scientist and sound software

Week 5:
• Work Day Audio
• Critique Mad Scientist, Introduce Illustrator assignment

Week 6:
• Illustrator tools, Live Trace, outlines, pen tools, etc
• Work Day

Week 7:
• Work Day
• Critique Illustrator Project

Week 8:
• Introduce Video Software, Camera, files, editing, exporting and Video Assignment
• Storyboard Critique, Work day with time remaining

Week 9:
• Work Day, Green screening, transitions
• Work Day Video Project

Week 10:
• Final Work Day on Video Project
• Critique on Video Assignment

Week 11:
• Introduce Flash Animation, show Flash animation examples, storyboarding
• Intro to Flash tools, work day for tools, imbedded Movie Clips and storyboard

Week 12:
• Critique Storyboards - work day - review tools
• Introduce Masking, Motion Paths, inserting audio

Week 13:
• Much needed Work Day
• In progress Critique

Week 14:
• Work Day Sound, Individual Critique
• Work Day

“So when a good idea comes, you know, part of my job is to move it around, just see what different people think, get people talking about it, argue with people about it, get ideas moving among that group of 100 people, get different people together to explore different aspects of it quietly, and, you know – just explore things.”
~ Steve Jobs
Week 15:
• Work Day
• Animation Critiques, Semester Rev

*The instructor reserves the right to change the schedule at any time.

Class Exercises
In addition to the Projects, there will be a number of short Class Exercises for you to accomplish. These, once completed will be posted to your blog. Each Class Exercise will be worth 10pts.

Blog Posting
Update your blog as often as you can. Try and keep your jpg. images small (800x600) at 72 ppi. Once your projects or exercises are finished, post your final image. The class will critique your posted images, so update imagery and process before critique day.

“Don’t be the worst kind of designer--. The designer that accepts everything as ok.”