Course Syllabus for Spring Semester, 2016

261.001 Digital Media I
Spring 2016, Jan 19 - May 12
Tuesday, Thursday 11:00 am 1:40 pm
Room: Art 131 (Digital media lab)

Carlton Herbert, Instructor
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Office Hours: Tuesdays and Thursdays 2:00-5:00 RM 123F

Course Description
Digital techniques for the Fine Arts and an introduction to the Macintosh platform. Bitmap and Vector skills applicable to 2D, 3D and design are explored in depth through the use of Adobe Photoshop and Illustrator.
3 semester hours, 6 hours studio, 3 hours independent study per week.
Prerequisite: ART 100, 110 or approval of instructor.

Materials List
1 USB Flash Drive or External Hard Drive, 4GB minimum.
*All additional equipment will be available to use and check out, and is your responsibility while in your care.
Personal headphones, cameras, or other devices are welcome but not required.

Calendar (subject to change)

T Jan 19  Review Syllabus, PROJECT 1: Scanner Collage; calculating resolution
Th Jan 21  Materials due: collected found objects. Importing images into photoshop; cutting, pasting, working with layers
T Jan 26  Printing in photoshop
Th Jan 28  Work day
T Feb 2  PROJECT 1 DUE, critique
Th Feb 4  PROJECT 2: Digital Dream Illustration, using Wacom Tablets
T Feb 9  Painting in photoshop: brush tools, blending modes
Th Feb 11  Work Day
Calendar (continued)

T Feb 16 PROJECT 2 DUE, critique
Th Feb 18 PROJECT 3: Vector drawing in Illustrator: using the pen tool
T Feb 23 pencil on paper sketches due for scanning and tracing in Illustrator
Th Feb 25 Closing gaps, using live paint and gradient fill
T Mar 1 Exporting vectors to Photoshop, finishing effects
Th Mar 3 Printing
T Mar 8 Work Day
Th Mar 10 PROJECT 3 DUE Midterm Critique
T Mar 15 SPRING BREAK
Th Mar 17 SPRING BREAK
T Mar 21 Movie, digital media application
Th Mar 24 EASTER BREAK
T Mar 29 PROJECT 4: Short Animation using Photoshop
Th Mar 31 Stop animation techniques, batch editing in Photoshop
T Apr 5 Finalizing and exporting photoshop animation for internet use
Th Apr 7 Work Day
T Apr 12 Work Day
Th Apr 14 PROJECT 4 DUE
T Apr 19 PROJECT 5: Video with Audio, using digital SLRs and audio recorders
Th Apr 21 Intro to Premiere Pro, importing and editing files
T Apr 26 Editing effects in Premiere Pro
Th Apr 28 Raw Footage due for grade
T May 3 Work Day
Th May 5 Work Day
T May 10 FINAL EXAM 10:30-12:30pm PROJECT 5 DUE
Policies and Procedures

Program Learning Outcomes—STUDIO ART PLOs
Undergraduate students will:
Demonstrate proficiency in studio foundation skills as they relate to the elements and principles of design.
Exhibit a high level of proficiency in the use of materials, techniques and media.
Demonstrate understanding of contemporary art issues through exploration of synthesis of content, problem solving and creativity.
Define and state knowledge of Art Historical precedents.

Student Learning Outcomes SLO’s
Students enrolled in Beginning Digital Media should be able to demonstrate acquisition of the following skills and comprehension (as assessed through performance evaluation of in-class projects and exams):

Proficiency in Adobe Photoshop version CS4.
Familiarity with other Adobe software programs (such as Illustrator)
Familiarity with Apple computers and Mac Operating System
Ability to approach artistic ideas and incorporate them into digital media.
How to capture visual data using digital scanners and cameras provided
How to print high quality images using the Epson printers provided
The ability to solve both technical and conceptual problems

Class Time: A typical class day will consist of lecture, demonstration, and lab time, in that order. As noted below, there will be a series of reviews held throughout the semester, wherein students will be required to display their work for the purpose of gaining valuable group feedback. It is expected that students will need to spend up to six hours outside of class working on their projects. Supervised lab hours will be offered outside of class time, and will be posted in the digital lab.

Grading and Attendance: Formal evaluation of coursework will proceed as follows: Grades will be assigned on a scale of 0-4, 0 being low and 4 being high. Each project will be compared to the grading rubric (see below). In addition, there will be a number of formal critiques held throughout the semester. Participation in critiques will be noted and weighed against grades. Since this class is based largely on studio experience, attendance is mandatory. I expect students to arrive to class on time, every time, just as I expect for myself. Students who miss class will fall behind and the ultimate result will show in poorly executed work. I reserve the right to decide whether or not I will repeat lectures and or demonstrations for students who missed them by not coming to class. At the end of the semester, all project/exam/written assignment grades will be averaged to determine the final grade. Four absences equals class failure.

Below is the grading scale:

• 3.5 - 4  A
• 3 – 3.4  B
• 2 – 2.9  C
• 1 – 1.9  D
• 0 - .9  F

As the instructor, I will keep a record of attendance, noting the arrival and departure times of each student. In order to avoid factual error and to be able to verify my own record, students will also be required to sign in and out on a designated sign-in sheet each day. Students who neglect to sign in and out, for whatever reason, may be counted absent, tardy, or as having left early.
Grading Rubric:
An assignment receiving a grade of "A" (a numerical grade of 4) represents the best possible example of that assignment. The work is excellent. There are no technical problems. The parameters of the assignment, such as they are, have been met with exactness. Content is both creative and ambitious and goes well beyond simple imitation of the demonstration. The work exhibits a sound understanding on the part of the student.
An assignment receiving a grade of "B" (a numerical grade of 3) represents work that is good, but could be better. The work has some technical errors, but overall is satisfactory and above average. Possibly not all of the parameters of the assignment have been fulfilled, but most have. The content is thought out to a certain point, but it is slightly evident that further inquiry could have been used on the part of the student.
An assignment receiving a grade of "C" (a numerical grade of 2) represents work that is average. The work has several errors, both technical and conceptual. The work betrays a general lack of understanding on the part of the student. Not all parameters have been met. The assignment lacks creativity beyond the demonstration of the assignment.
An assignment receiving a grade of "D" (a numerical grade of 1) represents work that is below average and that is in need of reconsideration. There are many glaring errors in both technique and conceptual rigor. The work doesn’t satisfy the parameters of the assignment, but should be given some credit based on a low level of effort. The work displays that the student does not grasp the assigned content very well at all.
An assignment receiving a grade of “F” (a numerical grade of 0) represents the type of work that can in no way be accepted for credit. The parameters of the assignment are not met. The technical errors are gratuitous. The portrayed attitude is one of “blowing off.” The work should be redone.

Late Work: As the instructor, I reserve the right to accept or reject late work (work that is turned in past the published due date) at my own discretion without explanation to the student turning in late work. Late work may be given full, partial or no credit. This includes work that has been revised and re-submitted. It is in the students’ best interest to turn in quality work on time.

Acceptable Student Behavior: Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

Music Policy: I allow students the privilege of listening to music on a personal listening device such as an ipod provided that the volume isn’t high enough for anyone else in the room to hear. However, I strongly recommend that everyone studying art in a community setting such as this learn how to do so without the obstruction provided by ear buds playing music. Much of the learning during class happens as a result of social exchange of ideas during the work period. I may make no special effort to communicate to students who cannot hear me due to the use of ear buds.
**Academic Dishonesty**: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. For more information visit [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)

**Students with disabilities**: No qualified student with a disability shall, on the basis of disability, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under any postsecondary education program or activity ... [Federal Rehabilitation Act of 1973, Section 504, 84.43] and

An institution shall make such modifications to its academic requirements as are necessary to ensure that such requirements do not discriminate or have the effect of discrimination on the basis of handicap, against a qualified handicapped applicant or student ... for more information visit [http://www.sfasu.edu/policies/academic_accom_stu_disab.asp](http://www.sfasu.edu/policies/academic_accom_stu_disab.asp)

Pregnancy Clause: If you are pregnant or should become pregnant while taking this course, or have a medical condition that could increase your sensitivity to chemical exposure, it is important for you to take all precautions concerning your own personal safety. While reasonable measures have been taken to insure your safety, there is a risk in this class of exposure to materials that could prove harmful to persons at risk. Please contact the professor should you have questions or concerns. Students who need accommodations for certified disabilities should work through the Office of Disability Services and then your professor.

**Withheld Grades Semester Grades Policy (A-54)**:

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Course Evaluations**: Near the conclusion of each semester, students in the School of Art electronically evaluate courses taken within the COFA. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COFA faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical! In the School of Art, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.