

# ART 224 – Introduction to Digital Art I

Section 002, May 2018, August 22nd – December 7th

Monday and Wednesday 9:00 am – 11:45 am , 3.00 Credit Hours

Combined Lecture/Lab Schedule

Prerequisite: Art 110 or Art 130

Prof. Nic Tisdale, ntisdale@ua.edu

Office Hours: Mon & Wed: 12 pm – 2:45 pm , Fri: By Appointment

Course Website: nictisdale.com

## Course Overview:

Introductory level design course that focuses on the principles of two dimensional design and composition. Through critical research, students garner an insight to what specifically intrigues them about digital art. Through detailed tutorials and demonstrations, students will learn the tools of Photoshop, Illustrator and Premiere Pro in a precise manner. Students will gain an understanding of image manipulation, layout, color and composition.

## Course Objectives:

In this class students will learn the concepts and theory surrounding digital imaging, animation and design as it applies to 2-dimensional and time based graphics. We will learn how Adobe Creative Suite software ( Photoshop, Illustrator and Premiere Pro ) can be used to create dynamic visual works. Students will develop visual skills through the creation of various digital projects. Through class discussion and lectures students will study artists working within digital media and new genres. Students will:

- become familiar with a broad artistic vocabulary and learn how to utilize it in critique. Students evaluate work by contemporary artists and defend their response.
- create studies in preparation for a larger work.
- offer critical feedback to each other both within small private groups as well as nal critique. Students research a wide variety of contemporary digital artwork and artists.

## Technical Standards:

In order to be successful in this course, students must meet the following criteria:

- Be able to work on a single task for long durations and independently
- Train the body to be in safe but somewhat uncomfortable drawing positions (standing, walking, and sitting for extended periods of time, as dictated by the assignment and professor)
- Maintain studio ethics in a classroom setting
- Be able to communicate and collaborate in a group setting
- Be able to work individually and independently (with sometimes minimal instruction)

Recommended Course  
Materials, Textbooks, and  
Supplies:

**Textbook:**

There is no formal textbook for the course so most of the information will come from lectures and in class demonstrations.

**Materials and Supplies:**

Minimum 16GB external hard drive or thumb-drive to backup your work!  
Do not rely on backing up on the cloud.

1" Three ring binder with clear sheet protectors.

Large epson paper for printing projects.

Attendance Policy:

Attendance is mandatory. Attendance is taken at the beginning of each class. If you are absent from class, you are responsible for any material that was covered or assignments that are due.

You have 3 available unexcused absences.

Your final grade will be reduced by one letter grade for each and every unexcused absence after the third absence.

3 late arrivals or early departures from class will count as 1 unexcused absence.

Course Requirements,  
Projects, and Assignments:

**Major Assignments:**

Project 1: Point, Line, Plane ( Due 9/17 )

Overall composition: 50%  
Methods and Phases: 20%  
Preparatory Work: 15%  
Organization, Craft, and Quality : 15%

Project 2: Infinite GIF Animation ( Due 10/10 )

Overall composition: 30%  
Preparatory Work: 20%  
Photoshop Techniques: 25%  
Organization, Craft, and Quality : 25%

Project 3: Vector Drawing ( Due 11/05 )

Overall composition: 30%  
Preparatory Work: 20%  
Photoshop and Illustrator Techniques: 25%  
Organization, Craft, and Quality : 25%

Project 4: Video Remix ( Due 12/10 )

Overall composition: 30%  
Preparatory Work: 15%  
Project Technical Specs: 20%  
Premiere Pro Techniques: 20%  
Organization, Craft, and Quality: 15%

**Minor Assignments:**

Assignments include in class work such as responses / prompts and out of class work such as bookwork and readings. Total points will contribute

evenly towards assignment grade. Assignment grade is worth 30% of your total grade.

**Archive:**

Weekly updates to a WordPress blog about prompted content in New Media and contemporary art fields. Each archive will be worth 10pts. The cumulative value will be worth 10% of your total grade.

General Outline of Topics and Course Calendar:

**Outline of Topics:**

Adobe Suite CC - Photoshop, Illustrator and Premiere Pro, Digital Art Literacy and Theory, Methods of Ideation and Idea Evolution, Historical and Contemporary Artists, Art Movements and Contemporary Trends

Course Calendar:

August 22	Classes Begin Class: First Day of Class, Introduce Project 1
27	Demo, Lecture, Studio Work
29	Demo, Studio Work
September 03	Labor Day, Classes Dismissed
05	Demo, Studio Work
10	Studio Work
12	Studio Work
17	Critique Project 1 and Introduce Project 2
19	Demo, Lecture, Studio Work
24	Studio Work
26	Studio Work
October 01	In-progress Critique, Studio Work
03	Studio Work
08	Studio Work
10	Critique Project 2 and Introduce Project 3
15	Demo, Studio work
17	Studio Work
22	Studio Work
24	Studio Work

October 29	Studio Work
31	Studio Work
November 05	Critique Project 3 and Introduce Project 4
07	Demo, Lecture, Studio Work
12	Studio Work
14	Demo, Studio Work
19	Studio Work
21–23	Thanksgiving, Classes Dismissed
26	Studio Work
28	Studio Work
December 03	Studio work
05	Project 4 Process Book Due
Final Exam	
December 10	Monday, 8 am – 10:30 am

Evaluation/Grading:

**Grade Calculation**( Total Points of Category x % of Final Grade ):

- Weekly Archive –  
10% of final grade
- Completion of Prompts/Responses/In-Class assignments –  
40% of final grade
- Completion and evaluation/critique of Project 1-  
12.5% of final grade
- Completion and evaluation/critique of Project 2-  
12.5% of final grade
- Completion and evaluation/critique of Project 3-  
12.5% of final grade
- Completion and evaluation/critique of Project 4-  
12.5% of final grade

**Grade Evaluation Standards:**

**A** — Demonstrates superior scholarship, Exceeds expectations (goes above and beyond) throughout entire duration of assignment/course. Demonstrates mastery over techniques and concepts. Takes ownership over own learning (takes risks, is

self motivated, seeks a challenge). Utilizes and interprets elements/principles of design and appropriate craft with proficiency. Is an active participant and contributor to the learning environment during all aspects of the assignment/course

**B** — Demonstrates quality scholarship. Meets most requirements, occasionally loses focus throughout the duration of the assignment/course. Demonstrates comprehension of techniques and concepts, but lacks full understanding. Mostly self driven, occasionally lacks motivation, takes minor risks, creativity still developing. Understands how elements/principles of design and appropriate craft communicate on a basic level. Is an active participant and contributor to the learning environment mostly, occasionally does not fully participate

**C** — Demonstrates satisfactory scholarship. Meets some but not all requirements of the assignment, often loses focus during the assignment/course. Recognizes many techniques and concepts, but comprehension is still developing. Does not take risks, completes the minimum necessary to succeed. Rudimentary understanding of elements/principles of design and appropriate craft. Participates and contributes some to the learning environment but often is silent and/or disruptive

**D** — Demonstrates unsatisfactory scholarship, Fails to meet most requirements, is often distracted and unfocused. Does not comprehend most techniques and concepts. Lacks full understanding of how to use and interpret elements/principles of design and appropriate craft. Is mostly detached from or disruptive to the learning environment, occasionally will participate

**F** — Demonstrates poor scholarship. Fails to meet requirements, effort is minimal. Fails to demonstrate adequate understanding of techniques and concepts. Lacks motivation, engagement, and is apathetic. Demonstrates little to no understanding of elements/principles of design and appropriate craft. Is detached from, disruptive to the learning environment, does not contribute

#### Course Policies:

##### **Deadlines:**

Projects and assignments turned in late will be reduced by one letter grade or 10% for each day it is late.

##### **Critiques:**

Failure to attend the critique at the end of a project will result in a 25% reduction of your grade for the project

##### **Communication:**

I am on campus on Monday, Tuesday, Wednesday, and Thursday. Email is the best form of communication when I am not on campus. I will convey most information to you in person, but keep in mind that you may receive updates, or schedule changes via the web.

Professional Etiquette and Studio Materials:

No extra credit or bonus work will be given or accepted during the duration of this course.

**General Classroom Etiquette:**

During the semester, each student will be expected to participate in the class studio process. This means regular attendance and sharing in the responsibility of the general upkeep of the design studio. Students will always clean up after themselves. Process books, assignments, exams, papers, and any designated projects are expected to be complete for due dates without exception. You are will be working in a shared media lab. Observe the following guidelines during and outside of class.

**Professional Etiquette:**

- No food or drinks in the lab
- Keep all electronics and mobile devices away during class time. Laptops are acceptable for classwork use only.
- Keep your mobile devices silent during class time.
- If you must take a phone call, excuse yourself from the room
- No social media or distracting communication during class time.
- Use all shared materials in a respectful and appropriate manner. Do not hit or abuse any technology in the labs.
- Clean up after yourself and any area where you worked at.
- Communicate verbally, non-verbally, and via email in a professional and respectful manner.
- If you prefer to be called by a specific name or pronoun, please let me know.
- Bring all course materials to class everyday. Arriving to class without the appropriate materials will result in a loss of participation. Arriving to class on time, and then going to gather supplies will also result in loss of participation.

**Classroom Participation Guidelines:**

- Students are required to make positive contributions to the learning environment in the following ways.
- Active listening involves listening with all senses, gives full attention to the speaker, it is important that the 'active listener' is also 'seen' to be listening.
- Provide verbal feedback that is constructive, relevant, and inquisitive.
- Appropriate body language – eye contact, positive posture, alert, stays within physical proximity of the group.
- Respect the opportunity for others to speak, challenge ideas with the aim to open doors.
- Classroom time is about collaboration and exchange, be open to the insights of others, and keep your ears open to conversations developing around you.

**Adobe Suite:**

The Digital Lab 211 is running at Adobe Creative Cloud version 2017.0.1

Release. This will not be updated over the course of the semester. For the lab and your personal computer to continually correspond with each other, do not update your version of Adobe past this release for the course of the semester.

Statement of Inclusivity:	<p>This classroom is a safe and inclusive space that celebrates the diversity of all identities. Discriminatory actions or language based on the actual or perceived: race, ethnicity, sex, gender, gender identity, sexual orientation, religion, national origin, physical or mental disability, age, family background, or social class will not be tolerated under any circumstances.</p> <p>Students who fail to adhere to this policy will leave the classroom immediately. At the discretion of the instructor they will receive an absence for the day. Their offense will be reported to the University and officially documented.</p> <p>Course topics may deal with sensitive subjects and cultural issues, students are expected to speak with awareness and respect for all.</p>
Notification of Changes:	<p>The instructor will make every effort to follow the guidelines of this syllabus as listed; however, the instructor reserves the right to amend this document as the need arises. In such instances, the instructor will notify students in class and/or via email and will endeavor to provide reasonable time for students to adjust to any changes.</p>
Health and Safety:	<p>Students must use all equipment in a safe manner. Read all material labels carefully and follow directions. The Instructor reserves the right to suspend any student from using a material or piece of equipment if the student uses materials or equipment in an unsafe manner.</p>
Statement on Academic Misconduct:	<p>Students are expected to be familiar with and adhere to the official Code of Academic Conduct (<a href="http://catalog.ua.edu/undergraduate/about/academic-regulations/student-expectations/code-academic-conduct/">http://catalog.ua.edu/undergraduate/about/academic-regulations/student-expectations/code-academic-conduct/</a>) provided in the Online Catalog.</p>
Statement on Disability Accommodations:	<p>Contact the Office of Disability Services (ODS) (<a href="http://catalog.ua.edu/undergraduate/about/support-programs/disability-services/">http://catalog.ua.edu/undergraduate/about/support-programs/disability-services/</a>) as detailed in the Online Catalog.</p>
Severe Weather Protocol:	<p>Please see the latest Severe Weather Guidelines (<a href="http://catalog.ua.edu/undergraduate/about/support-programs/severe-weather-guidelines/">http://catalog.ua.edu/undergraduate/about/support-programs/severe-weather-guidelines/</a>) in the Online Catalog.</p>
Pregnant Student Accommodations:	<p>Title IX protects against discrimination related to pregnancy or parental status. If you are pregnant and will need accommodations for this class, please review the University's FAQs on the UAct website (<a href="https://www.ua.edu/campuslife/uact/information/pregnancy">https://www.ua.edu/campuslife/uact/information/pregnancy</a>) .</p>

Religious Observances:

Under the Guidelines for Religious Holiday Observances, students should notify the instructor in writing or via email during the first two weeks of the semester of their intention to be absent from class for religious observance. The instructor will work to provide reasonable opportunity to complete academic responsibilities as long as that does not interfere with the academic integrity of the course. See full guidelines at Religious Holiday Observances Guidelines

([http://provost.ua.edu/uploads/3/9/7/6/39760652/oa\\_guidelines\\_for\\_religious\\_holiday\\_observance.pdf](http://provost.ua.edu/uploads/3/9/7/6/39760652/oa_guidelines_for_religious_holiday_observance.pdf)).

UAct Statement:

The UAct website (<https://www.ua.edu/campuslife/uact/>) provides an overview of The University's expectations regarding respect and civility.