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### MART 111A.50: Integrated Digital Art

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## **School of Media Arts**

### **MART 111A INTEGRATED DIGITAL ART / FALL 2014 SYLLABUS**

Professor Talena Sanders

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Graduate Assistants: Jessica Ament and Sarah Gullickson

#### **OVERVIEW**

Media Arts 111A | Integrated Digital Art provides an introduction to the arts of digital still image and motion design. The course also provides a basic introduction to sound design and the principles of digital audio.

#### **Outcomes**

The challenge of the media arts student is to integrate the capabilities of digital computation with aesthetic expression. The technological landscape in digital art continues to change dramatically so it is critical that the student artist learns adaptability and self-reliance. With this in mind, this course has been designed to help each student gain a cohesive understanding of the multiple facets of digital still image design and motion design, while also providing an introduction to two industry-standard software programs. We will also explore the numerous digital resources available on the Internet and integrate those resources into the course. At the conclusion of this course students should be able to:

- Understand the basics of additive synthesis and color modes
- Understand the basics of bitmap and vector based images
- Understand and integrate the basic work areas of Photoshop
- Create a variety of project templates
- Apply the techniques of collage, photo manipulation, and graphic elements
- Understand the basic concept of key-framing and how key frames are utilized in digital motion design and animation
- Understand the concept of resolution as it pertains to video and how it differs from still image resolution
- Understand the fundamentals of tempo and timing and how they affect viewers' involvement with the work
- Understand how effective sound design can enhance a motion

design piece, and the differences between designing motion for audio or designing audio for motion

- Apply the fundamentals of motion design creatively with imagery and audio provided by the instructor
- Apply the fundamentals of motion design by creating a project utilizing imagery and audio appropriated or created by the student
- Answer their own software related technical questions utilizing online searches, electronic documentation, and creative software help/discussion boards

## **REQUIRED MATERIAL**

Photoshop (any CS version or the Creative Cloud)

## **VIDEOS**

There are accompanying videos throughout the course that introduce various concepts and techniques and tutorials that cover material relevant to each project.

## **EXERCISES**

The first two sections will include sample exercises for each project that the student may download. This allows the student to get an up close look at the process and tools included in that particular project. These are optional and are not specifically counted towards the grade.

## **PROJECTS**

Refer to Course Calendar for due dates

There will be 14 projects during the session:

### **SECTION 1: STILL IMAGE DESIGN**

Project #1: Still Image overview

Project #2: Line Drawing

Project #3: Color Palettes

Project #4: Compositing

Project #5: GIF Animation

### **SECTION 2: MOTION DESIGN**

Project #6: Shapes and Sounds

Project #7: Parenting

Project #8: Mimicking

Project #9: Intro to 3D  
Project #10: Sketches

### SECTION 3: FINAL PROJECT

Project #11: Story / Style Boards  
Project #12: First Rough Cut  
Project #13: Final Rough Cut  
Project #14: Final Project

For all projects the student will find the conceptual entry point and be responsible for acquiring all source material. Once completed, Upload via the Upload Area in Moodle.

### **GRADING**

Projects: Grades will be based primarily on the student's ability to integrate the digital capabilities with their aesthetic sensibility. This will take into account visual expression areas such as use of color, composition, and balance as well as personal expression areas such as semiotics and abstraction. Points will be given for proper and punctual delivery of the files, and project organization.

There will be a total of 100 points for the session and the following formula will be used:

Projects 1 through 13 = 7 Points each | 91 total

Breakdown: Concept: 2 | Actualization (applied principles and techniques effectively): 2 | Production (followed project directions, organized layers): 2 | On time: 1

Final Project: 9 points

Breakdown: Effectively apply all of the artistic principles and production techniques to the work

Points will translate into the following letter grade:

A 95-100

A- 90-94

B+ 86-89

B 83-85

B- 80-82

C+ 76-79

C 73-75  
C- 70-72  
D 60-69  
F 0-59

## **ACADEMIC MISCONDUCT AND STUDENT CONDUCT CODE**

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available online at  
[http://life.umt.ed/vpsa/student\\_conduct.php](http://life.umt.ed/vpsa/student_conduct.php)