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1-2014

MART 111A.01M: Integrated Digital Art

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2014 Spring

MART_111
Section: 01
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Course Overview

Media Arts 111A, Integrated Digital Art provides an introduction to the arts of digital still image and motion design. The course also provides an 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 conclu
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 keyframes 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

The Digital Classroom
Working in a digital environment comes with its own rewards and challenges. The department does its best to keep our computers and software current, so if/while you are working in the computer lab please remember the following:

Lab Etiquette
• Follow all posted lab rules.
• Computers are only meant for MAR111 coursework. **Please do not use lab computers to check your email, Facebook, or Twitter accounts.**
• Students are welcome to bring in their own input devices like Wacom Tablets. See the instructor for help installing any necessary drivers.
• Notify your instructor (or someone in the Media Arts office) of any technical issues with your computer or its software.
• Please bring headphones to work with audio and/or listen to music so as not to distract others.

Attendance

You are allotted 2 UNEXCUSED absences per semester. **Each additional unexcused absence will result in a half a letter grade (five points) off of your final grade.** Meaning if you get an A- in the class and miss 3 classes your grade is now a B+.

Required/Recommended Items
Software: This class is designed to use Adobe Photoshop and Adobe After Effects. These programs are available for purchase through the UMT Bookstore or a cloud version is available at Adobe.com. There are also a variety of computer labs on campus which have computers with the software loaded (be forewarned that all these computers are Macs....) You are NOT required to purchase the software as we provide it in our 24 hour access computer labs on campus.

<u>Headphones</u>: Please bring headphones (earbuds, etc) to every class.

<u>USB / Hard Drive</u>: You have a few external storage options for this class and you will need to pick one of them as your primary place to save your work. Every student has access to 7GB of free cloud storage with your student email on skydrive. Another option is a usb thumb drive (they start around $10 or so). Your third and final option is to have an external portable hard drive. These can be expensive, however if you are planning on majoring in Media Arts you will be required to have one eventually.

Data Protection
ALWAYS ALWAYS ALWAYS backup your work. <u>Loss of data for any reason is NOT an acceptable excuse for late work</u>. Computers are known to have all sorts of errors/failures and flash drives and hard drives can be forgotten, stolen, and damaged. It is important for you to save your work frequently and in multiple places so you do not find yourself scrambling to recreate your project from scratch. Online backup services like Dropbox and Skydrive are an excellent way of further protecting your data.

Lost/Found Items
As mentioned above, it is quite easy to forget things in the lab. If you find something that does not belong to you - TURN IT IN! Words cannot describe how awful it feels to leave your work in the lab and come back and have it not be there. You can turn in lost flash /hard drives to the instructor's desk in the lab. Larger items (such as cameras) should be turned into the Media Arts Office.

Grading:
It is a common misconception that teachers assign grades when in reality it is the student who earns the grade. You are responsible for the effort put into each assignment and therefore you assign your own grade. It is the instructor's job to clearly and accurately pinpoint the strengths and weaknesses in your progress.

> The course is worth 100 points and is broken down as seen below.
> - Participation/Peer Reviews: 10 points
> - Exercises: 25 points
> - Projects: 55 points
> - Quizzes: 10 points

Further breakdown of points by category:
Participation/Peer Review
Providing thoughtful comments to your peers is an extremely important part of the art-making process. After each project is uploaded to the gallery, you will be expected to view/watch your classmates work and provide comments which are intended on helping the artist improve the quality of art being produced. As and Bs denote good or excellent work, while Ds or Fs denote work that is well short of average. Please don't assume that meeting basic requirements justifies an A or B for completion.

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

Exercises and Projects
The exercises and projects in this course have been designed to develop the creative thinking process as well as technical skills. The tools learned in each exercise will lay the foundation for the ensuing assignment. Exercise/Project objectives, instructions, source materials, due dates, and further point* breakdown can be found in the Weekly Assignments area of the Moodle page. Course due dates can also be found on the course calendar located at the end of the syllabus.   There will be a
the semester.

Exercise 1 – Blind Contour Drawing, worth 5 points.   Student will learn the basics of navigating Photoshop's interface while also having fun and getting to know the other students in class.

Exercise 2 – Digital Swatches, worth 5 points.   Students will be introduced to various Photoshop tools and elements of color by using images to play with and understand the foundation of the color wheel in digital design.

Exercise 3 – Digital Palette, worth 5 points.   Student will be introduced to various Photoshop tools and elements of art by recreating photographic images using specific shapes and colors.

Exercise 4 – Mechanical Nature, worth 5 points.   Student will create a still image based on an organic/non-organic mash-up of elements.

Exercise 5 – Shapes and Sounds, worth 5 points.   Student will begin to learn the basics of motion design and After Effects by creating a very simple animation with shape layers.

Exercise 6 - Bag O' Parts, worth 5 points.   Student will assemble and animate a figure using the file provided.

Exercise 7 - Copy Cat, worth 5 points.   Students will follow an instructional video and recreate part of a commercial that aired on TV.

Quiz 1 - Practical Application Photoshop, worth 5 points.

Quiz 2 - Practical Application After Effects, worth 5 points.

Project 1 – How To (Still), worth 30 points total, 15 points for parts A and B combined and 15 points for part C.   Student will create a still image that incorporates text and illustrates a "how to" action.   Part C – How To (Motion), worth 15 points.   Student will translate still into motion design by animating the still image they created for part B.

Project 2 - Final Project – Topic Response, worth 25 points.   Student will use all the creative and technical skills they have learned over the course and create a motion design that responds to a topic or theme.

Practical Quizzes
There will be two quizzes during the semester, one still image quiz and one motion design quiz. Each quiz will be worth 5 points, with quiz one as an in class assignment and quiz 2 as a take home that will only be available to students for exactly one week.

***NOTES ABOUT ASSIGNED WORK:**

- **All exercises and projects are due at 5pm on the specified due date. Your upload must be finished by that time. Please plan accordingly for file upload duration.**
- **No late assignments will be accepted.** If you believe you have a legitimate excuse that justifies consideration of a late assignment, it is absolutely **your obligation** to discuss it with me before a deadline and not after.*
- **All assignments that are turned in on time (except for the final project) are eligible for a redo with conditions**. See the instructor for details should you want to do so.**

   *Each exercise and project has one (1) point allotted for lateness, correct file type and name. Even if we have discussed prior to the deadline your assignment being late, I will accept no assignments 5 days beyond the original deadline.
   ** Revisions will only be accepted on projects, which are named correctly, on time and are the correct file type. Revised projects can only earn a maximum of 5 additional points or half a letter grade.

Academic Misconduct
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, which is available at: life.um tedu/vpsa/student_conductphp

Students with disabilities or special needs should see the instructor with any concerns or questions.
This syllabus is subject to change at any time at the discretion of the instructor.