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MART 111A.02M: Integrated Digital Art

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Media Arts 111: 02

Integrated Digital Art

10:40-a.m. -12:00 MCG 127

Spring 2014

The University of Montana, Missoula

Instructor: Jason Gutzmer

Office Hours: T or TR a.m. Please email me to arrange a meeting time.

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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.

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. The student 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 the elements and principles of art and color theory.   •   Understand the basics of file management and know the differences in the different file types/extensions.   •   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.

Required/Recommended Items

Software: The exercises and projects in this course are designed to be completed using Adobe Photoshop and Adobe After Effects. These programs are available for purchase through the UMT Bookstore (they may have a disc or two left or you can purchase a student rate cloud membership) or you can get the cloud version directly from Adobe.com (where you can also get the student rate). If you are near campus, you also have the option of using the computers in the library found on the main floor in the Photo/Video editing corner next to the printing center (far back right corner) OR you will have access to the Media Arts lab (McGill Hall Room 127) with your Griz card (hopefully) by week two of the course.

Headphones: Headphones are required if you are working with audio in any of the computer labs on campus and I strongly suggest using headphones or earbuds when working in any public space to avoid disrupting or annoying your friends/roommates/neighbors/etc.

USB / Hard Drive: 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 free cloud storage with their student email through 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. I recommend a minimum of 16 GB of storage.

Data Protection

ALWAYS ALWAYS ALWAYS backup your work. 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 when working in a space that is not your own. 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. Smaller items can be left with lost and found but larger items (cameras for example) should be left with the attendant at the lab/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.   • Exercises: 35 points   •   Projects: 55 points   •   Quizzes: 10 points

Further breakdown of points by category:

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 total of seven exercises over the course of the semester.

Exercise 1 – Blind Contour, 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.

Participation/Peer Review:

Providing thoughtful comments to your peers is an extremely important part of the art-making process. Over the course of the semester 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.

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.

**************IMPORTANT IMPORTANT NOTES ABOUT ASSIGNED WORK:

All exercises and projects are due at 11:55pm on the specified due date. *LATE WORK WILL NOT BE ACCEPTED*. The larger the file size the longer it will take to upload your file to Moodle, so please plan accordingly. Please also note right before an assignment is due generally there are more users and this also tends to slow the upload time.

Each exercise and project has one (1) point allotted for correct naming and file type. Naming the files correctly includes naming the main zip file as well as the files within appropriately. Please name your files in the format shown below using YOUR OWN LAST NAME:

Gutzmer_E6.zip

When expanded this file would be named Gutzmer_E6 and would contain:

Gutzmer_E6.psd

Gutzmer_E6.aep **OR** Gutzmer_E6_CS6copy.aep

Gutzmer_E6_SourceAudio.mp4 **OR** Gutzmer_E6_{Name of Audio}.mp4

Gutzmer_E6_Backgroundimage.jpg

Gutzmer_E6.mp4

If you would like me to grade your work, please make sure to do the following:

In Photoshop, when you save your .psd files, you will need to please make sure to click OK when the "Maximize Compatibility" dialogue box pops up.

In After Effects, if you are using the cloud version, you will need to do the following two things:

Save your .aep file as a CS6 version by going to Save >Save As >Save a Copy as CS6

Bring back the H.264 option for rendering (in general, you should use Adobe Media Encoder to create output in alternate formats but for those who don't have access to AME, you can re-enable the H.264 by going to After Effects > Preferences > Output preferences > Output Module Settings > Show Deprecated Formats).

Problem Solving Tips:

Tackling new software can be extremely difficult. As mentioned in the course overview, you will find it necessary to research above and beyond the provided tutorials in order to be successful in this course.

If you are having trouble with a technical issue, there are many preexisting tools on the Internet designed to help. Use the following steps if you run into this type of issue.

Watch all provided tutorials. If needed, watch again.

Identify your problem. BE AS SPECIFIC AS POSSIBLE. For example "audio doesn't work in AE" is vague, however if the wording is changed to "when I preview my comp, I can't hear my audio" the problem is more easily isolated.

Using the method of your choice, search the internet for additional tutorials or forums on the issue you identified in step 2. Sometimes all it takes is an alternate explanation.

If after steps 1-3 you continue to have trouble, send me an email that includes: a detailed description of the issue, what you've done in attempt of resolution, and screen shot(s) to help me visualize the issue.

If you are struggling with an artistic aspect of the assignment, send me the appropriate visuals with a detailed description of how and why you are struggling.

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.](#)

Students with disabilities or special needs should contact the instructor (me) with any concerns or questions.

This syllabus is subject to change at any time at the discretion of the instructor.