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### MART 111A.52: Integrated Digital Art

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## **MART 111A Integrated Digital Art**

Spring 2016 | 3 cr.

Instructor: Amber Bushnell

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Office Hours: By appointment. Please email to set up.

### **Overview**

Media Arts 111A Integrated Digital Art provides an introduction to digital still image arts, design and composition principles, and digital animation fundamentals with Adobe Photoshop. Students will also develop a foundation for online learning strategies and best practices for digital file management in the arts. Applying the skills and concepts they learn, students will complete assignments and creative projects.

No prior experience is required, only a dedication to growing as an artist and learning in a self-motivated environment are necessary.

### **Course Format**

MART 111A is a fully online course. A wide variety of resources are provided to help you along your way to completing the required assignments and projects.

### **The Course Website**

The website is your go-to spot for the majority of course content. Go here first – watch all of the videos and tutorials suggested for each session. You can also find assignment details, guest artist videos, helpful tips, links, and other still image artists' work for inspiration.

### **Moodle**

This is where your assignments are turned in and where important assignment information lives. All assignments must be uploaded to the course Moodle to receive credit.

Having issues with Moodle? The [UM Online Tech Support](#) staff can help 8AM - 5PM, Monday - Friday.

### **Required Materials**

You will need access to Adobe Photoshop CS6 or Creative Cloud (recommended version). You are not required to purchase any books for this course.

Photoshop is a powerful processing-heavy software program. Please review the minimum system requirements to run Photoshop on your own computer before you sign up for a Creative Cloud subscription:

<http://helpx.adobe.com/photoshop/system-requirements.html>

If your computer doesn't match the minimum requirements, and you're on campus, you don't need to buy a new computer! You can complete your assignments in the Online Lab in McGill Hall room 127.

Purchase a subscription to Adobe Creative Cloud here: <https://creative.adobe.com/plans>. Be sure to select the "Students and Teachers" tab to see the educational discount plans, and take advantage of the free trial.

You must also always back up your work to multiple storage devices. You can access 50GB of free storage through your free UM Box account. More info here: <http://www.umt.edu/it/support/box/>. You may also want to purchase an external hard drive for backing up your work.

### **Recommended Materials**

We strongly suggest you consider a membership to Lynda.com. You can access a wealth of Photoshop tutorials, and endless software tutorials to learn nearly any program.

A graphics tablet is also recommended when working in Photoshop.

## The Online Lab

The Media Arts Online lab is in McGill Hall room 127. The lab is open during the hours listed below and staffed by experienced graduate students. There are computers available with the software you need to complete your assignments and projects. Grads are available to provide support with techniques and tips and give creative feedback. Though they may be able to offer some help, grads are not able to provide software technical support for your personal computer or to complete any of your work for you.

### **Communication – Very Important!**

All communications for the course must take place via your University of Montana email address. We cannot contact personal email addresses, so it is essential for you to regularly check your UM email to be successful in this course. We do not check Moodle comments or notes on assignments – all information or questions must be communicated via email.

The online learning environment presents some special concerns and challenges in communication. Please don't be afraid to be in touch with concerns or questions – better to address any issues quickly and directly than to let them build up over time. Though there is a chance we may never meet face to face – remember when you email, we are real people! We will always address you with respect in our communications, and request the same of you.

Like you, we have many responsibilities. Though we work to respond as quickly as we can, please plan for a minimum of 36 hours response time when you email us. Messages sent after 6PM will likely not be read until the following day. If you haven't heard back after 48 hours, please don't hesitate to send a follow up message.

### **Time & Effort**

When you complete the course, you will earn 3 university credits. Each week you should budget a minimum of 2 hours of work per credit earned (6 hours per week). The time it takes each of you to complete your assignments will vary. You may find that some assignments require more effort, but if you put in that effort, it will be noticed and rewarded.

### **Assignments & Projects**

Please see the assignment pages in Moodle each day for detailed information. All assignments must be submitted via Moodle. All assignments are due on Moodle by 11PM on the day after being assigned, unless otherwise noted. \*Please note – assignments are subject to change, due to software updates or other adjustments. We will alert you via University of Montana email to any significant changes.

### **Section 1: Fundamentals**

Assignment 1: File Management | 2pts

Quiz 1: File Management | 3pts

Assignment 2: Getting Ready | 5pts

Assignment 3: Workspace Components | 6pts

Assignment 4: Working with Layers | 6pts

Assignment 5: Non-Destructive Editing | 6pts

### **Section 2: Techniques**

Assignment 6: Design Concepts | 6pts

Peer Review 1: Design Concepts | 2pts

Assignment 7: Emotional Impact | 8pts

Assignment 8: Typography | 8pts

Assignment 9: Graphic Elements | 6pts

Peer Review 2: Graphic Elements | 2pts

Assignment 10: Retouching | 8pts

### **Section 3: Applications**

Assignment 11: Abstraction | 8pts

Assignment 12: Compositing | 6pts

Peer Review 3: Compositing | 2pts

Assignment 13: GIF Animation | 8pts

Assignment 14: Self-Portrait | 8pts

Course total: 100pts

Points (decimals will be rounded to the nearest whole number) 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

### **Grading Policy**

Grades will be based primarily on the student's ability to integrate the digital capabilities of Photoshop 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. Grades are based on the integration of

technical skills and your aesthetic sensibilities evidenced in your assignments. We will take into account your application and consideration of design and composition concepts introduced in the course, as well as your personal vision and conceptual foundations for your work. Points will be given for proper and punctual delivery of the PSD / JPEG files, and project organization.

There will be a total of 100 points for the course, making it easy to track the progress of your grade. Check your grade regularly throughout the semester. Please keep in mind that your grade will be represented as a number of points, not a percentage.

### **Grade Breakdown**

Assignment 1 and 2 are based on proper completion (5 points).

Assignments 3 – 5 will be evaluated as follows (6 points each):

- Production – followed project directions, correctly organized and submitted, evidence of appropriate effort, use of high quality/non-pixelated sources, submitted on time: 3 points
- Actualization/Aesthetics – applied principles and techniques effectively: 3 points

Assignments 6, 9, and 12 will be evaluated as follows (8 points each):

- Production – followed project directions, correctly organized and submitted, evidence of appropriate effort, use of high quality/non-pixelated sources, submitted on time: 2.5 points
- Actualization/Aesthetics – effectively applying design and composition principles and technical skills: 2.5 points
- Concept – 1 point
- Peer Review – 2 points

Assignments 7, 8, 10, 11, 13, and 14 will be evaluated as follows (8 points each):

- Production – followed project directions, correctly organized and submitted, evidence of appropriate effort, use of high quality/non-pixelated sources, submitted on time: 3 points
- Actualization/Aesthetics – effectively applying design and composition principles and technical skills: 3 points
- Concept – 2 points

### **Upload Notes**

Please do not upload a zipped folder unless otherwise instructed. The uploads on Moodle may take a while, please be patient and plan accordingly.

## **Late Submission Policy**

**IMPORTANT / LATE WORK:** Projects handed in after the due date and time will have points deducted from the assignment. Those that are uploaded late but within one day of the due date will automatically lose 1 point. For those uploaded after that, the number of deducted points will be at the discretion of the faculty.

## **REVISIONS**

It is possible to earn back missed points if you submit project revisions. Project revisions must demonstrate a clear improvement. The number of points received for revisions is at the discretion of the instructor. Points deducted for late work cannot be recovered.

## **Original Work Requirement**

All assignments you turn in for this course must be comprised entirely of your own original work, fully created by you. You may use appropriated images from outside sources, but you must manipulate the images to make them your own original work. You will be required to include your PSD files and source files with each assignment submission.

## **Sensitive Subject Matter & Censorship**

This course operates under a no-censorship policy, and you should feel free to experiment with challenging topics in your projects. That said - if you submit work with violent or sexually explicit themes, containing hate speech, racial slurs or other sensitive subject matter, I might contact you to request more background information on your choices.

## **Be Kind**

Be respectful to each other, help each other, and be considerate in your communications with the instructional team. No trolling shared work. Be constructive with any critical feedback you give.

## **Know Your Resources!**

The Course Website- Be sure to review each assignment's page thoroughly and watch every tutorial – we provide a wealth of resources to support your creative process.

## **Outcomes**

At the conclusion of the course, students should be able to:

- Utilize best practices for file management

- Understand the concept of resolution
- Understand learning strategies for successful online learning
- Understand the basics of digital color theory
- Utilize basic design and composition theory in their work
- Competently work in Photoshop to create a range of original art, photo manipulations, and typography work
- Understand and utilize concept development within their design work
- Have the ability to discuss and critique others' work and their own via knowledge of design and color theory.
- Create basic animations in Photoshop
- Seek their own answers to technical skill questions by utilizing online searches and learning through video tutorials

### **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://www.umt.edu/vpsa/policies/Student%20Conduct%20Code%20PDF%202013.pdf>

### **Disability Services for Students**

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406.243.2243. I will work with you and Disability Services to provide an appropriate modification.

### **Accessibility**

We are currently in the process of transitioning the course to increase accessibility for all students. Please be in touch with instructors if you have any questions or would like to speak about accessibility concerns. We're happy to work with you and provide reasonable accommodations.