

DIGITAL DESIGN - ART 2373

MW 1:00 pm – 3:45 pm

Carr 202 Mac Lab

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Office Hours: MWF 7:30 – 10am; TR 7:30 – 9:30am; before/after and during class; or by appointment

Catalogue Description

A foundation course centered on the manipulation of the art elements and graphic design with the use of the computer. 3 Credit hours

Course Outline

This is a digital foundation course centered on the manipulation of the elements of art with the use of the computer while expanding the students' understanding using Adobe Photoshop and Illustrator. This course will also emphasize the design process and its role in visual problem solving techniques.

ART 2373 is an ASU-designated Community Engaged course. It contains a service-learning project, meaning that all students will complete a project for a non-profit based, community organization while receiving assignment credit. The ASU Community Partnership Handbook, concerning service learning classes on page 6 states:

“Service-learning: a course-based, credit-bearing, educational experience in which ASU students:

- a) Participate in an organized service activity that meets identified community needs.*
- b) Reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced social responsibility.”*

CONNECT! Campus and Community Objectives and Outcomes

1. Social responsibility is the broad student-learning goal for this course. It includes intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in the regional, national and global communities.
2. Develop skills of a socially responsible citizen and graphic designer.
3. Demonstrate knowledge of computer graphics and design.
4. Provide an avenue of archiving your digital artworks.
5. Develop the digital skills needed to produce artwork for subsequent graphic courses.
6. Create a graphic design portfolio geared for future internship and employment purposes.

Justification of the Course

Adobe Photoshop and Illustrator are the essential tools of the graphic design industry. Through lectures, demonstrations and simulated exercises, students explore the capabilities and uses of digital design tools to provide creative ways to synthesize traditional art to digital formats. The class assignments will allow students to develop their perceptual skills, design strategies, and digital production methods.

Recommended Textbooks

Graphic Design Essentials by Joyce Macario; The Digital Designer 101 by Stephen Pite

Recommended Supplies

1 to 3 pcs. USB flash drive, pens/sketchpad, USB external hard drive

Assessment

To do well in this course, plan on an average of at least 6-8 hours of work per week outside of class. Project schedules are designed to give students time for critical and creative revisions; the initial draft layouts leading to the final version of a project should represent active experimentation, critical self-assessment, and personal commitment to the work. Arrive at class on time, with your materials, your projects prepared, and ready to work. There will be regular breaks per class. While in class, you are expected to work on class projects; Internet usage should be limited to class related research. You are expected to be an enthusiastic participant in this class and take ownership of your work and development as a creative professional.

The function of critiques is not only to receive feedback on your work while building the essential skills of presentation, sales, and marketing. Commitment as indicated above includes class participation, effort, level of craftsmanship, and evidence of having a strong, consistent work ethic.

Grading Criteria

In general, grades are determined by how well assignment objectives have been met, development of the idea, creativity and originality, technique, completeness of work, and class critique participation. Additional grading criteria will be outlined with each individual assignment and graded accordingly. Work must be submitted according to instructor's guidelines COMPLETED and ON TIME beginning of class on the due date. Late work will be reviewed on an individual basis and only accepted in case of a documented excused.

Grade Breakdown

Projects are determined by specific criteria, each assigned with a value between 1– 4 and calculated equally per project to arrive at a final course grade at the end of the semester. Late work will be reviewed on an individual basis and accepted only in case of documented health, university or family reasons. Unexcused late projects will be marked down one (1) letter grade for each day the project is late.

A (4.0) to A- (3.5) Outstanding to excellent work in projects and assignments; strong class participation in class critiques and regularly attend class

B (3.9) to B- (2.5) Creative to distinguished work in projects and assignments; follows instructions and regularly attends class

C (2.0) to C- (1.5) Satisfactory to adequate work in projects and assignments; attendance within minimum class requirement

D (1.0) Barely acceptable work; failing to complete all assignments; excessive class tardiness or absences

F (0) Fail; Non-attendance/submission

Coursework

Each project will be provided with a detailed project spec sheet. Be sure to follow the instructions carefully. Re-read the directions again prior to submitting your projects. Failure to comply with these instructions will affect your grade. We will critique work-in-progress as well as finished projects. Critiques are meant to develop skills of presentation and discussion, and should be approached in a professional manner. The presentation of work is an essential part of the project as well in your development as a creative professional. Creating the work is only part of the process – you must be able to present your work as the right solution to the given design problem. Unless instructed otherwise, work must be in the following formats (PDF, JPG, AI, PSD) to be accepted for class viewing, review, or grading. Any artwork brought into class after a graded class critique has started will be counted as LATE if accepted, and reduce to the next lower grade. All work will be due at specific dates as outlined in the project spec sheet schedule, and will be due at the beginning of class.

Backing Up Your Files

Losing work due to a failed digital media, lost, or overwritten files is not an excuse for late work. Students are expected to have an effective backup digital strategy for all their working and final projects. Please note that lab computers are normally erased at the end of each week or month for maintenance.

Software Training

Basic computer knowledge is required, so a certain amount of familiarity with the software used in class is at least expected. Please note that while there will be adequate software assistance provided in class, it is your utmost responsibility to further develop the essential technical computer skills needed to complete your assignments.

Student Honor Code and Academic Integrity

This class is focused on generating and developing your own ORIGINAL designs. This does not mean that references can not be used, but copying, tracing, or using the actual work of others without documenting or showing major significant modification through your own design decisions can lead to failing the assignment or the course. Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook.

The artwork submitted in class is expected to be the student's own work and must be completed for that particular class and assignment only. Plagiarism means intentionally or knowingly representing the words, artworks or ideas of another as one's own. You must be very clear about attribution of sources and must know how to cite sources in a paper. Please see full Honor Code Policy at http://www.angelo.edu/forms/pdf/Honor_Code.pdf

Attendance Policy

Regular attendance is required and will be taken daily by a sign-in attendance sheet. It is the responsibility of the student to sign the attendance sheet if they want to be counted present on that day. **Failure to sign the attendance sheet will result in an unexcused absence!**

3 Tardiness (15 minutes or more) = **1** Absence

4 Unexcused Absences will reduce your final course grade by **1** letter grade

5 Unexcused Absences will reduce your final course grade by **2** letter grades

6 Unexcused Absences will result in **Failure** from class

An excused absence will be granted only for documented health, university and family purposes. This means you must provide official medical documentation such as official doctor's note, legal appointments, official university and government events, etc. to be excused.

Religious Holy Day

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from class for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Classroom Expectations

The theme of this class is **RESPECT**. I will treat you with respect and I expect the same treatment from you. In addition, I ask that you also be respectful to your classmates. It is also the responsibility of all students to secure their personal items during and after class. Avoid coming habitually to class. All phones are to be turned off or silent mode during class. This also means text messaging, pagers, handheld video games, etc. Please wear the proper attire suited to working in a studio course. The environment for the class must be conducive to learning. Offensive behavior and disrespectful language will not be tolerated in class and will be reported to the Art Office immediately. Students who continue to display rude and disrespectful behavior will be given a warning. If the behavior continues, students will be asked to leave the class. The student must meet with me before he/she can return to class. If the behavior still continues, the student must meet with the Art Program Coordinator to discuss the situation before being allowed back in the classroom. As part of your educational experience, you may be expected to participate in class exhibitions (print and online), provide support and pro bono design services for non-profit organizations/university departments in need of assistance, attend field trips, and art workshops located both on and off campus.

Students with Disabilities

Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 942-2191. It is the responsibility of the student to report special accommodation needs to his/her instructor in a timely manner. Furthermore, the instructor is not required to anticipate the needs of students with disabilities.

Art Major/Minor Meetings

All art majors and minors are required to attend all Art Department meetings. Failure to attend these meetings will result in a deduction of 3.3 points for each missed meeting from the final grade in each course the student is enrolled during the semester.

Tentative Course Schedule

These are approximate dates and some may overlap. Specific dates and information will be given in project spec sheets during the semester.

- Week 1-2: Lectures and Exercises
- Week 3-4: Graphic Design Project #1 TBA
Initial project ideas and research
Thumbnail critiques
Discuss initial layouts and revisions
Lab hour production work
Graded critique and presentation
- Week 5-6: Graphic Design Project #2 TBA
Initial project ideas and research
Thumbnail critiques
Discuss initial layouts and revisions
Lab hour production work
Graded critique and presentation
- Week 7-8: Graphic Design Project #3 TBA
Initial project ideas and research
Thumbnail critiques
Discuss initial layouts and revisions
Lab hour production work
Graded critique and presentation
- Week 9-10: Graphic Design Project #4 TBA
Initial project ideas and research
Thumbnail critiques
Discuss initial layouts and revisions
Lab hour production work
Graded critique and presentation
- Week 11-13: Examination and Finals

Last day to drop a course/withdraw: April 6, 2015

Midterm: March 9 to 13, 2015

Spring Break: March 16 to 20, 2015

Final Exams: May 11 to 14, 2015

Disclaimer

This syllabus is subject to change or revision at any time during the semester. You will be notified of any changes or will be issued a new syllabus. It is the responsibility of the student to note and be aware of any changes if they occur.