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MART 111A.51: Integrated Digital Art

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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 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 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: 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....)

Data Protection
ALWAYS ALWAYS ALWAYS backup your work. Loss of data for any reason is NOT an acceptable excuse for late 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.

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.

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.

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.

*NOTES ABOUT ASSIGNED WORK:
All exercises and projects are due at the specified time listed on Moodle. After that, a project is considered late. Please plan accordingly for file upload times.

 Each exercise and project has one (1) point allotted for lateness, correct file type and name. If your assignment is handed in significantly late, I resume the right to take additional points above the allotted amount for lateness.

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. In order to revise a project a student must fill out the revision document found in the additional resources tab.

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.umt.edu/vpsa/student_conduct.php

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.