**COURSE IDENTIFICATION**

**Course Call Number:** ARS 103

**Course Title:** Foundations Digital Imaging and Design

**Term & Year:** FALL 2014

**Instructor:** Ann Trondson

**Office Location:** AEIVA #210

**University Email Address:** Anntrondson@gmail.com

**Phone Number:** TBA

**Office Hours:** TBA

**COURSE INFORMATION**

**Course Location and Time**

HB 104  
M/W 3:35 – 6:05pm

**Description and Prerequisites**

This is a required course for all art majors, providing students with a foundational knowledge of digital media and an understanding of working with the elements and principles of art and design.

An introduction into the digital means of image capturing, creation, manipulation and research, and the broadcast and output of these files in art and design practice with the use of the Macintosh system and utilities.

This course will offer students a technical overview of the basic tools used in Adobe Illustrator, Adobe Photoshop and Adobe InDesign. We will also explore a basic work flow for creating work appropriate to each program and how these programs and files work together as a unified creative suite. Through a series of demonstrations and classroom projects, students will become proficient in the creation of pixel and postscript based imagery and manipulation. We will develop an understanding of which file types are appropriate for which media and how these
three programs are part of an overall way of creating digital imagery for the web and print.

While developing technical abilities is the main focus of this class, we will also use discussions and critique to create conceptually-driven work and explore a more sophisticated way of looking at the world. We will look at historic references in art and design as a way to inform our aesthetic and add authenticity to our imagery.

Students will learn best practices for digital work. Saving and backing up work to create a digital portfolio that will be used to document their classroom experience and act as evidence to further their art trajectory into the BA or BFA art program.

**OBJECTIVES**

*During our course of study we will explore:*

» Basic knowledge of creating computer graphics and imagery using the Adobe Suite
» Basic Adobe tool set: pen, eraser, pointer, selection, scale, pathfinder, transform, layers, editing, clipping, etc.
» Scanning: how to, dpi 300/72, file types, etc.
» Workflow: copy/paste, importing/exporting, linking, saving, building files, best practices, etc.
» Managing files, creating a project folder: main, assets, fonts, saving, printing, data loss prevention, best practices, etc.
» Special imagery effects: bitmap tiffs, screen dot patterns, filters, fills and strokes, etc.
» Digital Craft: creating clean neat graphics with appropriate programs and processes.
» Vocabulary: Learn the vocabulary and terminology of computer graphics.
» Process! Learn the “Design Thinking” process of ideation and creation.

**Textbooks and Required Materials**

There is no required textbook.

Students will have access to Adobe Creative Suite 6, on Macintosh computers in the UAB computer lab. Students using their own laptop or computer must work in Adobe Creative Suite 6 or later. Demos are based on tools in CS6, special demos or instruction cannot be given for other platforms or versions.

**Technology Requirements**

**Students must have:**

- You must purchase a USB flash drive or portable hard drive for storage and transfer of files. The recommend size of at least 62 GB of storage. You must back-up and safe guard all work. It is your responsibility to plan for data loss and provide yourself protection from lost files and projects. Lost or partial projects are not accepted.
• You must purchase a sketchbook that you will use in the early phases of ideation. You must tear pages out of the sketchbook for critique. Be prepared to do so.

• You must have a Blazer Bucks card or other way to pay for lab printing. You can purchase a printing card at the library. You can add money to the cards online. You must pay for all printing done in the lab!

• A UAB e-mail account that you can access on a daily basis.
• E-mail software capable of sending and receiving attached files.
• Access to the Internet with a 1.0 mb per sec modem or better (DSL or Cable).
• Access to a computer capable of running Internet Explorer 8.0 or above, or current versions of Firefox or Safari. Students who use older browser versions will have compatibility problems with Blackboard.
• Java must be installed and updated to version 1.6.31
• All assignments must be submitted in the format specified in that assignment’s directions.
• Virus protection software, installed and active, to prevent the spread of viruses via the Internet and email. It should be continually updated!
• Students must have access to a working computer and access to the Internet. Students can use Mervyn Sterne Library, UAB computer labs with student open access, a public library, etc. to insure they have access.
• The computer used must have be capable of running Internet Explorer 8.0 or above, or current versions of Firefox or Safari. Students who use older browser versions will have compatibility problems with Canvas.
• Not having a computer, computer problems, computer crashes, loss of Internet and/or lose of electricity are not acceptable excuses for late work, incomplete work or a request for an assignment deadline extension. Students are expected to have a back-up plan in case any of these occur.

TECHNICAL SUPPORT INFORMATION:
• If technical problems are experienced, contact the UAB AskIT Help Desk. https://ask.it.uab.edu/

COURSE OUTCOMES & OBJECTIVES

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Objectives</th>
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<tbody>
<tr>
<td>Knowledge</td>
<td>Objectives</td>
</tr>
<tr>
<td>Understand the history, current issues, and direction of the artistic discipline</td>
<td>Gain a fundamental understanding of digital imaging and media and its history, theory, and criticism.</td>
</tr>
<tr>
<td>Place works in the historical, cultural, and stylistic contexts of the artistic discipline</td>
<td>Acquire knowledge of technologies and equipment of digital imaging and media.</td>
</tr>
<tr>
<td>Use the technology and equipment of the artistic discipline</td>
<td></td>
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</table>
### Skills

<table>
<thead>
<tr>
<th>Use the elements and principles of art to create artworks in the artistic discipline</th>
<th>Demonstrate increasing ability to utilize key concepts in the discipline of art and design in order to create and develop media productions.</th>
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<tbody>
<tr>
<td>Create artwork that demonstrates perceptual acuity, conceptual understanding, and technical skill</td>
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<tr>
<td>Analyze and evaluate works of art in the artistic discipline</td>
<td>Develop skill in applying knowledge of media theory and criticism to products in the discipline.</td>
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<tr>
<td><strong>Synthesis</strong></td>
<td></td>
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<tr>
<td>Produce artworks demonstrating technical skill and disciplinary knowledge</td>
<td>Produce works of digital media demonstrating technical skill and disciplinary knowledge.</td>
</tr>
<tr>
<td>Use knowledge of art and disciplinary vocabulary to analyze artworks</td>
<td>Understand and apply disciplinary knowledge and vocabulary in media criticism.</td>
</tr>
<tr>
<td>Participate in critiques of own work and work of others</td>
<td>Apply knowledge of media criticism and theory in critique of student work.</td>
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### CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics and Assignments</th>
<th>Project</th>
</tr>
</thead>
</table>
| 1    |      | Course Introduction    | **Project 1**  
Best Practices  
Design Inspiration  
Basic Illustrator Tools/Transforms | Dutch Barn Ornaments |
| 2 – 3|      | Basic Photoshop Tiff files  
Importing into Illustrator  
Basic Type setting | **Project 2**  
State Fair Poster |
| 3 – 4|      | Self-portrait in Illustrator | **Project 3**  
Shepard Fairey Inspired Poster |
|      |      | Read and Respond | **Reading:**  
Eugene de Certeau  
“Incarceration Vacation” |
| 5 – 6|      | Image + text  
History of Collage | **Project 4**  
Marianne Brandt Style Collage |
| 7 – 8|      | Textures and Illustration | **Project 5**  
Charley Harper Inspired Illustrations |
| 7 – 8|      | Basic Type in InDesign | **In-Class Project**  
Menu Layout |
| 8 – 9|      | One-Page Editorial | **Project 6**  
Wine/BBQ Editorial Layout |
| 10 – 11 | | Two-Page Editorial | **Project 7**  
Bicycle iPod Article Make Magazine |
|      |      | Vocabulary | **Quiz** |
| 11 – 12| | Photo Composite | **Project 8**  
Maggie Taylor Inspired Images |
### ASSIGNMENT & ASSESSMENTS

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Value (of 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each project is worth 50 points.</td>
<td>X 10 = 500</td>
</tr>
<tr>
<td>Read and Respond</td>
<td>50</td>
</tr>
<tr>
<td>Vocabulary quiz</td>
<td>50</td>
</tr>
<tr>
<td>Participation in critique</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total Possible</strong></td>
<td><strong>650</strong></td>
</tr>
</tbody>
</table>

### INSTRUCTOR POLICIES

#### Class Participation

I expect you to attend every class. You are responsible for completing all of the required assignments. I expect all students to participate in class discussions, contributing ideas and perspectives on topics or art. All your work should incorporate aspects or issues addressed in class in relation to your personal or professional interests.

You are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that everyone has an opportunity to gain from time spent in class, unless otherwise approved by the instructor, you are prohibited from using cellular phones or beepers, checking your email or surfing the internet, updating your social networking sites, eating or drinking in class, making offensive remarks, reading newspapers or magazines, sleeping or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a request to leave class, which will be counted as an unexcused absence.

#### Attendance Policy

- After three absences your entire final grade will drop one letter grade per additional absence.
- If you miss more than six class meetings, you will fail the course.
- Two tardies, leaving early, excessive breaks will count as one absence.
  Any student that misses more than 5 classes for either personal or medical reasons will be encouraged to drop the course.
- If you miss role call, it is your responsibility to see that the record is corrected from an absence.
to a tardy if you are late.
• If you miss a class please ask another classmate for information on the material we covered that day. If your absence is excused by the instructor (documented medical or documented emergency), please make an appointment to review missed material.
• Missing a critique day will lower your letter grade for the semester by one.

Late Work Policy

All deadlines and due-dates will be announced in class and posted in handouts. It is your responsibility to be aware of these dates AND CHANGES to the schedule. If you have any questions please ask. Late work is lowered one letter grade for each day it is late.

UNIVERSITY & DEPARTMENT POLICIES

Academic Misconduct

UAB Faculty expects all members of its academic community to function according to the highest ethical and professional standards. Academic dishonesty and misconduct includes, but is not limited to, acts of abetting, cheating, plagiarism, fabrication, and misrepresentation. Students are expected to honor the UAB Academic Code of Conduct as detailed in the most current UAB Student Catalog. Please consult this resource for additional information regarding the specific procedures to be undertaken when a student violates the UAB Academic Code of Conduct.

http://main.uab.edu/Sites/undergraduate-programs/general-studies/academic-success/67537/

• ABETTING is helping another student commit an act of academic dishonesty. Allowing someone to copy your quiz answers or use your work as their own are examples of abetting.
• CHEATING is the unauthorized use or attempted use of unauthorized materials, information, study aids, the work of others, or computer-related information.
• PLAGIARISM means claiming as your own the ideas, words, data, computer programs, creative compositions, artwork, etc., done by someone else. Examples include improper citation of referenced works, the use of commercially available scholarly papers, failure to cite sourced, or copying another person's ideas.
• FABRICATION means presenting falsified data, citations, or quotations as genuine.
• MISREPRESENTATION is falsification, alteration, or the misstatement of the contents of documents, academic work, or other materials related to academic matters, including work substantially done for one class as work done for another without receiving prior approval from the instructor.

Accommodations/Disabilities
If you are registered with Disability Support Services (DSS), please make an appointment with your instructor to discuss accommodations that may be necessary. If you have a disability but have not contacted DSS, please go to http://www.uab.edu/students/services/disability-support-services. Students with disabilities must be registered with DSS and provide an accommodation request letter before receiving accommodations in this class.

**Drop/Add**

This course follows UAB policy concerning drop/add and will adhere to the official university schedule for dates to add or drop the course. Students registering within the add period will be able to make up all class items that have been missed.

**Early Alert System**

The EAS is designed to help students be more successful academically at UAB. If you receive an e-mail with EAS in the title, please open it, read it, and take advantage of the support that UAB offers to all students. UAB is committed to ensuring that students receive academic support and that students are aware of the resources available that will assist them in successfully completing their degree program.

**Library Support**

The Libraries at UAB provide access to materials and services that support the academic programs. The address of the UAB Library Website is http://www.mhsl.uab.edu/. This site provides access to the resources of all Campus and Regional Libraries, as well as to resources such as the Library’s Catalog and Databases.

**Weather or Other Emergencies**

During any actual emergency or severe weather situation, this site - www.uab.edu/emergency - will be the official source of UAB information. In addition, the UAB Emergency Management Team will use B-ALERT, the university’s emergency notification system, to communicate through voice calls, SMS text messages and e-mails to the entire campus all at the same time. B-ALERT also integrates with Facebook and Twitter.

To register for B-ALERT or update your existing information in the system, go to www.uab.edu/balert. All registration is connected to your BlazerID.

**Course Content and Schedule Changes**

The Course Schedule reflects expected class progress in course subject matter and is considered tentative. The Course Schedule is subject to change in content and scope at the Course Instructor’s discretion.

**Incomplete Grade Policy**
Missing any part of the Course Schedule may prevent completion of the course. If circumstances prevent the student from completing the course by the end of the term, the student should complete a request for an Incomplete Grade. This form can be found on the DAAH website under student resources and must be turned into the department chair prior to the last day of classes (not the exam date). Note: A grade of Incomplete is not automatically assigned to students.

**Health and Safety Policy**

Students are required to follow the Department of Art & Art History Health and Safety guidelines and are required to complete training for each studio course. The goal of the Department of Art and Art History Health and Safety Program is to protect the health and welfare of all faculty, staff, and students and to cooperate with the University of Alabama at Birmingham’s Office of Occupational Health and Safety (OH&S). Please visit the website for details and the departmental handbook:

http://www.uab.edu/cas/art/resources/health-and-safety-program

**Classroom Rules**

**COURSE STRUCTURE**

This course will include a combination of demonstrations, lectures, readings, projects, group discussions, and critiques. You are expected to turn in all work assigned in the time allotted, points are deducted for missed deadlines. Many projects have stepped due dates (several parts that build to a final project). Project steps are a combination of demonstrations, sketching or ideation, critique, working through the project, presentation and final critique. You must come to class with each step finished and ready at the beginning of each class period. Points will be deducted for all missed deadlines.

**PREPAREDNESS**

Because of the large number of students in each class, it is imperative that you are ready for critique at the beginning of class, have work and other materials ready to hang at the beginning of class. You cannot use class time to print out work and/or prepare other materials. You are expected to have covered assigned materials before coming to class. You will receive full participation points if I see that you are consistently prepared for class and actively participate in discussions and critiques. Being prepared matters.

**COMPUTER LAB**

The computer and studio facilities are open 24 hours a day except during scheduled class times. Do not give your room combination to anyone. The lock mechanism is outfitted to remember combinations and times of entry. You are responsible for any activity that might occur through the use of your room combination.

When you leave the room, make sure that the door closes behind you—this is also for your own safety. Do not eat or drink at the computers.
Report any computer problems immediately via e-mail to me in person or email. Be sure to leave a detailed message about the problem, station used, error message received, time/date of problem and your contact information. The number one rule when trouble-shooting Macs is to restart the computer, twice if needed.

**STUDENT RESOURCES**

**Document Formatting**

All written materials and assignments must be typewritten or word-processed utilizing the following format. Except for the journal and/or sketchbook, NO handwritten papers will be accepted.

- 1-inch margins
- Times New Roman, size 12
- Double spaced
- Heading: your full name, the date, and the assignment title at the top of the first page
- Correct use of citations, if applicable
- Included illustrations, if any, must be located at the end of the document (not in line with text), accompanied by correct citations, and DO NOT count towards total page length of the assignment.

EVERYTHING that is not your own work, words, or ideas must be CITED correctly.

If you include any images in your written work, lessons, or presentations, you must cite them.

APA format for citing works of art:

Format: Artist (last name, first name), artist’s role (in parentheses i.e. Artist, Architect), title, the work type, in brackets [Painting, Cathedral, Chair], country of origin or city, and state, and repository. Include URL or other identifying material about source, if needed.


To find the correct way of citing other materials according to APA format, see [http://owl.english.purdue.edu/owl/resource/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/)

Wikipedia is NOT an acceptable source in scholarly research or writing. Do not use it. Do not cite it.

**Critique Guidelines**

1. Comments should address the work of art, not the artist.
2. Every evaluative statement should be accompanied by a rationale.
   “[aspect of the work] was [good/bad/other value judgment] because [rationale or criterion]”

3. Use the vocabulary of art whenever possible.

4. Lead with a positive statement before offering a negative criticism. “I liked ___ because _____, but I don’t think that your _____ was as successful because _____. “

Critique is among the most important activities in an art class, so your attention should remain undivided. Absolutely, positively no cell phones or other electronic devices may be used during critique. Electronics must be powered off, unless you have a unique personal reason for which you have sought prior approval by the instructor.

You are required to critique the work of others as well as your own. Talk formally about the work, rather than saying you don’t like, for example “green,” tell us why “green” may not be the best choice for this solution. Critique offers a secondary benefit of allowing you to learn how to talk about your own work. When explaining your work tell us the concept and why certain choices were made. The ability to verbalize the conceptual side of your work will strengthen your own understanding of the design process. Knowing that you need to defend design choices should make those decisions more thoughtful.

Web Links

Web links will be provided during lessons and discussions.

Bibliography or Recommended Readings

Additional readings will be provided during lessons and discussions.

Attachments-2

Grading Rubrics for Assignments
## Art Project Rubric

<table>
<thead>
<tr>
<th></th>
<th>10</th>
<th>8</th>
<th>7</th>
<th>6</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Composition</strong></td>
<td>Excellent</td>
<td>Good</td>
<td>Fair</td>
<td>Poor</td>
<td>Unsatisfactory</td>
</tr>
<tr>
<td>(artistic merit)</td>
<td>Demonstrates superior composition and artistic skill</td>
<td>Demonstrates competence in composition and adequate artistic skill</td>
<td>Partially demonstrates competence in composition; somewhat lacking in artistic quality</td>
<td>Does not show competence in composition; lacking in artistic quality</td>
<td>No attempt made at composition; no effort to achieve artistic quality</td>
</tr>
<tr>
<td><strong>Technical Execution</strong></td>
<td>Demonstrates technical excellence—no identifiable flaws</td>
<td>Technically competent; few identifiable flaws</td>
<td>Technical execution is flawed but not to the point of interfering with the work’s concept</td>
<td>Technical execution is flawed to the point of interference with the concept of the work</td>
<td>Technical flaws render the work incomprehensible</td>
</tr>
<tr>
<td><strong>Assignment Criteria</strong></td>
<td>All assignment criteria have been met without exception</td>
<td>Most assignment criteria have been met but exceptions do not interfere with project quality</td>
<td>Some assignment criteria have not been met and exceptions impact project quality</td>
<td>Many assignment criteria have not been met and significantly interfere with project quality</td>
<td>Less than half of the assigned criteria have been met</td>
</tr>
<tr>
<td><strong>Artist’s Statement</strong></td>
<td>Statement clearly and eloquently addresses the artist’s products and perspectives</td>
<td>Statement provides adequate description of the artist’s products and perspectives</td>
<td>Statement is somewhat unclear or obscure and/or does not fully address the criteria</td>
<td>Statement is very unclear or obscure and/or does not meet the criteria</td>
<td>No statement is provided and/or is incomprehensible</td>
</tr>
<tr>
<td><strong>Presentation (critique)</strong></td>
<td>Exceeds stated presentation specifications</td>
<td>Meets stated presentation specifications</td>
<td>Meets some stated presentation specifications</td>
<td>Fails to meet many of the stated guidelines for presentation</td>
<td>Not presented for critique</td>
</tr>
</tbody>
</table>

**Total Points = 50**

**Grading**

A = Excellent (100-90%)
B = Above Average (89-80%)
C = Average (79-70%)
D = Inferior (69-60%) [passing but not necessarily satisfying degree requirements]
F = Failure (59% or below)