

# **Art 116 Intro to Digital Media - Fall 2014 Syllabus**

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Section: Monday and Wednesday    7:30am - 10:15 am    (80610)  
Office Hours: Wednesday 10:30 - 11:30 (right after this class)  
Office Location: Tower A, Room 105  
(Please email or talk to me about an appointment)

## **Course Description**

ART 116, Intro to Digital Media, is a digital studio course that concentrates on the basics of digital media, including imagery, sound, video, animation, (by use of Adobe Creative Suite) and the internet as a research tool. The internet plays an important role for the class; students will participate in a class blog and develop a research practice using the Internet. This course will provide the groundwork for creating and interpreting digital media as an art form.

Assignments are given to engage students in both the technical and conceptual aspects of digital media. Students will employ a diverse range of techniques, as they become familiar with contemporary artistic processes involving the use of a computer. The majority of the class will consist of hands-on experimentation supplemented by slide lectures, videos, and further academic exploration.

Intro to Digital Media is a requirement for Intermedia majors. This course may be substituted for the required ART 113, Color, for photography and Digital Art Majors. If you have already taken ART 113, Color, this course may be counted as an art elective. However, keep in mind it is a 100-level elective. Please see your academic advisor for more specific information.

## **Course Objectives**

- To look at digital media, art, technology and society through developing an understanding of vision, reality, representation, appropriation and communication.
- To develop digital literacy, including file maintenance
- To learn technical skills using the following softwares: Adobe Photoshop, Adobe Illustrator, Adobe Premier Pro, Adobe Audition
- To create and be a part of an online arts community by posting and sharing projects and internet research on the class blog.
- To learn how to use the internet as a sketchbook for ideas (research)
- To critically consider the affect of art and technology on society

## **Art Disclaimer**

Contemporary art is incredibly varied and at times can even be shocking. Be open to expanding what you think of as "art." Art is often not rated PG13, nor does it uphold any specific rule of moral standards. You may see examples of art that contain nudity, profanity, violence, or points of view other than your own.

## **Required Text**

### **This class is using a unique hybrid electronic text:**

Intro to Digital Culture, artCORE – ART 116. It will cost \$27.84.

Go to “[www.mcgrawhillcreate.com/shop](http://www.mcgrawhillcreate.com/shop)” Search by your ISBN “9781121916982”

Make sure the text as school as “Arizona State Univ- Tempe”

You will need to register an account with McGraw-Hill.

You will get two digital downloads and an online viewing subscription for 9 months. You can annotate the ebook and print off copies if you desire.

## **Required Materials**

### **HARDDRIVE - MUST HAVE BY WEDNESDAY 9/10**

A Mac compatible external hard drive (7200 RPM, 250 Gig minimum) with USB 2.0 connectivity. Hard drives will need to be formatted on a mac first, even if you wish for them to run on both Mac and PC. If you have questions or are unsure, bring the hard drive to class and I will help you get it set up.

**HEADPHONES** (earbuds are fine)

### **Other required items:**

- An ASU Email account and regular access to the Blackboard site
- A valid and current Sun Card for access to the lab Room 301

### **Optional (but desirable items to have, acquire or borrow)**

- Digital Camera
- Digital Video camera, sometimes this is available on a digital cameras
- Your own card reader
- Tri-pod
- Zoom mic

## **Course Requirements**

Throughout the entire semester, each student will be expected to fully participate in all aspects of this studio course. **Assignments, class discussion, blogging and critiques.**

In addition to the completion of assigned projects on time, students are expected to attend class regularly, conduct themselves with a sense of good studio etiquette, and participate in class discussions and critiques. There will be multiple assignments and/or one large project assigned for each unit. Projects will be graded on understanding and successful use of concepts, creativity, and craftsmanship.

Students will also be active members of the class blog where projects and internet research assignments will be posted and written about. Reading assignments will be accompanied by discussion in class; students should prepare notes on the reading assignment to be prepared for discussions.

**In digital computer work everything takes longer than you expect it to! Plan accordingly as to not be late on assignments! Never assume a small edit will take only five minutes. I guarantee you 9 times out of 10 it will take you longer!**

Late Work: If you feel your work is going to be late for any reason please contact me A.S.A.P. Whether or not I will accept late work will be case by case basis.

### **Coursework Description and Criteria**

**There are five units in this class: web/vector, raster, sound, animation, video**

Unit Exercises: These assignments are designed to help establish technical skills and to explore aesthetics and design elements. They are typically short assignments that are not always critiqued as a group. They may or may not require a blog post and a written statement.

Unit Projects: These are the final assignments given in each unit that encompass both the technical skill of the exercise and a developing concept. Unit projects will be presented to the class for critique. Unit projects will be posted on the class blog and accompanied by a two paragraph artist statement. (There will be a hand out about artist statements)

Unit Quizzes: There will be a few quizzes a semester to assess the student's understanding of the course.

Internet Research and Blog: This component of the class is a semester long research project. Students will be asked to search for and post selections from the internet to the class blog along with a written statement based on a prompt given by the instructor. This will be a weekly homework assignment that will be a class discussion every Monday.

### **Evaluation**

Grading will be based on a combination of factors including: Execution, Quality of the work, Concept (your idea behind the work), Presentation, Participation, and Attendance. When assignments are handed out, you will be informed of the scoring rubrics to be used for that particular project.

\*Any extra credit opportunities will be announced in class.

\*Grades may be reduced in the event of poor attendance.

Grade brackets as set forth by the University:

A+ 100% A 93-99% A- 90-92% B+ 87-89% B 83-86% B- 80-82%

C+ 77-79% C 70-76% D 69-60% E <60%

If you have any questions about your grade, please come and see me.

The following is a breakdown of the weight of each aspect of the course:

Unit Projects	50%
Unit Exercises	15%
Internet Research/blog	15%
Participation	15%
Quizzes	5%

Grades are primarily available on Black board

### **Critiques**

Critiques are mandatory. If you do not show up for these dates, you will **FAIL** that assignment. Even if a student's work is incomplete, the student's presence is required. You will be better off bringing an unfinished project to the critique than not showing up or not presenting anything at all.

### **Attendance**

Attendance is mandatory and extremely important. Absent students will miss technical demonstrations and lectures that will prove vital to their artistic development. You are allowed 2 UNEXCUSED ABSENCES.

Therefore:

3 unexcused absences = one letter grade drop from final grade

3 partial attendance (late arrivals [15 minutes or more after class starts] and/or early class departures [30 minutes or more from when class ends]) = 1 absence

Example: All other projects put together, you earn a total of 85%, which is B. However, you were absent twice (without any documentation to excuse it) and arrived 20 minutes after class started 3 different times. This equals 3 absences, which makes your final grade a C.

It is expected that students will stay for the entirety of class. If a student is missing for a significant amount of class time, the student may be marked absent (at the instructor's discretion). If for some reason you cannot attend a class, contact me via e-mail prior to class to make arrangements for making up what you have missed. Contacting me in advance does not excuse the absence in terms of grading.

### **7 or more unexcused absences will result in failing the class**

For an absence to be excused, it **MUST** be accompanied by a note from doctors, student services, or other evidence that demonstrates the need to miss class.

### **Class Conduct - Facebook, Phones, Respect, Et Cetera**

- Cell phone and other devices use is prohibited during class. If you have an urgent issue to use your phone please step out of the class to use it.
- Access to the Internet is permitted **ONLY** when it is related to the class material.
- You are expected to behave in a responsible manner that allows everyone in the classroom access to resources and learning. Behavior that disrupts classroom learning will not be tolerated. If your actions are disrespectful to the Instructor or to other students, you will be asked to leave and counted absent

- No Food or Drink at work stations.

### **Lab Maintenance**

This lab contains a lot of expensive equipment. Students are not permitted to use any equipment with which they are unfamiliar. This is a shared classroom, so it is important that you clean up after yourself. Unsafe or destructive behavior will not be tolerated, and may result in expulsion from the class.

### **File Maintenance**

This is a communal lab. As this class progresses you will be working on larger and larger files, so it is important that you have a way to back-up and keep your files safe. Information stored locally on lab computers or on the class server should be treated as unsecure and temporary. You are responsible for backing up and keeping all data! **Losing a file right before critique is not an excuse for not having your assignment and will result in a zero for that project.**

### **Contacting Me**

If you have a question, concern, or otherwise need to contact me, please do not hesitate. Do not put off an issue or a question until it is too late! I am happy to answer questions or help you. Please let me know if you are struggling for any reason. Please use your common sense if the issue, question or concern dictates an email, a text, or a phone call. I am not a person who will interrupt who I am talking to or what I am doing to answer a phone call, so if you call don't expect an immediate answer, you may leave a voicemail. Text me short questions, email me longer ones. I will respond within 24 hours, sometimes sooner but it is not a guarantee. I am also around the campus, so if you see me and have questions go ahead and ask.

### **ASU's Honesty Policy**

The highest standard of academic integrity is expected of all students. The failure of any student to meet these standards may result in suspension or expulsion from the university and/or other sanctions as specified in the academic integrity policies of the individual colleges. Violations of academic integrity include, but are not limited to, cheating, fabrication, tampering, plagiarism, or facilitating such activities. When in doubt, consult with your instructor and/or cite your source.

All necessary and appropriate sanctions will be issued to all parties involved with plagiarizing any and all course work. Plagiarism and any other form of academic dishonesty that is in violation with the Student Code of Conduct will not be tolerated. For more information, please see the ASU Student Academic Integrity Policy: [http://www.asu.edu/studentaffairs/studentlife/judicial/academic\\_integrity.htm](http://www.asu.edu/studentaffairs/studentlife/judicial/academic_integrity.htm)

### **Accommodating Disabilities: Rights & Responsibilities of Students**

Any student needing a special course-related accommodation due to a physical and/or learning impairment must bring this to the attention of the instructor with appropriate documentation within the first week of class so that learning needs can be addressed effectively. Students must contact the ASU Disability Resource Center (<http://www.asu.edu/studentaffairs/ed/drc/#> or 480-965-1234) to document a disability. Accommodations cannot be made retroactively.

### **ASU's Policy on Disruptive or Threatening Behavior**

Interfering with the peaceful conduct of university-related activities or remaining on campus grounds after a request to leave may be considered a crime. All incidents and allegations of violent or threatening conduct by an ASU student, on or off campus, will be reported to the ASU Police Department (ASU PD) and the Office of the Dean of Students. If either office determines that the behavior poses or has posed a serious threat to personal safety or to the welfare of the campus, the student will not be permitted to return to campus until an appropriate threat assessment has been completed and, if necessary, conditions for return are imposed. ASU PD, the office of the Deann of Students, and other appropriate offices will coordinate the assessment in light of the relevant circumstances.

### **Course Withdrawal**

If you wish to withdraw from this course, it is your responsibility to do so. Class withdrawal deadline is November 5th.

### **Subject to Change**

Course content and schedule may vary to meet the needs of the class. Continued enrollment in this course implies that you have read and accepted the conditions listed on the syllabus.

## **ART 116 - INTRO TO DIGITAL MEDIA - FALL 2014**

### **Class Schedule**

**This schedule is a rough outline and is subject to change based on the pace and the needs of the class.**

Mon - 8/25 - Introduction, Syllabus, Go over Internet Research/ Blog Homework

Homework: Health and Safety Quiz due 8/27

Order Hard drive!

Purchase Book

Wed - 8/27 Introduce Web, and Vector Unit Homework

Set up class blog for next class; look at fonts for Logo.

Due: Health and Safety Quiz

Homework: Create personal blog, Blog Post: Fonts

Mon - 9/1 - Labor day, NO CLASS

Wed - 9/3 - Share Blogs (Weebles) - Workday for Logos

Mon- 9/8 - Blog class discussion (Fonts) - Logos due - Intro to Raster

Wed - 9/10 - Work day - for Raster Exercise - MUST HAVE HARD DRIVES THIS DAY!

Mon - 9/15 - Blog Class Discussion (Raster) - Raster Exercise Due

Wed - 9/17 - Work day - for Raster Project

Mon - 9/22 - Blog Class Discussion - Work day - for Raster Project

**Wed - 9/24 - Raster Critique -- CANNOT MISS THIS DAY!**

Mon - 9/29 - Blog Cass Discussion - Intro to Animation

Wed - 10/1 - Work day - for Animation exercise - Quiz on Raster and Vector

Mon - 10/6 - Blog Class Discussion - Workday - for Animation Exercise Due

Wed - 10/8 - Workday - for Animation Project

Individual meetings to discuss animation unit project

Monday 10/13 - Fall Break NO CLASS

Wednesday 10/15 - Intro to Sound - Workday for Animation Project

**Monday 10/20 - Animation Critique - CANNOT MISS THIS DAY!**

Wednesday 10/22 - Work Day for Sound Exercise  
Homework: Record Sounds for Unit Project;

Monday - 10/27 - Blog Class Discussion - Sound Exercise due - individual meetings for Sound Project

Wed - 10/29 - Workday -- for Sound Project

**Mon - 11/3 - Sound Project Critique - intro to video**

Wed - 11/5 - Assign Video Exercise - Quiz on Sound unit

Mon - 11/10 - Blog Class Discussion - intro to video project - Workday for video exercise

Wed - 11/12 - Video exercise due -Workday - for Video Project - individual meeting about project

Mon - 11/17 - Blog Class Discussion - Workday for Video Project

Wed - 11/19 - Share progress on timeline - Workday for Video Project

Mon - 11/24 - Blog Class Discussion - Work day for Video Project

Wed - 11/26 - Video Quiz - Workday for Video Project

**Mon - 12/1 - Video Critique - CANNOT MISS THIS DAY!**

Wed - 12/3 - Final Class - Final Blog Discussion - All work must be completed by 10:15

**Important dates:**

Classes begin – Thursday, August 21st

Last Day to add/drop – Wednesday, August 27th

Labor Day NO CLASS – Monday, September 1st



Tuition & Fees 100% Refund Deadline - Wednesday September 3rd

Herberger Institute Extended Add Deadline – September 11th

Fall Break NO CLASS – Saturday, October 11th - Tuesday October 14th

Course Withdrawal Deadline – Wednesday , November 5th

Complete Session Withdrawal Deadline – Friday, December 5th