

DIGITAL MEDIA FOR ARTISTS

Digital Media for Artists: Art 4007 Course Syllabus

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Course Description: Digital Media for Artists is an introduction to Adobe Photoshop, Adobe Illustrator, and Adobe Dreamweaver for all art majors. Students will create an online portfolio of their work with an emphasis on personal promotion and professionalism. Lessons will focus on the aesthetics of design and design as a process. Additional topics will include how to effectively work with color, text, font layout and various means of digital imaging.

Course Objectives: This course is designed to help students express creative ideas and concepts through visual means. In addition, students will develop a basic visual art vocabulary, two-dimensional productions skills and a professional visual aesthetic.

Learning Outcomes:

- Communicate visually using graphic imagery, color and typography
- Thorough understanding of design as a process
- Various approaches to web design and animation
- Application of class learning's to professional real world situations

Attendance and Class Participation:

- More than 3 absences may result in a full letter grade reduction for the semester.
- More than 5 absences in the first three weeks will result in an automatic withdrawal from the course.
- Come to class on time. Being continually late or leaving class early constitutes a half absence.
- I will not repeat demonstrations twice for students who are late. Students who are late are responsible for getting missed information from classmates. I expect you to do work inside and outside of class. Develop good work habits and work hard. This means coming to class prepared. Class time is for working. Please have your research, etc done for the assignments before you get to class.

Critiques: You will participate in many group critiques this semester. The critiques are the equivalent of examinations and an absence will be treated the same.

Late Work: The highest grade you can get on late work is a "B". No "A's" will be given for assignments turned in late.

Cell Phones and Text Messaging: I expect you to be courteous to your fellow students and turn off your cell phones, etc. during class. *Absolutely no cell phones or text messaging during class.*

Studio/Classroom Access: Students are given 24 hour access to classrooms two weeks into the semester. Once class rosters are submitted to UWG Public Safety, students can enter classrooms by swiping the door entry system with their UWG ID cards. I will inform you when Public Safety activates the card entry system for the class. Keep in mind that rooms are shared with other classes. A classroom schedule will be provided for you as well.

Safety: Students working late at night in studios can have Public Safety escort them back to their vehicles. To get an escort, call the Public Safety emergency number: 678-839-6000. Public Safety will provide the escort as long as there is an officer available.

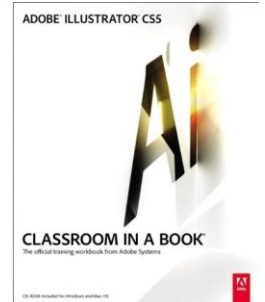
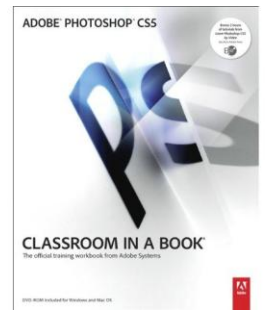
Email: I will periodically send emails to you during the semester. Please activate your UWG email as it is the official method of communication between faculty and students.

Copyright Issues: Assignments using copyrighted material without permission will not be accepted or graded.

Recommended Texts: *ADOBE PHOTOSHOP CS5* and *ADOBE Illustrator Classroom in a Book* by the Adobe Creative Team. Also available online at UWG's Ingram Library.

Recommendations & Resources:

- A 1GB (or higher) flash drive to back up information stored on school computers.
- www.clintsamples.com has a resource section with links to tutorials for Illustrator and Dreamweaver.
- UWG provides free server space for you to store your website. However, I would encourage you to purchase both a domain name (www.yourname.com) and hosting (where you upload the site). I use GoDaddy.com and I have been happy with it. We will discuss this more when we begin web site development.



Digital Media for Artists - Grade Information

Grade Criteria for Assignments

| | |
|----|-----|
| A+ | 4.3 |
| A | 4.0 |
| A- | 3.7 |
| B+ | 3.3 |
| B | 3.0 |
| B- | 2.7 |
| C+ | 2.3 |
| C | 2.0 |
| C- | 1.7 |
| D+ | 1.3 |
| D | 1.0 |
| F | 0 |

Class Schedule

1. PEACHTREE ROAD RACE DESIGN & SUBMISSION
 - 20% of your final grade
 - Weeks 1-5

2. PHOTOSHOP & ILLUSTRATOR LESSONS
 - 15% of your final grade
 - Photoshop/Illustrator Exercises
 - Senior Exhibition Mailers
 - Homepage Designs

3. INTRO TO BASIC WEB DESIGN
 - 25% of your final grade
 - Intro to Tables
 - Intro to Layers
 - Intro to Links & Page Properties
 - Intro to Image Optimization
 - Creating a "favicon"
 - Adding Flash to your site
 - Publishing (uploading) your site

4. ADVANCED WEB DESIGN
 - 40% of your final grade
 - Redesigning your site
 - Intro to CSS positioning
 - Intro to Behaviors
 - Resume development
 - Completed/Uploaded Website

How to get an "A" on an assignment:

1. You had to meet and exceed the objective of the assignment.
2. The assignment has to be completed and finished on time- (YOU MEET DEADLINES!)
3. Strong ideas, design and development.
4. Perceived amount of time spent on the project inside and outside of class.
5. High level of professionalism.

FINAL GRADE CRITERIA: UWG Dept of Art

Your instructor has the right:

- To drop you on the first day for being a no-show in order to make room for students needing to get in.
- To lower your FINAL grade due to excessive absences. You are allowed three absences so use them wisely. More than three absences may result in your final grade being lowered one letter.

“A” GRADE: OUTSTANDING

Students earning the grade “A” exhibit most of the following characteristics:

- Is almost never absent, and when absent, communicates with the instructor as to the reason and any make-up requirements
- When absent, communicates with classmates to be sure to keep up with missed material
- Often arrives early for class and often stays late
- Is always prepared for class
- Does considerable work outside of class as well as in class
- Pays attention, takes notes, asks questions, and knows what is going on in class
- Completes work on time, and frequently produces more than one version of an assignment.
- Does out research when necessary
- Always experiments with various approaches to the assignments and always improves on weak projects until results are at least superior and usually outstanding
- Is highly motivated to learn, and displays enthusiasm for their work
- Seeks extra instruction when needed, but is capable of initiating and developing their own ideas

“A” student’s overall effort and result is generally outstanding

“B” GRADE: GOOD

Students earning the grade “B” exhibit most of the following characteristics:

- Misses few classes and when absent, communicates with the instructor as to the reason and any make-up requirements
- When absent, communicates with classmates to be sure to keep up with missed material
- Arrives on time, sometimes late.
- Is prepared for class
- Does considerable work outside of class as well as in class
- Usually completes work on time, and often improves on weak projects
- Is motivated to learn and displays interest in subject beyond merely passing the course
- Attempts to understand relationships between projects, and is able to accumulate and apply knowledge acquired in previous projects in succeeding projects
- Seeks extra instruction when needed, but is capable of initiating and developing their own ideas
- Experiments with different approaches and produces more than one effort on many projects
- Accomplished good and above average results through persistent hard work

“B” student’s overall effort and result is generally very good

“C” GRADE: BELOW AVERAGE

Students earning the grade “C” exhibit most of the following characteristics:

- Poor attendance record
- Chronically late for class
- Turns in work late or unfinished
- Poor effort on projects, often does just enough to get by
- Seldom improves on weak projects
- Sometimes is confused about assignments because of absence or inattention
- Often expects the instructor to tell them exactly what to do and lacks the initiative or inability to think for themselves.
- Displays little interest the class and subject material
- Has to be coerced into applying full effort, weakly motivated to learn

“C” student’s overall effort and result is generally mediocre and undistinguished

“D” GRADE OR LOWER: FAILING

Students earning a grade of “D” or “F” exhibit most of the following characteristics:

- Chronic issues with absences
- Chronically late, leaves early, seldom works in class, rarely pays attention
- Lacks motivation or initiative
- Demonstrates a lack of responsibility and poor work ethic
- Not prepared for class
- Does not complete all projects and stops coming to class altogether

“D” or “F” student’s overall effort and result is unacceptable

“I” INCOMPLETE

This symbol indicates that a student was doing satisfactory work, but, for non-academic reasons beyond his or her control, was unable to meet the full requirements of the course. A student must remove an “I” grade during the succeeding semester of enrollment or within one year, whichever comes first; otherwise, the grade will be changed to “F”. An instructor who assigns a grade of “I” must submit with final grade (through his or her dean) two copies of a statement indicating the level of performance (A,B,C,D) excluding the missed work and the work that must be done to remove the “I” grade. The Registrar’s Office files one copy in the student’s permanent record and sends one to the appropriate department chair. The instructor retains a copy. It is the responsibility of the student receiving the “I” grade to see the instructor or department chair (if the instructor is not available) regarding the work to be completed.

“W” WITHDRAW PASSING

This symbol indicates that the student withdrew by midpoint of the semester or the term the course was offered (excluding final examinations). Except in cases of hardship that are approved by the appropriate college dean, students may not withdraw with a grade of W after the midpoint of the total grading period. A course in which the W is received is not included in the calculation of the grade point average.

“WF” — WITHDRAW FAILING

HEALTH SERVICES: PATIENT ADVOCACY PHONE: 678.839.0641

University life can be stressful. Patient Advocates, Jill Hendricks and Cory Hindman, connect UWG students with services, including medical, academic, legal, and psychological, both on and off campus. Students who wish to explore options for the treatment of conditions such as stress, anxiety, depression, eating disorders, and/or alcohol/ other drug concerns may contact a Patient Advocate for assistance with assessment and referral.

Students who have medical, family, or safety related emergencies may contact the Patient Advocates for assistance with crisis response. They also help in exploring options whether to remain in school, temporarily withdraw, or when appropriate, to request consideration for incompletes. They can also verify health/emergency related absences to instructors (only with patient permission).

The UWG Patient Advocates are trained in crisis response and serve students victimized sexually, through stalking, domestic violence, or intimate partner violence.

HARDSHIP WITHDRAWAL POLICY

Students may request a hardship withdrawal after the official withdrawal (“W” date) deadline published in the calendar at the beginning of this catalog until the day before the scheduled Reading Day of the term. A hardship withdrawal is an exception based on unusual or emergency circumstances beyond the student’s control.

A hardship withdrawal may be granted based upon special circumstances. The following conditions apply:

- The student must initiate a hardship withdrawal through the Associate/Assistant Dean of the college to which the student belongs. The student should be prepared to present documented evidence to substantiate the hardship being claimed. If a psychological assessment is required, the Academic Policies Associate/Assistant Dean may require the student to meet with the Director of Student Development (in Room 187, Parker Hall).
- The student must withdraw from all classes during the current term. He or she may not select only certain classes from which to withdraw.
- If recommended for hardship withdrawal by the student’s Associate/Assistant Dean, for each course a student will receive a W.
- Hardship withdrawals requested on or after the scheduled Reading Day will be treated as a retroactive hardship withdrawal. Retroactive hardship withdrawals will not be allowed if the student has completed all course requirements such as a final examination and/or a final project. Students seeking a retroactive hardship withdrawal must initiate the withdrawal through the student’s Associate/Assistant Dean. If recommended for a hardship withdrawal, the grade will be changed to a W through the official Grade Appeal process involving a Change of Grade form for each course taken. (See Grade Appeal process, <http://www.westga.edu/handbook/or Connection and Student Handbook, Appendix J.>) Documentation for a hardship withdrawal is based upon the category of hardship being claimed by the student.

Examples of documentation might include:

- Medical: Physician’s report, including name, address, phone, nature of illness or accidents, dates of treatment, prognosis, and recommendation
 - Psychological: Memo from a Student Development Center counselor, letter from private psychological or psychiatric service, illness, dates
 - Personal/Familial: Copy of divorce papers, police reports, obituaries, other as relevant
- Under *unusual* circumstances, a student may be granted a hardship withdrawal from only one class, while being allowed to remain in others.

An example would be a student who is passing an applied piano course and injures a finger, thus being unable to play the piano the rest of the semester. A student would be allowed to complete other courses being taken

concurrently. The student requesting a hardship withdrawal from one course must take all documentation to the Associate/Assistant Dean of the college offering the course.

The following list is illustrative of invalid reasons for a hardship withdrawal. A request using these reasons will not be approved.

- Poor performance in one or more courses
- Registration for the wrong course
- Preference for a different professor or class section
- Failure to drop course during the drop/add period
- Failure to withdraw by the published deadline using normal procedures