

Introduction to Digital Art — ART 2600C-001, M/W, 1:00 – 3:10PM, 3 credits

Term: Fall 2012

Instructor:

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COURSE DESCRIPTION:

Art 2600C satisfies the digital component of the foundations curriculum within the Department of Visual Arts and Art History. It is the platform for understanding and applying basic design principles and terminology within the digital environment along with the study of the historical and theoretical development of new media in art. Students are introduced to the idea and principles of image conception and manufacture employing industry standard tools and techniques.

COURSE OBJECTIVES:

1. Develop an understanding of basic design elements and principles, and how these are used to formulate clear compositions.
2. Learn and become comfortable using specific design related terminology
3. Develop the students' creative thought process and introduce conceptual awareness (critical thinking)
4. Communicate concepts through digital media, learning the industry standard software applications for both print and screen output
5. Prepare the student for digital portfolio development

METHODS OF INSTRUCTION:

1. Lectures
2. Creative project briefs, including both individual and group projects
3. Introduction to software through tutorials
4. Feedback in the form of individual and class critiques

COURSE TEXTS:

1. Christiane Paul, *Digital Art*, second edition (Thames and Hudson, 2008)
2. Michael Rush, *New Media in Art*, Thames and Hudson, 2008)

SUGGESTED READING

1. Bruce Wands, *Art of the Digital Age*, (Thames and Hudson, 2007)
2. Richar Colson, *The Fundamental of Disital Art*, (AVA Publishing, 2007)
3. Rachel Greene, *Internet Art*, (Thames and Hudson, 2004)
4. Stephen Wilson, *Information Arts*, (The MIT Press, 2002)

COURSE EVALUATION METHOD:

Overall grading criteria:

Grading scale — A 100-85; B 84-75; C 75-60; D 59-50; F 0-49

Individual projects will be evaluated throughout the semester using the following criteria:

1. 4 creative projects 80 points
2. Participation and overall class contribution 10 points
3. Outside class assignments 10 points

Quality of concept		20%
Technical ability	20%	
Communication skills during critiques	20%	
Overall execution of project		20%
Professionalism (deadlines, work ethic)	20%	

POLICY ON LATE WORK:

Work must be completed on time. A project that is not turned-in on the designated time will automatically have 25 points deducted (out of one hundred). If the project is not turned-in the following class period, additional 25 points will be deducted. After the third class period, the project will not be accepted and will be given an F.

SPECIAL COURSE REQUIREMENTS:

SUPPLIES: Sketchbook, black markers, metal ruler, X-acto knife, glue stick, USB Flash drive – 2GB minimum, digital camera

CLASSROOM ETIQUETTE POLICY:

An effective environment in studio courses necessitates student teacher contact as well as contact between the students themselves. Therefore, unexcused absences will affect the final grade in this course.(see participation).

DISABILITY POLICY STATEMENT:

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) located in -- Boca Raton - SU 133 (561-297-3880), in Davie - LA 240 (954-236-1657), in Jupiter - SR 110 (561-799-8585), or at the Treasure Coast - CO 117 (772-873-3382), and follow all OSD procedures.

HONOR CODE POLICY STATEMENT: Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001 at http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf

PORTFOLIO REVIEW:

All studio art majors are required to participate in the Department of Visual Arts & Art History’s portfolio review. The portfolio review normally takes place twice each year. The portfolio review process will provide participants with feedback about the progress of their studio work. More importantly, the review determines which degree options are open to you as studio major. Students who pass the review are eligible to become BA majors or BFA majors, while students who do not pass are limited to the BA major. The BFA degree track allows you to specialize in an individual studio field (such as painting or graphic design), while the BA degree is a more generalized degree track. BFA degrees are generally considered more prestigious and rigorous than BA degrees in the visual arts. The current guidelines for portfolio review are available on the department website. The best way to begin preparing is by reviewing the guidelines and carefully preserving the projects you make in all of your studio classes. The right time to go through the review varies somewhat from student to student, but in general, you should participate in the review while you are in your last semester of foundations (1000- and 2000-level) courses.

WEEKLY SCHEDULE:

WEEK 1

Lecture — Course introduction: a timeline of digital art, a short history of technology and art. (Paul, pp. 7-27)

Lecture and practice: the computer as a tool, introduction to image capture, manipulation and technical information.

WEEK 2

Photography and print.

Introduction to image creation and manipulation.

WEEK 3

Project one brief: Digital collage: traditional photography versus the digital environment. (Rush, pp. 7-27)
Software demo: Photoshop.

WEEK 4

Lecture — introduction: the computer as a medium. (Paul, chapter 2)
Project two brief: Motion pictures. Basic concepts on animation (from Muybridge to Film).
Software demo: After Effects

WEEK 5

Review of work and critique.

WEEK 6

Review of work.
Software demo: Illustrator.

WEEK 7

Project 3 brief: Video.
Lecture — Understanding video. (Rush, chapter 2)
Software demo: Adobe Premiere

WEEK 8

Review of work. Discussion on video past and present.
Midterm Critique

WEEK 9

Lecture — Integration of different technologies — analogue and digital. (Rush, chapter 3)

WEEK 10

Lecture — Themes in digital art: artificial life, telepresence, gaming (Paul, pp. 139-189)
Project 4 brief: 3D environment introduction.
Software demo: Google Sketchup.

WEEK 11

Lecture — Interactive art: understanding interactivity. (Paul, pp. 196-238)
Review of work

WEEK 12

Project 5 brief: Portfolio production
Software demo: Dreamweaver

WEEK 13

Review of work.

WEEK 14

Review of work.

WEEK 15

Monday, December 3rd
Final critique/exam