

Digital Art for Non-Majors // ART3930C  
3 credit hours // M W (6:15-8:10)  
Instructor: Budd Dees  
Classroom: NRNA G5141I // Office: FAD 203  
Office Hours: F 8am-9am \*by appointment  
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#### COURSE DESCRIPTION:

This course serves as an introduction to technical, conceptual, and art historical understandings of using digital processes for art making. We will learn basic competency in Photoshop, Illustrator, Premiere, and Dreamweaver. While technical skill is an essential component of the course, we will also devote a significant amount of time to researching contemporary art history, directly and indirectly related to digital arts, and conceptual issues that surround implementing the computer as an art tool. We will accomplish these objectives via demonstrations, lectures, discussions, short exercises, readings, student presentations, and creating art with these new tools.

My classroom ambitions include making you all independent thinkers and researchers for both future technical endeavors and conceptual social, political, and aesthetic issues. Ideally, I want you to find a link between the difficult ideas we will be studying and your everyday lived experiences.

#### Objectives

- Develop an understanding of the computer as a medium for reflecting and expressing cultural values.
- Become aware of the history and foundation of digital art/new media art as a construct.
- Develop an understanding of the thought processes that contribute to the scientific and artistic development of the field.
- Situate digital practices within the continuum of contemporary art.
- Integrate research practices into the development of digital media artworks.
- Develop methodologies for creating work that result in informed, cogent output.
- Learn to propose and present ideas in a way that clearly demonstrates intent.

Required Materials: a storage device (at least 8GB of space), a sketchbook/process book for ideation //

Suggested Materials: a website which you have constant access to. You can buy a domain and web space for very cheap if you pay monthly. We will discuss in class the ideal time to invest in this.

*If you do not own these materials, buy them, use the resources of the University, or borrow them elsewhere.*

*You must have a working email address and access to a high-speed Internet connection to succeed in this class. Be sure your email is working and isn't full.*

Readings will consist of pdfs and urls available on the class website.

#### ASSESSMENT:

**PARTICIPATION:** Participation, support, and respect in all phases of this course are imperative. The class dynamic depends on your energy, initiative, attitude, productivity, and willingness to get involved in group discussion and critiques. Participate in a responsive manner during critique, class discussion, and exercises. Be safe and thoughtful with equipment and facilities. You are expected to refrain from personal communication devices (texts, im, email, etc.) and non-course related web surfing during class time. That means: \*\* No browsing Facebook, Twitter, Snapchat, etc. during class!\*\*

**PRESENCE OF MIND AND BODY:** Being in class is your opportunity to get feedback from the instructor and

your classmates. Take advantage of it! Ask questions and contribute answers. Offer constructive criticism during group discussions, class work days, and critiques. Reflect on the comments you receive to gauge the effectiveness of your work. Examine the way your ideas change, evolve, and influence formal and conceptual choices in your work. Your development as an artist hinges on your ability to make effective choices and express ideas clearly.

CRITIQUES: A critique is like an exam. You must be present and on time on these days. You must participate and give respectful feedback. While we critique you must understand that your peers are reacting to the work in front of them. They are not attacking you. They still adore you. There is no need to be defensive. A good rule of thumb, even if you disagree with what is said, is to nod and jot down the criticisms for later reflection.

**GRADING BREAKDOWN AND EXPLANATION OF LETTER GRADES:**

<b>50% - Projects</b>	<b>15% - Exercises</b>	<b>20% Presentations</b>
Project 1 – 15%	Animated GIF – 5%	Photoshop Demo – 5%
Project 2 – 15%	Text as Objects – 5%	Illustrator Demo – 5%
Project 3 – 10%	Found Footage Remix – 5%	Artist Presentation – 10%
Project 4 – 10%		

**\*\*Attendance and Participation will count for 15% of your final grade.\*\***

- A            90-100%
- B+          87-89%
- B            80-86%
- C+          77-79%
- C            70-76%
- D            60-69%
- F            Below 60%

A – Superlative work: careful attention to craft and presentation. Intent and execution of the piece work together in a significant and original way; goes beyond merely solving the problem – one’s performance at this level is visibly outstanding.

B+ - Above average: solution to the problem and idea are well planned; execution is well done. This is an honorable grade.

B – A bit above average: slipping in levels of originality, craft, and presentation. This piece does not work as well as a unified whole or statement yet effort was made. Solid average work.

C+ - Problem solved: the requirements of the problem are met in a relatively routine way. A ‘C’ represents satisfactory work, regular attendance, and successful accomplishment of the course.

C – Requirements of the problem are met in a relatively routine way. There is room for improving skills and concepts.

D – Inadequate work: The requirements of the problem are not addressed. The piece represents careless and/or incomplete effort. Some criteria met, work substandard.

F – Unacceptable work and effort

For more information about grade policy: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

**\*\*Grading guidelines will be explained in detail at the time each assignment is given. Always read the project description sheet. If anything seems unclear, you are responsible for asking me for clarification far in advance**

of the due date.\*\*

**ATTENDANCE:** Students are expected to attend class and be prepared to participate. Up to two (2) unexcused absences are allowed. The overall grade is lowered by 5% for each unexcused absence thereafter. Tardiness and/or lack of appropriate class materials is unacceptable and will count as unexcused absences if they become a habit. Medical and family emergencies can generally be accommodated with letters.

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

**LATE WORK:** Late assignments and projects will be penalized up to 20% for the first day 10% for each subsequent day (up to instructor's discretion) and will not be accepted after one week from the due date.

\*\*Attending critique is one of the most important aspects of the class. Even if you are not prepared to turn in your project, come to critique! This way you can at least get your critique participation points and it will show me that you are serious about the project and your dedication to the class.\*\*

#### COURSE SCHEDULE / OUTLINE:

(Due to unforeseen happenings, it may be necessary for the course assignment schedule to be altered. The instructor will always strive to be fair about any changes.)

January 4 – Introductions // Syllabus review // Policies and expectations // Getting acquainted with Mac Lab

January 9 – Photoshop demo (demonstration of basic Photoshop tools and practices) // Understanding layers exercise: Animated GIF

Homework: Gather images/objects for project 1

January 11 – Scanning Demo // Assign project 1: Digital Composite & Communal Grab-bag // Assign Duo Demo Presentation // Scan images and objects

Homework: Prepare demo presentation with your partner // Narrow your selection to 5 scanned images // Begin working on digital compositions

January 16 - MLK Holiday

January 18 – Students present Photoshop demos // Continue working on project 1 canvases

Homework: Continue working on digital compositions

January 23 – Demo for saving/exporting and digital compositions for print // Discuss printing options //

Review rubric for grading project 1 // Continue working on project 1

Homework: Finalize all digital compositions for project 1 // print compositions // prepare them for presentation to the class

January 25 – Critique of Project 1

January 30 – Demo Illustrator (demonstration of basic Illustrator tools and practices) // distinguishing Illustrator from Photoshop // Working with text exercise: Text as Objects // assign Duo Demo Presentation (Illustrator) // assign morning flow chart

Homework: create morning flow chart

February 1 – Assign Project 2: Constructed Instructions // look for examples of illustrated instructions, comics, cartoons for inspiration

Homework: Begin conceptualizing and sketching ideas for project 2 and prepare illustrator demo

February 6 – Students present Duo Demos for Illustrator // Present ideas for project 2 in group discussion format, receive feedback with grace and adjust proposal as needed // begin working with Illustrator to create the images you have drawn

February 8 – Demo: working with the pen tool/curves in Illustrator // Continue working on Instructions for project 2 to teach us how to do something

Homework: Continue perfecting your instructions (spelling, word choice, font design, in addition to all images involved should be considered)

February 13 – Individual feedback sessions to consider revisions before critique // Continue to work on project 2 // discuss how to export project for the web if needed

February 15 – Class Cancelled

February 20 – Critique of project 2

February 22 – Watch a film to prepare for video project (Julian Donkey Boy)

February 27 – Demo Premier Pro (demonstration of basic Illustrator tools and practices) // Demo how to download video from archive.org // Editing familiarity exercise: Found Footage Remix

March 1 – Review Found Footage Remixes // Discuss Filmmaking Vocabulary and camera settings// Present project 3: Single Shot Video // Discuss formatting of storyboarding and proposal // Work on proposals

Homework: Work on proposals // explore camera settings

March 6 - 8 Spring Break

March 13 – Students present proposals // Independently work on set creation, planning, scheduling, budgeting, casting, site research.

Homework: Shoot video.

March 15 – Assign presentation of artist // import video into premiere pro, give title sequence and credits, export // upload to youtube or vimeo

Homework: Finalize project 3 and upload to youtube or vimeo // research digital artist of your choosing

March 20 – Critique of project 3

Homework: work on presentation of assigned artist

March 22 – Demo HTML, CSS, Dreamweaver basics // experiment with linking and layouts // Demo using tables to organize a portfolio site

March 27 – Presentation Group 1 // followed by class discussion

March 29 – Presentation Group 2 // followed by class discussion

April 3 – Assign project 4 // Discussion of file organization // re-save and organize portfolio images and video in webfolder

April 5 – Discussion of an artist statement and resume // write working drafts of both

April 10 – small group discussion of artist statements and resumes

April 12 – Demo using images as buttons and floating divs // Work on creating a convincing and functional portfolio site

Homework: research other artist sites to get an idea of what yours should look like // work on reasoning through how to make the site

April 17 – Independently working on portfolio sites, resumes, and artist statements  
April 19 – Final Critique of portfolio sites

#### COLLEGE POLICIES:

UF MEDIA LABS: Never bring food or drinks into the lab, not even water. Class periods will always include breaks so you can step outside. Save your work onto a portable drive before logging off; files left on lab computers may be erased without warning.

#### Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

#### Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

#### Class Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

#### Materials and Supplies Fees

There are no additional fees for this course.

#### University Honesty Policy

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

#### Counseling and Wellness Center

Contact information for the Counseling and Wellness Center:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

## **DIGITAL MEDIA AREA RULES**

All users of the studio classrooms are expected to follow studio area rules at all times. If you have any questions, ask your instructor.

- Follow all SA+AH Health and Safety handbook guidelines (the handbook should be reviewed by your instructor and can be found at: [www.arts.ufl.edu/art/healthandsafety](http://www.arts.ufl.edu/art/healthandsafety))
- Follow the SA+AH Satellite Waste Management Chart in the classroom and other health & safety guidelines posted for your media.
- In case of emergency, call campus police at 392-1111
- File an incident report (forms may be found in the SAAH H&S handbook, the SAAH faculty handbook and in the main office.) Turn completed forms into the SAAH Director of Operations within 48 hours of the event.
- Alcohol is forbidden in studios
- Familiarize yourself with the closest eyewash unit.
- No eating or drinking in computer the lab.
- Do not use spray adhesive in the studios or in the building. There is a professional and safe paint spray booth in FAC-211A for your use.
- Shoes must be worn at all times.
- Protective equipment must be worn for hazardous work.
- Do not block aisles, halls or doors with stored items or when working. This is a violation of fire codes.
- Do not store anything on the floor. This impedes cleaning and creates a hazard.
- Installations must be removed as soon as possible after critique.
- Clean up spills immediately.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- Follow the **SA+AH CONTAINER POLICY** (see policy below)  
*There are 2 types of labels used in the SA+AH-- yellow and white. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose.*

### **White:**

All new and or used product in containers (hazardous or what might be perceived as hazardous -i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc...) must be labeled within the SA+AH to identify their contents. Labels can be found at the MSDS box in each studio and work area. All containers must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.

### **Yellow:**

WHEN HAZARDOUS ITEMS ARE DESIGNATED AS WASTE.

**All containers** must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up.

- Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside

(top).

- 5 gallon jugs must have a yellow hazardous waste label on the outside.

- Fibrous containers must have a yellow hazardous waste label on the outside (top).
- Each item in the blue bin must have a yellow hazardous waste label.

Note: Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%. Labels should also include the Bldg and room number of the shop generating the waste along with the Waste Manager for your area, this is located on the SWMA sign posted at the sink or at the Waste Management Area.