

# School of **ART + ART HISTORY**

UNIVERSITY OF FLORIDA / COLLEGE OF THE ARTS

## DIGITAL ART FOR NON-MAJORS

**ART 3930C • 154E / Spring 2018 / credit hours: 3**

**ARCH 120 / Tuesdays 6:15 – 9:10PM**

.....

**UNIVERSITY POLICE:**  
(352) 392-1111 or  
**EMERGENCIES: 911**

.....

**SNAP:**  
Free nightly campus  
safety transportation  
service  
(352) 392-SNAP

.....

**COUNSELING  
SERVICES:**  
Resources are  
available for students  
and spouses/ partners  
experiencing personal  
problems or  
academic/career  
concerns interfering  
with academic  
performance.  
<https://counseling.ufl.edu/>  
or (352) 392-  
1575

### **REQUIRED MATERIALS:**

- USB flash drive or external hard drive (Mac compatible).
- Access to digital camera (preferably) or camera phone to create still images and video.
- Access to software: Adobe Photoshop, Illustrator, and

**INSTRUCTOR:** Annemarie Poyo Furlong

**EMAIL:** [apoyofurlong@ufl.edu](mailto:apoyofurlong@ufl.edu)

Instructor will respond to emails within 24 hrs

**OFFICE HRS:** Tues 5-6PM in ARCH 120 and by appt.

\*\*Class announcements, homework assignments, critique dates, and special events are communicated verbally in class, via UF email, and through our class website. Supplementary resources and extra credit opportunities are also noted on the website. Assignments will be submitted through each student's personal blog. Attendance and grading will be recorded through Canvas.

### **COURSE DESCRIPTION**

This course explores the aesthetic, technical, and conceptual practices of image making with digital media. Students will examine how to perceive, communicate and make digital images in visual culture, with an emphasis on the experimental and conceptual. Aesthetic, technical, and conceptual issues within the context of contemporary art are addressed through lectures, demonstrations, exercises, projects, readings, and student presentations. Students are evaluated based on contributions to class discussion, their blogs, presentations, critiques, and aesthetic, technical, and conceptual development in their digital image making practices.

### **COURSE LEARNING OBJECTIVES**

Through in-class and formal assignments students will demonstrate an understanding of the following concepts and skills:

- Two-dimensional imaging concepts of composition and aesthetics
- Digital image capture and creation fundamentals
- Software fundamentals: Adobe Photoshop, Illustrator, and Premiere Pro
- Research methods to inform visual art-making practice
- Project development/process documentation
- Visual literacy and critical thinking skills through participating in critiques

### **METHOD OF INSTRUCTION / COURSE STRUCTURE**

This course is comprised of lectures, demonstrations, in-class exercises, readings / research written responses, projects, critiques, and a presentation. Students should expect to work a minimum 3 hours weekly beyond class time.

Three major projects will be completed. Each project will be detailed on a project sheet distributed at the time of assignment. During the course of each project, there will be lectures, demonstrations, in-class work time, and discussions or informal critique (as a class, in small groups, and individually). At the conclusion of each

Premiere Pro (available in the UF CIRCA comp labs).

- Headphones or earbuds.
- Three-button mouse is strongly recommended; this will greatly increase your productivity with digital imaging software.
- Required (free) registration with <https://training.it.ufl.edu/>
- *Optional:* Digital drawing tablet.

.....  
**NO REQUIRED TEXTBOOK / Readings will be provided as pdfs or links via class website.**  
.....

**STUDENTS WITH DISABILITIES:**  
Students requesting classroom accommodation must first register with the Disability Resource Center (Reid Hall, (352)392-8565, <http://www.dso.ufl.edu/drc/>). The DRC will provide documentation to the student, who must in turn submit it to the instructor upon requesting accommodation. Course materials are available in alternative format upon request.

project there will be a formal critique to discuss the work. Critiques will provide an opportunity to use imaging vocabulary, recognize opportunities for improvement, and develop effective imaging strategies. During most class periods we will have short image-making exercises to challenge technical and conceptual skills. During the second half of the semester, students will conduct research on a digital artist of their choice, give a 15-minute presentation about the artist, and lead a short discussion about their work.

### **UF MEDIA LAB POLICY**

No food or drinks. Certain Architecture and Norman Hall computer labs are teaching spaces, and thus access hours are limited. Students may work in these labs when not occupied by classes. Note that the common area Architecture computer lab is open 24 hours/day, thus access to computers and software should not be an issue. All work should be stored on your USB flash drive or external hard drive, as lab computers are wiped daily.

LAB HOURS: <https://labs.at.ufl.edu/Hours.php>

### **CLASS WEBSITE, BLOG / ELECTRONIC PROCESS BOOK**

Class announcements, projects, homework, special events, extra credit opportunities and other class information is made available to students through the class website. Each of you will maintain a personal blog (linked through our website) to serve as an electronic process book, which will be factored into your grade for each project. You are expected to upload in-class exercises, digital images and notes from online research, drafts of work in progress, and notes from feedback from classmates and/or the instructor. Final project images / video and other assignments, such as reading responses and artist presentations, are also submitted via the blog.

### **PARTICIPATION / CELL PHONE POLICY**

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 class discussion, critiques, and blogging. Mute your phones and put them away at the beginning of class. No browsing Facebook/Insta/SnappySnapChat, etc. during class! Being in class is your opportunity to get feedback from the instructor and your classmates. Take advantage of it! Ask questions and contribute answers. Reflect on the comments you receive to gauge the effectiveness of your work.

### **EVALUATION AND GRADING CRITERIA**

Breakdown of grades:

- Project 1 - 20%
- Project 2 - 20%
- Project 3 - 20%
- Presentation on Digital Artist - 10%
- Participation + In-Class Exercises - 20%
- Homework - 10%

Projects will be graded on their success in the following areas: concept development, ambition, experimentation, excellent design / composition decisions, craftsmanship / technical competency, and meeting project deadlines. Grading will be recorded through Canvas.

## CRITIQUE

### GUIDELINES:

- Arrive prepared with professionally presented work.
- Be prepared to discuss your own and classmates' work.
- Be respectful: give feedback, not advice.
- No side conversations or screens during presentations or critiques.
- Please mute cell phones prior to class.
- Attending critique is one of the most important aspects of class – think of it as an exam. If you arrive late to critique, you will not be able to show your work, and points will be deducted from your grade.

Assignments are to be submitted on the date due (before class); late assignments will be penalized 10% per day late. Assignments that are more than two days late will not be accepted. **Projects will not be accepted after the due date without prior permission.** All Projects must be completed in order to pass the course. Students who miss class must obtain information from peers; handouts can be obtained from class website.

Make-up of assigned work due to extenuating circumstances must be completed within 2 weeks of absence.

## GRADING SCALE

A.....94-100

Exceptional work; all criteria of assignment have been surpassed in a distinguished manner and solutions to problems presented exhibit a depth of understanding. In addition, student is engaged in exceptional studio practice, which includes active research, looking up artists recommended, asking relevant questions about other artists' works or ideas, and being thoroughly engaged in course content.

A-.....90-93

Well-presented, superior work: all criteria of assignment were surpassed in a distinguished manner (including exceptional studio practice highlighted above). Minimal improvements could be made to the Project overall.

B+.....87-89

Very good work: all criteria of assignment were surpassed, minor changes could be considered and executed to bring piece together. Studio practice was exceptional.

B.....84-86

Very good work: above average solutions and clear potential. Most criteria of assignment were surpassed with some improvements to be made. Execution was well done. Studio practice during the Project was commendable.

B-.....80-83

Good work: most criteria of assignment were met. Work showed promise with a few significant improvements to be made. Studio practice was adequate.

C+.....77-79

Slightly above average work: most of the criteria of the assignment were met. The work is not yet a unified whole or cohesive statement, yet effort was made. Studio practice was adequate, but could be more reflective and thoughtful.

C.....74-76

Average work: the assignment directions were followed and the requirements were met in a relatively routine way. Slippage in levels of craft, originality and presentation. Studio practice was adequate, but could be more reflective and thoughtful.

C-.....70-73

Slightly below average work: the assignment directions were followed and the

requirements were minimally met, but there is much room for developing assignment's concepts further. The level of craft and breadth and depth of idea development needs improvement. There is some evidence of studio practice, but the quality and quantity is lacking.

**COURSE**

**EVALUATION:**

Students are expected to provide feedback on the quality of instruction in this course. Evaluations are conducted online at <https://evaluations.ufl.edu/evals/>. Each semester, students will be informed when online evaluations are open. Summary results of these assessments are available at the same website. Instructors receive results only after grades are finalized.

D+.....67-69

Below average work: an attempt to solve the problem was made, but there is much room for improving skills and developing concepts further. The criteria of the assignment are barely met. Basic craftsmanship skills have been neglected and there is a lack of breadth and depth of idea development. There is minimal evidence of studio practice, but the quality and quantity are lacking.

D.....64-66

Inadequate, below average work: the requirements of the assignment are not addressed. The execution of the work is careless and represents an incomplete effort. Work is substandard.

D-.....60-63

Unacceptable work and effort: the requirements of the assignment are not addressed. The execution of the work is careless and represents an incomplete effort. Work is substandard.

E.....below 60

Unacceptable work and effort: the work submitted is inadequate; the requirements of the problem are not addressed. The piece represents careless and/ or incomplete effort. Work is substandard. Or, assignment was not submitted.

\*Please note that a C- or below is not an acceptable grade for any course in which a 2.0 GPA (or C) is required, i.e., any course in the major.

**ATTENDANCE POLICY**

Registered students who do not attend at least one of the first two class meetings for the course, and who have not contacted the department to indicate their intent, may be dropped from the course.

Participation in class is necessary to achieve the course objectives. Students are expected to arrive to class on time and be prepared to participate. Please mute cell phone prior to class. Attendance is taken at the beginning of class. You are considered tardy if you arrive after roll is taken. Two late arrivals or early self-dismissals will count as one absence. An absence does not constitute an extension of an assignment.

Attendance is mandatory. Your final grade will drop a full letter after two absences. Four absences will result in failing the course. Please look at your calendar at the beginning of the semester to see if you have any commitments (for example, religious holidays) that conflict with classes, due dates, or critiques. If you do have a conflict, contact the instructor in advance.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

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

## **UF PHILOSOPHY**

UF is an institution that encourages the intellectual and personal growth of its students as scholars and citizens. As an educational institution, the University recognizes that the transmission of knowledge, the pursuit of truth, and the development of individuals require the free exchange of ideas, self-expression, and the challenging of beliefs and customs. In order to maintain an environment where these goals can be achieved safely and equitably, the University promotes civility, respect and integrity among all members of the community. As stated in the Standard of Ethical Conduct, students are expected to exhibit high standards of behavior and concern for others.

## **ACADEMIC HONESTY POLICY**

As a result of completing the registration form at UF, every student has signed the following statement: "I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University." The Honor Code <https://sccr.dso.ufl.edu/students/student-conduct-code/> specifies dishonest behaviors and possible sanctions.

## **DRUG-FREE SCHOOL + WORKPLACE / CLEAN INDOOR AIR ACT**

The SA+AH is committed to upholding the policies set forth by UF with regards to drug and alcohol use and smoking in educational facilities. Possession or use of drugs or alcoholic beverages is not allowed in the classroom or outdoor areas. In addition, The Florida Clean Indoor Air Act of 1992 prohibits smoking in educational facilities. Violation of University policies and applicable laws is grounds for disciplinary action up to and including expulsion and does not preclude the possibility of criminal charges.

## **DISRUPTIVE BEHAVIOR**

Any member of the UF community who acts intentionally to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate disciplinary action by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. Be advised that you will be dismissed from class if you engage in disruptive behavior.

## **HEALTH & SAFETY GUIDELINES:**

The School of Art + Art History Health and Safety Policy handbook provides policy and training for health and safety. Students must follow handbook policies, receive proper training, and sign the signature page, no later than the third class meeting. Please make yourself familiar with the SA+AH Health and Safety Program at: <https://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf>  
\*\*Use of aerosol products (such as fixative, spray paint) may only be used in the designated spray booth in FAC 211A.