

Workshop in the Fundamentals of Technology  
University of Florida, School of Art and Art History  
Thursday, periods 2-4 (8:30am-11:30am) 3 credits  
Location: Room ARCH 0120  
Office location: FAC 302  
Instructor: Elham Masoudi / emasoudi@ufl.edu

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## COURSE DESCRIPTION

This course emphasizes technical and aesthetic practices of digital media and is designed as an introduction to the language and application. Expect to achieve a competency level in the basic use of art and design programs including Photoshop, Illustrator, iMovie and different cloud based 3D modeling programs. Students are evaluated based on their contribution to class discussions, exercises, critiques, class blog, and their technical and aesthetic development.

## OBJECTIVES

Students will demonstrate an understanding of the following principles and techniques through studio assignments.

Software fundamentals include...

- Photoshop – learning basic image manipulation, selecting, pasting, cropping, filters, saving, etc.
- Illustrator – Introduction to vector-based images & type; learning and applying the basics
- iMovie – learning basic video & sound importing, exporting, and editing with titles and credits
- 3D Modeling – Introduction to 3D modeling and digital fabrication with cloud-based programs.

## MATERIALS/EQUIPMENT

- Media storage device such as a Flash drive, minimum of 2 GB for class work & projects
- Process notebook
- Headphones or ear buds (no audio without them)

## COURSE STRUCTURE

Assignments consist of four major projects. Each project will be detailed on a project sheet distributed at the time of its assignment. During the course of each project, there will be opportunities for introductory lectures/demonstrations, in-class work periods, and discussions or informal critique (as a class, in small groups, and individually). At the conclusion of each project there will be a formal critique to discuss the work. Critiques will provide an opportunity to use formal imaging vocabulary, see mistakes and find solutions to them, and recognize effective imaging strategies already present in the work. Frequent quizzes cover basic imaging terminology as explored in assigned readings.

## TEXT

All students are required to register with <http://www.lynda.com> as this will be our required tutorials throughout the semester. Lynda.com is a free resource for all UF students.

## LATE POLICY

Assignments must be turned in on the due date. Late assignments will drop one letter grade per day late (24 hours). A missed class does not constitute an extension of an assignment. Only in the event of significant illness (medical note required) or calamity (death in the family, natural disaster) work may be made up. Students are responsible for making arrangements as soon as reasonably possible to make up for a missed class.

## GRADING SCALE

4.0, A-: 3.67, B+: 3.33, B: 3.00, B-: 2.67, C+: 2.33, C: 2.00, C- 1.67, D+: 1.33, D: 1.00, D-: .67

A=Superlative work: Careful attention to craft and presentation. Intent and execution of the piece work together in significant and original way. Goes beyond merely solving the problem- ones performance at this level is visibly outstanding.

B+=Very fine work: Almost superlative. A few minor changes could be made to bring the piece together. Again goes beyond merely solving the problem.

**B=Above average:** Solution to the problem and idea are well planned. Execution is well done. This is an honorable grade.

**C+=A bit above average:** Slipping in levels of originality, craft, and presentation. The 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.

**D+=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.

**E=Unacceptable work and effort**

**Note:** A grade of a C- or below will not count toward major requirements

Overall effort and general attitude towards your work and improvement during the semester will factor into your grade.

Assignments will be evaluated on the following criteria:

- Successful resolution of the assigned problem including all technical, compositional, and aesthetic requirements.
- Development of conceptual ideas and technical skills evidenced in the finished work.
- Inventiveness, experimentation and risk taking. (Initiative, scope of undertaking.

Did you challenge yourself?)

- Craftsmanship, presentation, timeliness, professionalism.

#### **Breakdown of Class Points:**

100 points Total

Photoshop (20 points) Illustrator project (20 points) iMovie project (20 points)

3D Modeling project (20 points)

Participation (15 points)

Homework (5 points)

### **PARTICIPATION**

The class dynamic depends on your energy, initiative, attitude, productivity, and willingness to get involved, participating in a responsive manner during critique and class discussion is necessary for a successful semester.

### **ATTENDANCE**

Students are expected to arrive to class on time, with the appropriate materials. Up to 2 unexcused absences are allowed. Tardiness and/or lack of appropriate class materials are unacceptable and will count as unexcused absences if they become a habit. Absences will be counted from the first class meeting onward. Appropriate documentation from the student health service should be obtained for medical purposes. It is your responsibility to see that the record is corrected from an absence to a tardy if you are late. 3 tardies = one absence. On the 3rd unexcused absence 50% of Participation Grade will be reduced (7.5pts off the final grade), the 4th unexcused absence will reduce the Participation Grade by 100% (15pts off the final grade) and the 5th unexcused absence will result in failure of the course. All absences will be reflected in your final grade.

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## MEDIA LAB POLICY

Absolutely NO food, NO drinks, not even water allowed in the lab. The Labs are teaching spaces. Access hours are limited. When the rooms are not scheduled, students may work in these labs. Posted time for lab hours: <http://labs.at.ufl.edu/hours.php>

Students are responsible for school owned equipment and storage of their files. Files left on the computer desktop will be erased. Lost equipment will be charged to the student in whose name it was checked out. CIRCA labs are available 24hours per day except around holidays. Most programs are available on the CIRCA machines. Students using UF Media labs are responsible for leaving both the desktop and surrounding area clean. This is a course expectation.

\*If you have any difficulties with your Gator logon you need to contact UF Computing Help Desk at 352-392-4357 or <https://wiki.helpdesk.ufl.edu/>.

If you have difficulties with Lynda.com you need to contact them on their site. General University Policies & Services

### Accommodations for Students with Disabilities:

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.

### Campus Resources: Health and Wellness

- **U Matter, We Care:** If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392- 1575 so that a team member can reach out to the student.
- **Counseling and Wellness Center:** <https://counseling.ufl.edu/> , 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- **Sexual Assault Recovery Services (SARS) Student Health Care Center,** 392-1161.
- **University Police Department,** 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

## READING DAYS

The two days prior to the start of examinations in the fall and spring semesters, generally a Thursday and Friday, are designated reading days. No classes or exams are held on these days. Instead, students are encouraged to use these days for study and review.

## RELIGIOUS OBSERVANCES

You must notify the instructor prior to the class or occurrence of that class, test or activity of any religious holidays for which you will miss class. Students, upon prior notification of their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

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## **UF Grades**

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

## **UNIVERSITY POLICIES**

### **Student Evaluations**

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/>

### **Student Honor Code:**

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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) 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.

### **Disruptive Behavior:**

Be advised that you can and will be dismissed from class if you engage in disruptive behavior. Students who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate disciplinary action. The Dean of Students Office: <https://www.dso.ufl.edu/>

### **Academic Resources:**

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu). <https://lss.at.ufl.edu/help.shtml>.
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

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## CRITICAL DATES ON THE UNIVERSITY CALENDAR

<http://www.reg.ufl.edu/dates-critical.html>

### Health and Safety

<https://arts.ufl.edu/academics/art-and-art-history/health-safety>

Each student must complete a H&S STUDENT WAIVER FORM

Area Specific Information: Digital Media

#### 1 Hazards of Materials

Batteries, old monitors, lamps from digital projectors if broken may release mercury.

THERE ARE NO KNOWN HEALTH HAZARDS FROM EXPOSURE TO LAMPS THAT ARE INTACT.

#### 1 Best Practices

Though not much is generated, the Digital Media technician is certified for handling Hazardous Waste by the University of Florida. For installations or sculptural elements, please cross-reference with other area specific information as needed.

#### 2 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: <https://arts.ufl.edu/academics/art-and-art-history/health-safety>)
- \_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.

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**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. SA+AH Health & Safety Handbook /