COURSE TITLE: ART3930c: Non-Major Digital Art
TERM: Fall 2019
INSTRUCTOR: Annemarie Poyo Furlong
EMAIL: apoyofurlong@ufl.edu

(NOTE: All email communication should be through Canvas. Please use this email address only if you have an emergency and/or are unable to access Canvas email. Instructor will respond to emails within 24 hours.)

COURSE DESCRIPTION

ART 3930c Non-Major Digital Art is an online studio art class designed for non-major students. This course explores the aesthetic, technical, and conceptual practices of image making with digital media within the context of contemporary art. Students will examine how to perceive, communicate and make digital images in visual culture, with an emphasis on the experimental and conceptual. Course topics are addressed through lectures, software demos and exercises; readings, videos, review of artists and artworks, brief reflective writings, projects, critiques, and a presentation.

COURSE LEARNING OBJECTIVES

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
- Visual literacy and critical thinking skills through participating in critiques

MATERIALS AND LEARNING RESOURCES

Required Materials:

- Access to digital camera (preferably) or camera phone to create still images and video.
- Access to software: Adobe Photoshop, Adobe Bridge, Adobe Illustrator, Adobe Premiere Pro, and Adobe Acrobat Reader or Acrobat Pro.
- Access to a scanner.
- A USB Headset with microphone for participating in critiques and the live sessions we will conduct via Zoom.
- Storage for your work via the cloud and / or an external hard drive. Save your work often. Technology fails and programs often crash (especially the current version of Premiere Pro, sadly). Technology failure is not a valid reason for late work.
- Three-button mouse is strongly recommended; this will greatly increase your productivity with digital imaging software.
- Required (free) registration with LinkedIn Learning: https://www.linkedin.com/learning/me?u=41282748
- Required (free) registration with Vimeo or YouTube.
- Optional: Digital drawing tablet.
- Note: recorded demos will be conducted on a mac.

Other Materials:

Videos, websites, reading, and other materials for ART3930c are provided via link or pdf within each lesson.
Technical Requirements:
You should have no problem connecting to and using e-Learning in Canvas if you have a compatible browser and Internet connection (preferably a broadband connection such as DSL or cable). The officially recommended technical requirements for e-Learning in Canvas are described here:
https://elearning.ufl.edu/student-help-faqs/
We will utilize the video conferencing service Zoom for occasional synchronous (real-time) meetings. Students will receive an email invitation for each meeting with a link to join at the appointed time.
For more info about Zoom:

https://video.ufl.edu/conferencing/zoom/

Other Recommended Software:
- Microsoft Word and PowerPoint – For submitting writing assignments and creating class presentations. Note: Using Apple's Pages or Keynote software is not advised as both programs appear to present problems when translating files.

Note: UF students may download free copies of Office 365 ProPlus, which provides access to Microsoft Office products such Word, PowerPoint, etc. For more information:
https://it.ufl.edu/services/gatorcloud-microsoft-office-online

Keep in mind that if you use the software available via Office 365 ProPlus, you should save the assignments on your computer and submit them directly to Canvas as .docx or .ppt files (rather than as links to the Office 365 ProPlus site).

Technical Support for e-Learning:
- UF Help Desk: http://helpdesk.ufl.edu/ (great info here with a variety of help options)
- Phone: (352)392-HELP (4357)
- Operating hours: http://helpdesk.ufl.edu/hours.php

NOTE: University of Florida will NEVER request or email you for your GatorLink password.

METHOD OF INSTRUCTION / COURSE STRUCTURE
The primary instructional methods for this course are lectures, software demos and exercises; readings, videos, review of artists and artworks, brief reflective writings, projects, critiques, and a presentation. Due dates for all learning activities are provided in the Course Modules, Assignments, and Discussions.

Three major projects will be completed. Each project will culminate in small group formal critiques [live via Zoom]. Critiques provide an opportunity to use imaging vocabulary, recognize opportunities for improvement, and develop effective imaging strategies. At the end of the semester, students will conduct research on a digital artist of their choice and develop and record a 15-minute presentation about the artist.

The challenge for this course will be to create ambitious artworks that are strong in concept and aesthetics, and are satisfying to you as an artist.

EVALUATION AND GRADING CRITERIA
Breakdown of grades:
Project 1 - 20%
Project 2 - 20%
Project 3 - 20%
Exercises + Reflective Writings - 30%
Presentation on Digital Artist - 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.

Assignments are to be submitted on the date due; 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 and the Presentation on Digital Artist must be completed in order to pass the course.

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; 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; 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 are lacking.

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.

INCOMPLETE POLICY
UF policy dictates that an incomplete grade (or "I") may only be given in situations in which a student is in"good standing" in a course, but is unable to complete the course requirements due to mitigating circumstances. In cases where an "I" is given, the student and faculty member must create a contract that clearly defines what the student must do to remove the "I" grade. If the work is not completed by the end of the next term, and the "I" grade is not changed via a grade-change form, the "I" grade is automatically converted to an "E" grade.

PARTICIPATION
Participation is key to successful learning online. Consistent and meaningful participation is expected.

Students should plan to login to the course several times throughout the week. You should expect to spend approximately six to ten hours per week on outside study, (e.g, practicing with the software, reading, research, and making art).

This course includes both asynchronous and synchronous learning activities. During much of the term, you will engage in the course asynchronously on your own schedule with weekly due dates. In addition, there will be opportunities for live synchronous sessions using the video conferencing service Zoom. During these sessions, we will be able to discuss course content in real time, engage in critique, etc. Students unable to attend a live session will be able to watch a recorded (archived) video of the meeting, except in the case of critiques, where attendance and participation in the live sessions **are required** and no recordings are made.

ACADEMIC HONESTY POLICY
All students are expected to abide by the UF Academic Honesty Policy, which defines an academic honesty offense as "the act of lying, cheating, or stealing academic information so that one gains academic advantage." In the context of this class, this means that students may not submit written reflections or projects that were created by another person(s) and students must properly cite sources for any material used in completing course assignments. Please refer to the UF Student Guide for information on students' rights and responsibilities, UF's standard of ethical conduct, the honor code and academic guidelines. Submitting plagiarized work will result in a failing grade. For further info: https://sccr.dso.ufl.edu/students/student-conduct-code/

STUDENT CONDUCT / NETIQUETTE
Netiquette, short for network etiquette, is the set of rules and expectations governing online behavior and social interaction. The 'Core Rules of Netiquette' (http://www.albion.com/netiquette/corerules.html, excerpted from the book Netiquette by Virginia Shea (1994), are a set of guidelines to which all members of this course are expected to adhere. Please treat each other with respect. Online learning participants who do not adhere to the netiquette expectations may result in both personal and legal consequences.
Note: The instructor reserves the right to remove any discussion postings deemed inappropriate.

STUDENT SUPPORT SERVICES
As a student in an online course, you have access to the same student support services as on-campus students. For course content questions, contact your instructor. For technical issues, please contact the UF Computing Help Desk at (352)392-HELP (4357), or visit http://helpdesk.ufl.edu. For a list of additional student support services links and information, please visit http://www.distance.ufl.edu/student-services

STUDENTS WITH DISABILITIES
Individuals with disabilities are encouraged to register with the Dean of Students Office and submit to this instructor the memorandum from that office concerning necessary accommodations. The Disability Resource Center may be found on

the web: https://drc.dso.ufl.edu/, or by phone at (352)392-8565. All course materials may be made available in alternative format upon request.

COURSE EVALUATION
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/.
Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/.
Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/."

CHANGES TO THE SYLLABUS
The instructor reserves the right to make changes to the course syllabus and course schedule. In the event that changes become necessary, students will be notified through Canvas email.