

CONTACT

Email mkozal@ufl.edu
Phone texting via [Remind.com](https://www.remind.com) (see handout for more info)
Office Hours 1 hour per week DATE AND TIME TBA or by appointment via Zoom

Emails will be responded to within 24 hours, so it is advised for appointments to schedule 24 hours in advance.

DESCRIPTION & OBJECTIVES

This 3-credit 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 create compelling digital images with an emphasis on the experimental and conceptual.

Course topics are addressed through lectures, demos, exercises, projects, readings, and student presentations. Students are evaluated based on contributions to class discussion, their electronic process work, presentations, critiques, and aesthetic, technical, and conceptual development in their digital image making practices. Key software covered includes Adobe Photoshop, Illustrator, InDesign, and XD.

Through in-class and formal assignments students will:

- Explore two-dimensional imaging concepts of composition and aesthetics
- Learn digital image capture and creation fundamentals
- Create work utilizing software fundamentals in Photoshop, Illustrator, InDesign, and XD
- Research methods to inform visual art-making practice
- Document work development and process electronically
- Develop visual literacy and critical thinking skills through participating in critiques
- Learn about contemporary artists who work with digital imaging as part of their practice

TEXTBOOKS AND MATERIALS

All required texts will be available on Canvas. Additional resources will be listed on individual project sheets to check out from the library if desired. Students are required to register with LinkedIn Learning and have access to reliable internet, Adobe Creative Cloud, and Zoom. A media storage device such as a flash drive is also required for class projects and work.

METHOD OF INSTRUCTION

This course will consist of synchronous, asynchronous, and nomadic content throughout four major projects; a detailed, and tentative schedule is provided in advance in order to specify which days will require synchronous engagement.

SYNCHRONOUS: You will be provided with a Zoom link the day of class.

ASYNCHRONOUS: I will be available by Zoom or email for Q's during class time.

NOMADIC: You need to find materials at sites of your choosing (Note that you should continue to follow UF procedures regarding masks in buildings, social distancing and the sites are decided by you so you may visit sites in which you feel most safe)

COURSE STRUCTURE

This course consists of lectures, demos, in-class exercises, readings/research, written responses, projects, and critiques. Students should expect to work a minimum of 5-10 hours weekly beyond class time. Each project will be introduced via a reading, video introduction, video lecture, and synchronous discussion via Zoom. For each project, video demos will be available with in-class exercises, and your instructor will be available during class time for questions and feedback. Idea

COURSE STRUCTURE CONT.

discussions and critiques will take place via synchronous virtual meetings. Weekly content is laid out in modules. Important information about the course and materials is available in pages. Activities and projects to turn in is located in assignments. Responses to readings and lectures are in discussions. Project sheets will be available in modules at the start of each unit and will focus on learning specific techniques and software while developing nuanced concepts and imaging strategies:

Project + Concepts + Technical Applications

Tropisms + Image Power & Extremes + Composite imagine, file sizes, Adobe Photoshop
 Decay + Visceral digital & Forced obsolescence + GIFS, compression, Adobe Photoshop
 Nature + hybridity, metaphors, additivism + 3D imaging
 Brands Misuse + late capitalism + branding + Adobe Illustrator, InDesign & XD

Critique

For each project you will discuss your concept and process through informal critiques with your peers and instructor via discussion boards and zoom meetings. A core objective of this course is practicing the art of critique, at the end of each project there will be a formal critique with synchronous discussion on Zoom. You will have to submit your projects and artist statement on Canvas two hours prior to the class meeting time. Critiques will provide an opportunity to use imaging vocabulary, recognize opportunities for improvement, and develop effective imaging strategies. You will learn how to offer articulate explanations for your choices. Equally important is your ability to give constructive responses to your peers’ work. It is a requirement of this course that you participate fully in these group conversations. As a member of the art community, you have an obligation to speak candidly, honestly, and without unnecessary “prompting” so that your unique ideas can enrich the class. Because of the collective aspect of the critique, it is mandatory that you are present. A portion of your grade will come from your contributions in critique. Everyone is expected to talk during critique. If your work is unfinished on the day it is due or not present it counts as late and will be marked a 10% off for each day it’s late.

GRADING

Projects	70%
Discussion + artist research + process work + in class exercises	20%
Attendance/ Participation	10%

All projects will be graded via assignments on canvas, and will be available to see through grades within two weeks of the due date. You will have to submit your projects and artist statement on canvas two hours prior to the class meeting time. Late assignments will be penalized 10% per day late. Projects will not be accepted after the due date without prior permission. Attendance grading discussed in attendance policy. Participation includes contributing to small-group and whole-class critiques according to the critique requirements which will be discussed at the start of each critique and attentiveness and respect towards the instructor and fellow classmates.

A	100-94	A-	93-90		
B+	89-87	B	86-83	B-	82-80
C+	79-77	C	76-73	C-	72-70
D+	69-67	D	66-63	D-	62-60
F	59-0				

See catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx for additional information on UF grading policies.

ATTENDANCE POLICY

Attendance for synchronous and asynchronous classes will be determined based on your participation in the class and the assignments due. Participation in class is necessary to achieve the course objectives. Attendance is taken at the beginning of each synchronous class, and at the end of each asynchronous class. Students are expected to arrive at synchronous meetings on time and be prepared to participate in all activities. You will be considered tardy if you arrive after the attendance is taken. Three late arrivals or early self-dismissals to synchronous meetings will count as an unexcused absence. Failure to show up to your individual zoom meeting on asynchronous days will count as an unexcused absence. An unexcused absence does not constitute an extension of an assignment. Your participation grade will drop a full letter after two unexcused absences. Following that, each unexcused absence will drop your participation grade by another letter. Six unexcused absences will result in failing the course.

Students must be present for the final critique in order to receive credit for their final project. 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.

It is imperative that any individuals who believe they may have been exposed to COVID-19 contact the Student Health Care Center at (352) 392-1161 to discuss symptoms with a nurse or medical provider before your visit to ensure proper protective measures are taken to prevent further risk of spread to others. Additionally, telehealth visits and phone triage are also available to assist patients with COVID-19 concerns. If you don't already have a UFHealth MyChart account, you can register for one and activate it immediately by logging onto mychart.shands.org. Download of the Zoom app is required for telehealth visits.

PARTICIPATION + COMMUNITY EXPECTATIONS

I want to provide you with a similar sense of community and camaraderie as you would experience in a live studio class. This sense will hinge on embracing the flexibility of a mediated format, and your participation. The class dynamic depends on your energy, initiative, attitude, productivity, and willingness to get involved in group discussion and critiques. Synchronous meetings will be limited in time and fluctuate between the whole class, small groups, and one-on-one meetings, they are designed this way in order to alleviate Zoom fatigue so that participation is more engaging. I will accept your feedback as the course progresses to ensure that our meetings are generating a sense of community that a live course would provide.

Please remember that participation is 10% of your grade and includes being present and engaged in synchronous meetings as well as completing the assigned work for asynchronous meetings. Participation includes contributing to ongoing discussions and critiques, suggests alternative ways of approaching projects, along with a thoughtful process and strong work ethic. Participation is evaluated with respect to both quality and quantity

STUDENT WORK DOCUMENTATION

As a part of the instructor's teaching portfolio development, any student work could be included in future portfolios unless indicated otherwise by the student. All work will be properly cited as work made by that particular student unless indicated otherwise by the student. For more information on this policy or a description of teaching portfolio structure and usage, please see the instructor. Students may indicate they would not like their work included at any point during or after the semester through verbal or electronic modes of communication.

CLASS ANNOUNCEMENTS, DISCUSSION + ELECTRONIC PROCESS BLOG

Class announcements detailing the drop of content, schedule changes, reminders of due dates, special events, and other class information will be available to you through Canvas Announcements and email. It is imperative that you check your Canvas inbox and UF email regularly as to not miss important information. An announcement will be made every class period as a casual introduction to the day's expectation, schedule, and content.

You will also maintain an electronic blog - on Instagram - essentially a digital sketch book that details your process for each project, and 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. Final project images will be submitted through Canvas.

RECORDING OF CLASSES

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

STUDENT CONDUCT AND HONESTY CODES

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 includes properly citing sources for any materials (both printed and online) used in completing course assignments. sccr.dso.ufl.edu/students/student-conduct-code/

STUDENTS WITH DISABILITIES

Individuals with disabilities must register with the Office for Students with Disabilities and submit to this instructor the memorandum from that office concerning necessary accommodations. Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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. ADA office is located in Room 232 Stadium (phone: 392-7056). All course materials are available in alternative format upon request. UF Disabilities Resource Center drc.dso.ufl.edu/

COUNSELING SERVICES

The Counseling and Wellness Center counseling.ufl.edu/cwc/ provides counseling and consultation services to currently enrolled undergraduate and graduate students and their spouses/partners. The Center offers brief counseling and therapy to help students confront personal,

academic, and career concerns. The primary goal of counseling is to help students develop the personal awareness and skills necessary to overcome problems and to grow and develop in ways that will allow them to take advantage of the educational opportunities at the university.

The Counseling and Wellness Center

P301 Peabody Hall (352) 392-1575 Monday – Friday: 8 am – 5 pm

U Matter We Care umatter.ufl.edu/

If you or a friend is in distress, please contact umatter@ufl.edu or (352) 392-1575 so that a team member can reach out to the student.

University Police Department (352) 392-1111 or 9-1-1 for emergencies

Sexual Assault Recovery Services (SARS), Student Health Care Center, (352) 392-1161

INSTRUCTOR EVALUATIONS

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 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 ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results/.

MATERIALS / RESOURCES

Computer Requirements

For this class you will need / have reliable access to a computer with the following minimum specs:

13-inch MacBook Pro

1.4GHz quad-core 8th-generation Intel Core i5 processor, Turbo Boost up to 3.9GHz

16GB 2133MHz LPDDR3 memory

1TB SSD storage

13-inch Retina display with True Tone

Intel Iris Plus Graphics 645

If you plan to use photography, video or do 3-D animation as part of your art practice, the following are recommended purchases:

16-inch MacBook Pro

2.3GHz 8-core 9th-generation Intel Core i9 processor, Turbo Boost up to 4.8GHz

32GB 2666MHz DDR4 memory

AMD Radeon Pro 5500M with 4GB of GDDR6 memory

2TB SSD storage

16-inch Retina display with True Tone

USB-C adapter for peripheral devices if needed

13-inch MacBook Pro

2.0GHz quad-core 10th-generation Intel Core i5 processor, Turbo Boost up to 3.8GHz

13-inch Retina display with True Tone

Touch Bar and Touch ID

Intel Iris Plus Graphics

32GB 3733MHz LPDDR4X memory

2TB SSD storage

USB-C adapter for peripheral devices if needed

Optional peripherals to consider depending on your art practice:

If you choose a 13” MacBook Pro, you may want to plan to purchase an external monitor

Graphics tablet

DSLR camera to document and shoot videos

Please visit the Studio Art Technology Requirements (Links to an external site.) webpage for further information and for links to financial aid for technology.

Software needed for projects

Projects 1-3: Adobe Photoshop

Project 4: Adobe Illustrator, InDesign and XD

<https://software.ufl.edu/software-listings/adobe-discounted-for-students.html> (Links to an external site.)

Adobe CC is available for UF students to purchase for 6 months at \$77 (one time fee) or for \$140 for 12 months (also one time fee)

Labs available

Place	Resources	Availability* (updated as we receive more info)	Other notes
Architecture 116, 118, & 120	Computers (Windows and Mac) and scanners		
AFA Library	Computers (Windows and Mac) and scanners		
FAC 306	Computers (Mac), scanners, photo printer	Mon-Fri 9 AM-6 PM	Occupancy limited to 4-5 people at a time
Norman Labs (2-056 Open Area, 2-056F Classroom, 2-057 Classroom)	Computers (Mac)		

*availability of all labs subject to change throughout semester based on the trajectory of the virus

Other equipment

Required

Sketchbook and/or Instagram account

Optional

Scanner

Adobe Scan, Genius Scan, Microsoft Office Lens/ other scanning apps to scan on your phone

Other resources available

Art + Tech Equipment check out

Cameras, tripods, lighting equipment, audio recording equipment, a sewing machine, etc.

Lecture and Demo Delivery

For each project lectures introducing the project and showing relevant artists, and softwares demos will be provided as MP4 videos to download - hosted on Canvas or Google Drive. All videos will be under 1 GB. Please take into consideration download time.

WEEK	DATES	IN CLASS	WHAT IS DUE	DELIVERY METHOD
Week 1	9/1	Introduction to class		SYNCHRONOUS
	9/3	Discussion of reading, lecture response	Discussion and Lecture Questions by 10:30	ASYNCHRONOUS 6:15-10:30 AM / SYNCHRONOUS Zoom meeting at 10:30 AM
Week 2	9/8	Work day, check in on project ideas Demo day	PS experiments, Process Work Part 1	ASYNCHRONOUS / SYNCHRONOUS 10 minute Zoom check-in meeting with instructor
	9/10	Work day		ASYNCHRONOUS / NOMADIC
Week 3	9/15	Small groups will critique in-progress work & work day	Process Work part 2	Small Group SYNCHRONOUS Zoom Meetings
	9/17	Work day	Progress images	ASYNCHRONOUS
Week 4	9/22	CRITIQUE	Tropisms project + artist statement	SYNCHRONOUS Zoom critique at 8:30 AM
	9/24	Discussion of reading, lecture response	Discussion and Lecture Questions by 10:30	ASYNCHRONOUS from 8:30–10:30 AM SYNCHRONOUS Zoom meeting at 10:30 AM
Week 5	9/29	Demo day, check in on project ideas demos	Demo experiments & Process Work Part 1	ASYNCHRONOUS / SYNCHRONOUS 10 minute Zoom check-in meeting with instructor
	10/1	Work day	Storyboards, Process Work & Images of progress	ASYNCHRONOUS
Week 6	10/6	Small groups will critique in-progress work & work day	Concept finalized for discussion with class	Small group SYNCHRONOUS Zoom meetings
	10/8	Work day	Progress images	ASYNCHRONOUS
Week 7	10/13	CRITIQUE	Decay project + artist statement	SYNCHRONOUS Zoom critique at 8:30 AM
	10/15	Discussion of reading, lecture response	Discussion and Lecture Questions by 10:30	ASYNCHRONOUS from 8:30–10:30 AM SYNCHRONOUS Zoom meeting at 10:30 AM

Week 8	10/20	Demo day, check in on project ideas demos	3-D experiments	ASYNCHRONOUS / SYNCHRONOUS 10 minute Zoom check-in meeting with instructor
	10/22	Research day	Process Work Part 1	NOMADIC
Week 9	10/27	Small groups will critique in-progress work & work day	Concept finalized for discussion with class & Process Work Part 2	SYNCHRONOUS Small Group Zoom meetings
	10/29	Small groups will critique in-progress work & work day		SYNCHRONOUS small group Zoom meetings
Week 10 *election day is 11/3"	11/3	<u>NO CLASS</u> <u>Election day</u>		
	11/5	Work day	Progress images posted to blog by end of class	ASYNCHRONOUS
Week 11	11/10	CRITIQUE	Nature project + artist statement	SYNCHRONOUS Zoom critique at 8:30 AM
	11/12	Discussion of reading, lecture response & demo day 1	Discussion and Lecture Questions & Illustrator experiments	ASYNCHRONOUS from 8:30–10:30 AM / SYNCHRONOUS Zoom meeting at 10:30 AM
Week 12	11/17	Demo day, check in on project ideas demos	InDesign experiments	ASYNCHRONOUS / SYNCHRONOUS 10 minute Zoom check-in meeting with instructor
	11/19	Work day, small groups will critique in-progress work & demo day 3	Concept finalized to discuss with class & Process Work Part 2 & Demo experiments	ASYNCHRONOUS for demo/ SYNCHRONOUS small group zoom meetings
Week 13 *thanksgiving break 11/25-27	11/24	Work day	Progress images	ASYNCHRONOUS
	11/26	<u>NO CLASS</u> <u>Thanksgiving break</u>		
Week 14	12/1	Small groups will critique in-progress work & work day		SYNCHRONOUS small group zoom meetings

	12/3	Work day	Progress images posted to blog by end of class	ASYNCHRONOUS
Week 15 *reading days 12/10-12"	12/8	CRITIQUE	Brands Misuse project + artist statement	SYNCHRONOUS Zoom critique at 8:30 AM

***A NOTE ON THE SCHEDULE**

Schedule is subject to change. Changes will never result in deadlines moving to an earlier date than specified. **The Finals period may be used for classes that get moved due to weather related incidents or other university closures.** All changes to the schedule will be communicated in class through email, on Canvas via an updated syllabus and announcement, and any deadlines that are affected will be noted and adjusted as well.