

COURSE TITLE: ART3930c: Digital Art for Non-Majors

TERM: Fall 2024

INSTRUCTOR: Annemarie Poyo Furlong

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(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

ART3930c: Non-Major Digital Art is an online studio art class exploring 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 tutorials and exercises, readings, videos, review of artists and artworks, brief reflective writings, projects, and critiques.

This class is asynchronous with assignments due weekly, except for three synchronous (real time) small group critiques that will occur via Zoom (students will have the option to select from several critique times).

COURSE 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
- Project development/process documentation
- 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.
- 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, USB Headset with microphone or earbuds for participating in critiques we will conduct via Zoom.

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 cable or DSL). The officially recommended technical requirements for e-Learning in Canvas are described here:

<https://elearning.ufl.edu/student-help/student-help-faqs/>

We will utilize the video conferencing service Zoom for three synchronous (real-time) critiques. For more info about Zoom:

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

Other Recommended Software:

- Microsoft Word – For submitting writing assignments. **Please do not use Apple’s Pages or Keynote software as both programs appear to present problems when translating files in Canvas.**

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://cloud.it.ufl.edu/collaboration-tools/office-365/>

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 files (rather than as links to the Office 365 ProPlus site).

Technical Support for e-Learning:

- **UF Help Desk (24/7):** <http://helpdesk.ufl.edu/>
- **Phone:** (352)392-HELP (4357)

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

COURSE SCHEDULE

Week 1

Intro to Digi Art

Week 2

Hello Photoshop

Week 3

Photoshop for Reals: Layers and Digi Painting

Week 4

Project 1 Rough Draft Submission

Photoshop Selections, Adjustment Layers, Filters

Week 5

Project 1 Submission
Critiques

Week 6

Critiques continued
Hello Illustrator

Week 7

Illustrator for Reals: Objects, Fills / Strokes + Type

Week 8

Illustrator Pen Tool + Color

Week 9

Project 2 Rough Draft Revised Submission
Illustrator Working with Images

Week 10

Project 2 Submission
Critiques

Week 11

Critiques continued
Hello Premiere Pro

Week 12

Video cuts and transitions

Week 13

Project 3 Rough Cut Submission

Week 14

Project 3 Fine Cut Submission

Week 15

Thanksgiving week

Week 16

Critiques

METHOD OF INSTRUCTION

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

Three major projects will be completed. At the conclusion of each 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.

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 - 25%
Exercises + Reflective Writings - 35%

Projects will be graded on their success in the following areas:
30% - Technical skills, craftsmanship, following assignment guidelines
30% - Concept
30% - Experimentation and risk taking
10% - Brainstorming, research, feedback + reflection posts

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.** To pass the course, students must participate in critiques and all Projects must be completed. Make-up of assigned work due to extenuating circumstances must be completed within 2 weeks of absence.

All work must be completed and submitted by Friday, Dec 6, 2024 in order to receive credit.

GRADING SCALE

A 100–94: superior work; all criteria have been surpassed in a distinguished manner

A- 93–90: superior work; all criteria have been surpassed

For a grade of A or A-, you must do superlative work: careful attention to craft and presentation. The originality of idea and execution of the piece work together. You have thoroughly documented your process and have presented your process in a manner that is easy to comprehend. You went beyond merely solving the problem. One who performs at this level is visibly outstanding; work is outstanding in every respect.

B+ 87-89: very good work; all criteria have been surpassed

B 83-86: above average work

B- 80-82: slightly above average work

For a grade in the range of B+, B, B-, you must do very fine work: almost superlative. A few minor changes could have been executed to bring the piece together. You documented your process and presented the ideas that went into making the piece, but the presentation was not totally clear or thorough. You went beyond merely solving the problem. The solution to the problem and idea were well planned. Execution is well done.

C+ 77-79: adequate, average work

C 73-76: adequate work

C- 70-72: less than adequate work

For a grade in the range of C+, C, C-, you have done average work: slipping in levels of originality, craft and presentation. The piece does not function as a unified whole or statement, yet effort was made. Your process work is minimal and not particularly reflective. You have solved the problem; however, the requirements of the problem are met in a relatively routine way.

D+ 67-69: barely meeting criteria

D 63-66: barely meeting criteria

D- 60-62: barely meeting criteria

You have solved the problem or addressed part of the problem, but there is much room for improving skills and developing concepts further. You neglected basic craftsmanship skills and depth of conceptual development. You have submitted the bare minimum of process work and the lack of process has impacted the poor conceptual development and/or technique in the work.

E = Unacceptable work and effort

For a grade of E, no work was submitted or the work submitted was inadequate; the requirements of the problem were not addressed. The piece represents careless and / or incomplete effort. Work is substandard.

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.

COURSE POLICIES

Participation

Participation is key to successful learning online. 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 classwork, (e.g, practicing with the software, reading, research, and making art).

This course includes both asynchronous and synchronous learning activities. During most of the term, you will engage in the course asynchronously on your own schedule with weekly due dates. **Additionally, there will be three live synchronous critiques (students will have the option to select from several critique times) using the video conferencing service Zoom.**

Student Conduct and Honesty Codes

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/>

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 posts 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>.

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://disability.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 for feedback 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. Should changes become necessary, students will be notified through Canvas email.