

Digital Art for Non-Majors // ART3930C
3 credit hours // M W E1-E2 (
Instructor: James Budd Dees
Classroom: NRNA (norman) room: G514I // Office: FAD 203
Office Hours: F 8am-9am *by appointment
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COURSE DESCRIPTION:

This course serves as an introduction to technical, conceptual, and art historical understandings of using digital processes for art making. We will learn basic competency in Photoshop, Illustrator, Premier, and Dreamweaver. While technical skill is an essential component of the course, we will also devote a significant amount of time to researching contemporary art history, directly and indirectly related to digital arts, and conceptual issues that surround implementing the computer as an art tool. We will accomplish these objectives via demonstrations, lectures, discussions, short exercises, readings, student presentations, and creating art with these new tools.

My classroom ambitions include making you all independent thinkers and researchers for both future technical endeavors and conceptual social, political, and aesthetic issues. Ideally, I want you to find a link between the difficult ideas we will be studying and your everyday lived experiences.

Objectives

- Develop an understanding of the computer as a medium for reflecting and expressing cultural values.
- Become aware of the history and foundation of digital art/new media art as a construct.
- Develop an understanding of the thought processes that contribute to the scientific and artistic development of the field.
- Situate digital practices within the continuum of contemporary art.
- Integrate research practices into the development of digital media artworks.
- Develop methodologies for creating work that result in informed, cogent output.
- Learn to propose and present ideas in a way that clearly demonstrates intent.

Required Materials: a storage device (at least 8GB of space), a sketchbook/process book for ideation //

Suggested Materials: a website which you have constant access to. You can buy a domain and web space for very cheap if you pay monthly. We will discuss in class the ideal time to invest in this.

If you do not own these materials, buy them, use the resources of the University, or borrow them elsewhere. You must have a working email address and access to a high-speed Internet connection to succeed in this class. Be sure your email is working and isn't full.

Readings will consist of pdfs and urls available on the class website.

ASSESSMENT:

PARTICIPATION: Participation, support, and respect in all phases of this course are imperative. 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 critique, class discussion, and exercises. Be safe and thoughtful with equipment and facilities. You are expected to refrain from personal communication devices (texts, im, email, etc.) and non-course related web surfing during class time. That means: ** No browsing Facebook, Twitter, Snapchat, etc. during class!**

PRESENCE OF MIND AND BODY: Being in class is your opportunity to get feedback from the instructor and your classmates. Take advantage of it! Ask questions and contribute answers. Offer constructive criticism during

group discussions, class workdays, and critiques. Reflect on the comments you receive to gauge the effectiveness of your work. Examine the way your ideas change, evolve, and influence formal and conceptual choices in your work. Your development as an artist hinges on your ability to make effective choices and express ideas clearly.

CRITIQUES: A critique is like an exam. You must be present and on time on these days. You must participate and give respectful feedback. While we critique you must understand that your peers are reacting to the work in front of them. They are not attacking you. They still adore you. There is no need to be defensive. A good rule of thumb, even if you disagree with what is said, is to nod and jot down the criticisms for later reflection.

GRADING BREAKDOWN AND EXPLANATION OF LETTER GRADES:

50% - Projects	15% - Exercises	20% Presentations
Project 1 – 15%	Animated GIF – 5%	Photoshop Demo – 5%
Project 2 – 15%	Text as Objects – 5%	Illustrator Demo – 5%
Project 3 – 10%	Found Footage Remix – 5%	Artist Presentation – 10%
Project 4 – 10%		

****Attendance and Participation will count for 15% of your final grade.****

A	90-100%
B+	87-89%
B	80-86%
C+	77-79%
C	70-76%
D	60-69%
F	Below 60%

A – Superlative work: careful attention to craft and presentation. Intent and execution of the piece work together in a significant and original way; goes beyond merely solving the problem – one’s performance at this level is visibly outstanding.

B+ - Above average: solution to the problem and idea are well planned; execution is well done. This is an honorable grade.

B – A bit above average: slipping in levels of originality, craft, and presentation. This 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.

C – 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.

F – Unacceptable work and effort

For more information about grade policy:

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

****Grading guidelines will be explained in detail at the time each assignment is given. Always read the project description sheet. If anything seems unclear, you are responsible for asking me for clarification far in advance of the due date.****

ATTENDANCE: Students are expected to attend class and be prepared to participate. Up to two (2) unexcused absences are allowed. The overall grade is lowered by 5% for each unexcused absence thereafter. Tardiness and/or lack of appropriate class materials is unacceptable and will count as unexcused absences if they become a habit. Medical and family emergencies can generally be accommodated with letters.

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

LATE WORK: Late assignments and projects will be penalized up to 20% for the first day 10% for each subsequent day (up to instructor's discretion) and will not be accepted after one week from the due date.

****Attending critique is one of the most important aspects of the class. Even if you are not prepared to turn in your project, come to critique! This way you can at least get your critique participation points and it will show me that you are serious about the project and your dedication to the class.****

COURSE SCHEDULE / OUTLINE:

(Due to unforeseen happenings, it may be necessary for the course assignment schedule to be altered.
The instructor will always strive to be fair about any changes.)

WEEK 1

August 24th – Introductions // Syllabus review // Policies and expectations // Getting acquainted with Mac Lab

August 26th – Photoshop demo (demonstration of basic Photoshop tools and practices) // Understanding layers exercise: Animated GIF

Homework: Gather images/objects for project 1

WEEK 2

August 31st – Scanning Demo // Assign project 1: Digital Composite & Communal Grab-bag // Assign Duo Demo Presentation // Scan images and objects

Homework: Prepare demo presentation with your partner // Narrow your selection to 5 scanned images // Begin working on digital compositions

September 2nd – Students present Photoshop demos // Continue working on project 1 canvases

Homework: Continue working on digital compositions

WEEK 3

September 7th – Labor Day (no class)

September 9th – Demo for saving/exporting and digital compositions for print // Discuss printing options // Review rubric for grading project 1 // Continue working on project 1

Homework: Finalize all digital compositions for project 1 // print compositions // prepare them for presentation to the class

WEEK 4

September 14th – Critique Project 1

September 16th – Demo Illustrator (demonstration of basic Illustrator tools and practices) // distinguishing Illustrator from Photoshop // Working with text exercise: Text as Objects // assign Duo Demo Presentation (Illustrator)

Homework: Prepare Illustrator demo for presentation

WEEK 5

September 21st – Students present Duo Demos for Illustrator // Assign Project 2: Constructed

Instructions // look for examples of illustrated instructions, comics, cartoons for inspiration

Homework: Begin conceptualizing and sketching ideas for project 2

September 23rd – Present ideas for project 2 in group discussion format, receive feedback with grace and adjust proposal as needed // begin working with Illustrator to create the images you have drawn

WEEK 6

September 28th – Demo: working with the pen tool/curves in Illustrator // Continue working on Instructions for project 2 to teach us how to do something

Homework: Continue perfecting your instructions (spelling, word choice, font design, in addition to all images involved should be considered)

September 30th – Individual feedback sessions to consider revisions before critique // Continue to work on project 2 // discuss how to export project for the web

WEEK 7

October 5th – Critique of project 2

October 7th – Watch a film to prepare for video project (*Julian Donkey Boy*)

WEEK 8

October 12th – Demo Premier Pro (demonstration of basic Illustrator tools and practices) // Demo how to download video from archive.org // Editing familiarity exercise: Found Footage Remix

October 14th – Review Found Footage Remixes // Discuss Filmmaking Vocabulary and camera settings// Present project 3: Single Shot Video // Discuss formatting of storyboarding and proposal // Work on proposals

Homework: Work on proposals // explore camera settings

WEEK 9

October 19th – Students present proposals // Independently work on set creation, planning, scheduling, budgeting, casting, site research.

Homework: Shoot video.

October 21st – Assign presentation of Chapter summaries for group presentation // import video into premiere pro, give title sequence and credits, export // upload to youtube or vimeo

Homework: Finalize project 3 and upload to youtube or vimeo // find a digital artist on whom to present

WEEK 10

October 26th – Critique of project 3

Homework: work on presentation of chosen digital artist

October 28th – Presentation Group 1 // First group of presentations followed by class discussion

WEEK 11

November 2nd – Presentation Group 2 // Second group of presentations followed by class discussion

November 4th – Presentation Group 3 // Third group of presentations followed by class

discussion

WEEK 12

November 9th – Assign project 4 // Discussion of file organization // resave and organize portfolio images and video in webfolder

November 11th – Veterans Day (no class)

WEEK 13

November 16th – Discussion of an personal statement and resume // write working drafts of both // Demo HTML, CSS, Dreamweaver basics // experiment with linking and layouts

November 18th – Demo using tables to organize a portfolio site // group discussion of personal statements and resumes

WEEK 14

November 23rd – Demo using images as buttons and floating divs // Work on creating a convincing and functional portfolio site

Homework: research other artist sites to get an idea of what yours should look like // work on reasoning through how to make the site

November 25th – Thanksgiving Break

WEEK 15

November 30th – Independently working on portfolio sites, resumes, and personal statements

December 2nd – Independently working on portfolio sites, resumes, and personal statements

WEEK 16

December 7th – Final Critique of portfolio sites (Day 1)

December 9th – Final Critique of portfolio sites (Day 2) // turn in final copies of all projects // fill out evaluations for the course

COLLEGE POLICIES:

ACADEMIC HONESTY: Please do your own work or you will fail. 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.” Familiarize yourself with the academic honesty guidelines set forth by the University of Florida.

Academic Honesty: <http://www.registrar.ufl.edu/catalog/policies/students.html#honesty>

Honor Code: <http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>

Student Conduct: <http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php>

UF MEDIA LABS: Never bring food or drinks into the lab, not even water. Class periods will always include breaks so you can step outside. Save your work onto a portable drive before logging off; files left on lab computers may be erased without warning.

FAC 306 lab hours: <http://plaza.ufl.edu/mchristo/306-schedule.html>

UF Academic Technology lab hours: <https://labs.at.ufl.edu/Hours.php>

ACCOMODATIONS FOR STUDENTS: Students requesting classroom accommodation must first register with the Dean of

Students office. The Dean of Students will provide documentation to the student who will then provide this to the instructor when requesting accommodation. The ADA office is located in Room 232 Stadium. Phone: (352) 392-7056 TDD: (352) 846-1046 <http://www.ada.ufl.edu>

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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>

UF STUDENT GUIDE: This resource covers important policies and procedures for students:
<https://catalog.ufl.edu/ugrad/current/Pages/academic-regulations.aspx>

Information about the UF counseling and wellness services:

University Counseling & Wellness Center

3190 Radio Road

P.O. Box 112662, University of Florida

Gainesville, FL 32611-4100

Phone: 352-392-1575

Web: <http://www.counseling.ufl.edu/cwc/>

DIGITAL MEDIA 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: www.arts.ufl.edu/art/healthandsafety)
- 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.

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.

Note: Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%.

Labels should also include the Bldg and room number of the shop generating the waste along with the Waste Manager for your area, this is located on the SWMA sign posted at the sink or at the Waste Management Area.