

DIGITAL DESIGN - ART 2373

Fall 2021 MWF 8:00 am–9:50 am; Carr 202

Edwin J Cuenco; Carr 242

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MWF 10:00am-12:00nn; TR 1:00pm-2:00pm; before/after/during class or by appointment

ASU on COVID-19 Related and Other Illnesses

The ASU website remains the university's COVID-19 resource site. Please continue to visit the website for the latest information on protocols the university has in place. We will update guidance as new information emerges. Your ASU leadership will remain vigilant in monitoring the COVID-19 situation and its effects on our campus communities. We will provide you with an advanced notice of any changes that we might need to make to uphold our commitment to the safety, health, and well-being of our ASU community.

<https://www.angelo.edu/covid-19/>

Students are encouraged to complete the ASU Wellness Screening while following good hygiene practices and personal health monitoring. Should you suspect you have COVID-19, are experiencing symptoms, or know you have been exposed to the virus, you need to use the ASU Wellness Screening to report your condition. A link for the form is also available on RamPort, the ASU Mobile app, and our website.

<https://ramport.angelo.edu/>

Course Description

A foundation course centered on the manipulation of the art elements and graphic design with the use of the computer. This is a digital foundation course centered on the manipulation of the elements of art with the use of the computer while expanding the students' understanding using the Adobe Suite software. This course will also emphasize the design process and its role in visual problem-solving techniques. 3 Credit hours

Recommended Textbook

Graphic Design Solutions by Robin Landa; A History of Graphic Design by Philip Meggs; The Digital Designer 101 by Stephen Pite

Recommended Supplies

Adobe CC personal account, Laptop computer, USB drive and cloud/online backup account, pencils, pens, sketchpad, etc

Online References

www.colorhunt.co, www.dafont.com, www.fontspace.com, www.unsplash.com, www.pixabay.com, www.freepik.com

Justification of the Course

The class provides graphic design studio experience to develop creative possibilities using computer graphic applications. Emphasis is placed on the visual problem-solving process through the use of current software applications while applying creative solutions. Through lectures, demonstrations and simulated exercises, students explore the capabilities and uses of digital design tools to provide creative ways to synthesize traditional art to digital formats. The class assignments will allow students to develop their perceptual skills, design strategies, and digital production methods.

IDEA Graphic Design Learning Outcomes

- Develop creative capacities. (**GRAPHIC DESIGN AREA**)
- Gaining a **BASIC** understanding of the subject. (industry knowledge, methods, applications)
- Develop specific skills, competencies, and points of view needed by professionals in the graphic design industry

Course Objectives

- Social responsibility is the broad student-learning foundation goal for this course. It includes intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in the regional, national, and international communities
- Develop skills of a socially responsible citizen and graphic designer
- Demonstrate knowledge of computer graphics and design skills
- Provide an avenue of promoting your artworks
- Enhance your digital skills needed to produce artwork for subsequent graphic courses
- Create a graphic design portfolio geared for employment and scholarship purposes

General Education Goals

The general education curriculum is designed to provide a foundation for knowledge to educate people and to develop the capacity for an individual to expand that knowledge over his or her lifetime. At the end of the course students will be able to:

- Communicate effectively and think critically
- Develop ethical perspectives
- Apply scientific and quantitative reasoning
- Demonstrate knowledge of the arts and humanities
- Understand wellness concepts

Course Assessment

To do well in this course, plan on an average of at least 6-8 hours of work per week outside of class. Project schedules are designed to give students time for critical and creative revisions; the initial draft layout leading to the final version of a project should represent active experimentation, critical self-assessment, and personal commitment of your work.

- a. Meeting deadlines and completion of assignment specifications
- b. Understanding and successful use of design elements and composition
- c. Proficient craftsmanship in production and prepared class presentation
- d. Regular class and major/minor meeting attendance
- e. Understanding of basic graphic design and aesthetic values
- f. Individual artistic expression and originality of design work

Grading Criteria

In general, grades are determined by how well assignment objectives have been met, development of the idea, creativity and originality, technique, completeness of work, and class participation. Additional grading criteria will be outlined with each individual assignment and graded accordingly. Work must be submitted according to instructor's guidelines **COMPLETED AND ON TIME** at the beginning of class on due dates. Late work will be reviewed on an individual basis and with a documented excused only.

Grade Breakdown

Projects are determined by specific criteria, each assigned with a value between (1) to (4) and calculated equally per project to arrive at a final course grade at the end of the semester. Missed work will be reviewed on an individual basis and accepted only in case of documented health, university and family or personal purposes; or otherwise be considered **LATE** and reduced to a full letter grade upon submission during the next class meeting. Failure to do so will result in an F grade. The student may be given a failing grade for any assignment, course work, examination, or class project involved in the act of misconduct. No makeup class project will be given unless the absence was the result of an unavoidable physical accident, a sudden illness, or a personal or family emergency. An excused absence will be granted for documented reasons only i.e. police report, funeral notice, employment letter, official university activity, observance of government and religious holidays, personal or family emergencies, or a note from the student's doctor stating the student's inability to attend class or missed the test.

A (4.0) to A- (3.5) Outstanding to excellent work in projects and assignments; class participation and attendance

B (3.0) to B- (2.5) Average work in projects and assignments; follows instructions and regularly attendance

C (2.0) to C (1.5) Adequate work in projects and assignments; attendance within minimum class requirement

D (1.0) Barely acceptable work; failing to complete all assignments; excessive class tardiness or absences

F (0) Fail; Non-submission

Coursework

Each assignment project will be provided with a detailed project spec sheet. Be sure to follow the instructions carefully. Read the directions prior to handing in your projects. Failure to comply with these instructions will affect your grade. We will critique work-in-progress as well as finished projects. Class critiques are meant to develop skills of presentation and discussion and should be approached in a professional, respectful manner—and any suggested comments regarding your artwork is **NOT** related whatsoever to the personal identity or particular character of the student. The presentation of your assignment is an essential part of the project as well as your development as an artist or professional graphic designer. Creating the work is only part of the process and you must be able to present your work as the right solution to the design problem. Students are expected to contribute actively to a positive classroom environment. Absences, late arrivals and early departures, inappropriate use of cell phones or laptops, lack of preparation, inattentiveness, or unwillingness to discuss your assignments will affect your ability to contribute to a positive classroom environment and will be graded accordingly. Unless instructed otherwise, work must be in the following formats (PDF, JPG, AI, PSD) to be accepted for review, class viewing or grading before the class session. Any work brought into class after a graded class critique has started will be counted as Late. All works will be due at specific dates as outlined in the project spec sheet schedule.

Visual Art Theme Class Assignments

A fine arts education is an open-minded tolerance for ideas and modes of expression that might sometimes conflict with one's personal values. By being exposed to such ideas or expressions, students are not expected to endorse or adopt them but rather to understand that they are part of the free flow of information upon which higher education depends. To this end, you may find that certain class requirements may include engaging certain materials, such as books, films, images and artworks, which may, in whole or in part, indirectly offend you. These materials are equivalent to required texts that are essential to the course content. If you choose to decline to engage the required material by not reading, viewing, or performing materials you consider unpleasant, you will still be required to meet the class requirements in order to earn credit. This may require responding to the content of an alternative course material or topic amenable both to you and the faculty for appropriate grade completion with supporting official documentation as provided by the concern student.

Backing Up Your Files

Losing work due to a failed digital media, lost, or overwritten files is **NOT AN EXCUSE** for missed and late class assignments.

Students are expected to have an effective online or cloud backup strategy for all their working and final digital files. Please note that Carr 202 is always accessible and/or computers updated/erased by IT Department at any time throughout the semester without prior notification.

Software Training

Basic computer knowledge is required, so a certain amount of familiarity with the software used in class is at least expected. Please note that while there will be adequate software tutorials covered in class, it is your **PERSONAL RESPONSIBILITY** to further develop the essential technical computer skills needed to complete your class assignments.

Student Honor Code and Academic Integrity

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the Student Handbook. Plagiarism will not be treated lightly in this course. This class is focused on generating and developing your own **ORIGINAL DESIGNS**. This does not mean that references cannot be used but copying, tracing, or using the actual work of others without documenting or showing significant changes (75% modification from original artwork) in creating your artwork and can lead to a reduced full letter grade or failing the assignment. Make sure to post references of your sources and keep working in developing your own original designs.

Attendance Policy

Regular class attendance is a required student's obligation and will be taken daily by a sign-in sheet. It is the responsibility of the student to sign the attendance sheet if they want to be counted present. **FAILURE TO SIGN THE ATTENDANCE SHEET WILL RESULT IN AN UNEXCUSED ABSENCE.** You will be marked tardy if you are more than (10) minutes late; or marked absent if you arrive late or leave class (30) minutes early without instructor permission. Any false signatures will result in zero participation grades for all parties involved. Failure to attend class or arriving late may impact your ability to achieve course objectives, which could affect your final grade. If the faculty is late in arriving to class, you must wait (30) minutes after the start of class before you may leave without being counted absent, or you must follow any written instructions I may give you about my anticipated tardiness.

An absence, excused or unexcused, does not relieve a student of any course requirement. Excessive absences will be reported to the VPA Art Office and will affect your final grade. If the student accumulates more than (3) unexcused absences the student grade will be reduced to a full letter grade and continue to be reduced for each additional unexcused absence. The accumulation of more than (6) unexcused absences will result in **FAILURE** from class unless warranted by other unavoidable and excused circumstances. In this regard, it is the student's responsibility to withdraw from class if they do not want to receive a failing grade. An excused absence will be granted with a documented excused only i.e. police report, funeral notice, employment letter, official university activity, observance of government and religious holidays, personal or family emergencies, or a note from the student's doctor or family stating the patient's inability to attend class or missed the test.

Religious Holidays

A student who intends to observe a religious holiday should make that intention known in writing to the instructor prior to the absence. A student who is absent from class for the observance of a religious holiday shall be allowed to take an examination or complete an assignment scheduled for that time within a reasonable time after the absence.

Classroom Expectations

The overall theme of this class is **RESPECT** and helping everybody succeed. I will treat you with respect and I expect the same treatment from you. However, no one is perfect in this world and that is why I ask you to be more understanding, considerate, and supportive of all your classmates and faculty in class. Try your best to practice common courtesy at all times. Avoid coming habitually to class. Please wear the appropriate attire suited to working in a studio art course. The environment for the class must be conducive to learning. Offensive behavior and disrespectful language will not be tolerated. Students who continue to display rude and disrespectful behavior will be given a warning. If the behavior continues, the student will be asked to leave the class and meet with the Art Program Coordinator to discuss the situation before being allowed back to the classroom. As part of your educational experience, you may be expected to participate in class exhibitions, juried contests (print or online), provide pro bono design services to non-profit organizations and university projects, attend field trips, art exhibitions and other departmental activities located both on and off campus.

Students with Disabilities

Persons with disabilities who may warrant academic accommodation must contact the Office of Disability Services, Room 112, Houston Harte Center, or (325) 942-2047, ada@angelo.edu, in order to request such accommodation prior to any accommodation being implemented. Students are encouraged to make this request early in the semester so that appropriate arrangement can be made. Furthermore, the faculty is not required to anticipate the needs of students with disabilities.

Art Major/Minor Meetings

All art majors and minors are to meet three times a semester for a general meeting, as part of the requirements for this course. The meetings will take place on 4:00 pm Wednesdays or Thursdays unless they are Symposium Fridays in which case other time options will be available. Failure to attend any of these meetings without notifying the faculty and setting up an alternative assignment will result in a deduction from the grade in this course for each meeting missed when proper notification has not been submitted as designated above. Please contact the Dr. Randy Hall, Art Program Coordinator (randy.hall@angelo.edu) if you have any further questions regarding this matter.

Important Item to Remember

Carr 202 is an open lab. It is the responsibility of all students to clean up after using the facilities and **SECURE AT ALL TIMES** their personal safety and property before, during, and after class hours while in university premises.

Title IX

No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance.

–Title IX of the Education Amendments of 1972

<https://www.angelo.edu/current-students/title-ix/>

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state law, the University prohibits discrimination based on sex and other types of Sexual Misconduct.

Prohibited Conduct

Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes **sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence, sexual violence, and any other misconduct based on sex.** While sexual orientation and gender identity are not explicitly protected categories under state or federal law, it is the University's policy not to discriminate in employment, admission, or use of programs, activities, facilities, or services on this basis. Discriminatory behavior is prohibited regardless of the manner in which it is exhibited, whether verbally, in writing, by actions, or electronically displayed or conveyed. If you are in immediate danger call 911 or University Police at 325-942-2071. For more information, contact the Office of Title IX Compliance at 325-942-2022

Tentative Course Schedule

These approximate dates and may change or overlap. Specific dates and information will be given in project spec sheets throughout the semester.

Week 1:	Lectures and Exercises
Week 2-5:	Project #1 Initial project ideas, research, lab hour production work Graded presentation
Week 6-9:	Project #2 Initial project ideas, research, lab hour production work Graded presentation
Week 10-13:	Project #3 Initial project ideas, research, lab hour production work Graded presentation
Week 14-16:	Project #4 Final Examinations

Important Dates

Start of Class	Aug 23
Labor Holiday	Sept 6
Art Major Meeting	Sept 9
Midterms Week	Oct 11-15
GS1181 Finals	Oct 15
Art Major Meeting	Oct 15
Senior Presentation	Nov 17
Last Day to D/W	Nov 22
Thanksgiving	Nov 24-26
Dead Week	Nov 29-Dec 3
Final Exams	Dec 6-10
Commencement	Dec 11

Disclaimer: This syllabus is subject to change or revisions at any time during the semester. It is the responsibility of the student to be aware of any changes if they occur.