Midland College
Syllabus
ARTS 2348
Digital Art I
Semester and Year
SCH (2-4)
Instructor Name

COURSE DESCRIPTION

An introduction to graphic design principles and typography with emphasis on digital imaging. The course enables students to explore the creation and manipulation of images with a computer. Course content includes use of a digital camera, flatbed and film scanners, Adobe Photoshop software and printers.

LEARNING OUTCOMES

Upon successful completion of the course, the student will know how to:
1. Compose visual elements by using a computer, software and basic design principles.
2. Communicate ideas through creative expression in graphic art.
3. Critically analyze art and participate in a critique of visual imagery.
4. Present completed work for a portfolio or exhibition.

GOALS/OBJECTIVES

1. Capture an image by using a digital camera, scanner or network download.
2. Manipulate imagery with computer software.
3. Save image files on electronic media and print images.

REQUIRED TEXTS AND MATERIALS (Text may vary)

Text: Adobe. *Adobe Photoshop CS3 Classroom in a Book*.
References: Joseph Ciaglia. *Introduction to Digital Photography*.
Deke McClelland. *Photoshop One-on One*.
Scott Kelby. *Photoshop Book for Photographers*.
Elaine Weinmann & Peter Lourekas. *Photoshop for Windows and Macintosh*.
Supplies: photo quality printing paper, cd/rw rewritable disc or flash drive, mat board.

Adobe Reader (Links to an external site)

STUDENT CONTRIBUTIONS AND COURSE POLICIES

Faces in grid; minimum of 9. Shoot digital photos or scan faces close up. Manipulate faces with styles, filters and effects to create a grid of different heads. Watch the file types, size, and resolution as you merge the images into our new file. Examples: reference the Beatles, Saturday night live, & Andy Warhol and other manipulation suggestions in the heads folder.

Roswell project - Photojournalists document factual information and the truth with their cameras. However, we as Photoshop users are able to transform images by manipulating the truth. For the Roswell project, create your own UFO by finding debris (such as folder on Share 1 drive). And construct your UFO from pieces you collect or relics that you find. Combine, size, add color, create lights, laser rays, whatever you think of to make your creation look believable in its context. Import a camera shot or locate a landscape for your UFO.
Resize, check resolution, File type (jpeg, tiff) convert if necessary.
Compile for the front page of the National Inquirer newspaper if you wish (reference War of the Worlds)

Conceptual; 3 shapes - Collect or create three objects that relate to each other due to their form, texture or some unifying element. Enhance their relationship by capturing the subjects in similar manner; whether it is light, scale, environment, backdrop or size. Juxtapose them so the viewer can recognize what connection you saw when you collected them. Reference Claus Oldenburg.

Autobiography - Design and image that is autobiographical.Include a map, diagram or chart.
Desaturate the color from some imported image or layer so you can mix black & white w/ color.
Include shots or scanned photos from an event or self-portrait. You may include a chronology, era or event in your life. (samples are on share 1 drive)

Commercial, political or stamp - Create an image for an advertisement. You may shoot or scan resource materials. The content should be a commercial message, website, promotion, etc. Choose an appropriate typeface for the copy. Create a symbol or logo for the advertisement. You as the graphic artist will determine the color scheme, font, subject matter, photographs/drawings, composition and other elements combined in your design. Find examples of ads you respond to or like for some reason and bring them to class.

Scanogram - use the flatbed scanner to create an image. Utilize materials with texture, design elements such as composition, color, balance…Think of this exercise in terms of Xerox, color copy, printmaking, or photogram. You may compose the piece on the scanner, or later in photoshop layers. Your image may be literal, abstract, or non-objective. With or without text.

Include acquired imagery: postcards, labels, scraps from earlier drawings, stamps.

Title the piece so it has meaning to us.

Texture – shoot surfaces for background or overlay (turn down opacity to make it more transparent). Add to your files for application to a project.

Postcard or ATC (Artist Trading Card) – Create an image that works on a smaller scale (limited detail) that may be mailed or traded. Samples: www.artist-trading-cards.ch/ , post secrets.

EVALUATION OF STUDENTS

Projects will be evaluated by the following criteria:
1. Content - the image communicates the artist's intent.
2. Technique – the image is skillfully executed utilizing the tools and resources available.
3. Creativity – the image shows originality and is aesthetically interesting or appealing.

Class time will revolve around demonstrations, tutorials, hands-on work and critiques. Group participation is encouraged. This course requires a commitment of time and effort. Please turn off your cell phones during lectures & demonstrations. If you must have your phone on during lab time, place it on vibrate and take your call outside of the building.

Attendance: Attendance is important in this class. All absences are considered unexcused unless accompanied by a written note in the following situations: illness with a doctor's note, school-sponsored activity with a sponsor's note (including athletics), and immediate family emergency.   The student's grade will suffer due to excessive tardies and /or absences. Three consecutive absences or six total absences can result in course failure. Please come and talk to me if you are having difficulty attending class.

Make-up work: Assignments are due at the beginning of class on the due date. Projects turned in after critiques are considered late. Late work receives only partial credit, unless the absence is excused. If you miss a critique with an unexcused absence, you also lose credit for participation. If you miss with an excused absence, please turn in your assignment at the next class meeting.

Grade determination: Each tutorial (#2-6) is worth 5%, each project is worth 10% of the total grade & the portfolio is worth 25% for a potential total of 100%. Students who accumulate a total of 90 or above receive an A; 80-89 is a B; 70-79 is a C; 60-69 is a D; and below 60 is an F.

If you wish to earn an...

A: Attend class & complete all assignments. Show integrity and skill in your work. Spend time & care completing your projects. Excel and experiment as you explore ideas and techniques. Research & look at images around you.
B: Good results from assignments. Work is always on time. Participation in critiques.
C: Average attendance & participation. Competent work, but no extra effort evident.
D: Poor attendance and products. No real progress noticeable.
F: Come to class late, leave early & don't turn in assignments on time. Skip class.

DROP / WITHDRAWAL

The student is responsible for initiating a drop or withdrawal, not the instructor.

Withdrawal from course: The instructor is not able to withdraw a student from the course after the census date. A student wishing to withdraw must fill out the **withdrawal form in MyMCPortal**.

2023-2024 WITHDRAWAL DATES
Fall	November 27
Fall First 8-Week Session	September 28
Fall Second 8-Week Session	November 27
December Mini-Semester	December 26
Spring	April 11
Spring First 8-Week Session	February 22
Spring Second 8-Week Session	April 25
May Mini-Semester	May 23
Summer I	July 3
Summer II	August 8

ACADEMIC RESEARCH

For Research information, tutorials, library information, web links and more, access the **Distance Learning Webpage for the Midland College Fasken Learning Resource Center**.

Academic Database Access

1. Go to **Midland College Fasken Learning Resource Center**.
2. Click on big green box labeled "A-Z Databases."
3. Click on link for desired database

4. **You will be taken to the Midland College Microsoft 365 site, and from there you will be taken directly to EBSCO.**
5. **Sign in to Microsoft 365.**

TECHNICAL SUPPORT for Canvas problems

1. Navigate to the page in Canvas where the problem exists
2. Click the Help icon in the dark green toolbar on the left
3. Select "Report a Problem", complete the short form and Submit
4. Check your MC student email account for responses to your ticket.

Americans with Disabilities Act (ADA) Statement:

Midland College provides services for students with disabilities through Student Services. In order to receive accommodations, students must visit https://www.midland.edu/services-resources/accommodation-services.php and complete the Application for Accommodation Services located under the Apply for Accommodations tab. Services or accommodations are not automatic, each student must apply and be approved to receive them. All documentation submitted will be reviewed and a "Notice of Accommodations" letter will be sent to instructors outlining any reasonable accommodations. For more information or questions, please contact Shep Grinnan, Counselor at sgrinnan@midland.edu or 432-685-4505.

Phone, Midland College Special Needs Counselor: 432-685-5598
Midland College Disability Services
Microsoft Accessibility
Canvas Accessibility
Turnitin Accessibility
Adobe Reader Accessibility
Google Reader Accessibility

ACADEMIC SUPPORT SERVICES

Academics and Student Services

Phone, Midland College Testing Center: 432-685-4735

Phone, LanguageHub, Midland College On-Campus Writing Center: 432-685-4811, 182 TC
Language Hub Online (available to all students in Canvas)

STUDENT RIGHTS AND RESPONSIBILITIES AND DUE PROCESS
Midland College Student Rights and Responsibilities

PRIVACY POLICIES

The below privacy policies apply to this course, as they are applicable to your conduct on this online platform.

Midland College Website Privacy Policy
Canvas Privacy Policy
YouTube Privacy Policy
Canvas Student Guide
Turnitin Privacy Policy

Instructor Information:

Instructor Name:
Email:
Office Location:
Office Phone:
Office Hours:
Department Chair: Dagan Sherman
Division Dean, Fine Arts
   and Communications: Dr. William Feeler
Secretary: Ms. Lula Lee
Division Office: 135 AFA
Phone: 432-685-4624
Division Office hours: 8-5, Monday-Friday

Non-Discrimination Statement

Midland College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following individual has been designated to handle inquiries regarding the non-discrimination policies:

Nicole Cooper, Title IX Coordinator
129 SSC
432-685-4781
TitleIX@midland.edu

For further information on notice of non-discrimination, visit the ED.gov Office of Civil Rights website, or call 1 (800) 421-3481.

UPDATED AUGUST 2023