Midland College  
Syllabus  
ARTS 2349  
Digital Art 2  
Lecture 2 hrs/Lab 4 hrs

Course Description: Advanced graphic design principles and techniques with emphasis on digital imagery. The course enables a student to explore more expressive and interpretive uses of imagery and to practice commercial application as well. Course increases students’ exposure to Adobe Photoshop software.

References: Deke McClelland. Photoshop One-on One.  
Scott Kelby. Photoshop CS3 Book for Digital Photographers (Voices That Matter)  
Supplies: Photo quality print paper, cd/rw or flash drive, mat board.

Course Goals/Objectives:  
1. Capture an image source by using a camera, scanner or download.  
2. Manipulate imagery with computer software.  
3. Save image files and transfer to electronic media or print on photo quality paper.  
4. Recognize copyrighted sources of imagery.

Student Learning Outcomes:  
Upon successful completion of the course, the student will know how to:  
1. Compose visual elements by using design principles.  
2. Communicate an idea through creative expression.  
3. Critically analyze art and decipher its intent.  
4. Write an opinion paper about plagiarism.  
5. Present completed work in a portfolio or exhibition.

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 include 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 and pagers 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 family emergency. The student’s grade will suffer due to excessive tardies and/or absences. Three consecutive absences or six total absences may result in course failure. Please 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 lose credit for participation also; if you miss with an excused absence, please turn in your assignment at the next class meeting.

**Grade determination:** Each tutorial 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 additional images.

B: Good results from assignments. Work is always on time. Participate in critiques.

C: Average attendance & participation. Competent work, but no extra effort is 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.

**Assignments:**

**Plagiarism** paper- Research and write a paper about plagiarism regarding digital media. Base your opinion on examples or copyright policies. Include your references from publications or websites.

**Narrative series or sequence** - Create a storyboard or evolution in time. Your images should tell us something; they could be a documentary record of actual events or fiction. Choose a theme and tell a cohesive, continuous story. Examples: Book illustrations of Griffin & Sabine, Pam Saunders chair, red couch, yard gnome…

**Homage** - Select an image or an artist and work in that style. Attempt to copy the aspects that attracted you to the image. Emulate the work by subject or style. (Maggie Taylor)

**Typography** – Create a font and use the letters to exemplify or describe the word.

**Post card** – Create an image in scale with postcard dimensions

**Website design** - Choose a subject for a web page design. Make an attractive site that an internet surfer would stop to view, read and understand. You may use link buttons for continuation. You may incorporate digital camera images or scans. Examples: Promote Midland College or a specific department, group, product…

**Commercial** – Choose an event, product, service or whatever you decide to sell, and promote it in a print advertisement. Create a logo to represent your client.

**w/Retro advertisement** - Design an image such as an advertisement, postcard, movie poster…that uses a style from another era. Make the colors, shapes, typeface, etc. represent the decade you choose. You may find an old product label, scan it and reproduce it. Create a new making or application with that appropriated style. Examples: Andy Warhol’s Campbell’s soup cans, Lichenstein’s comic book look…

**Portfolio** of five prints and digital media files.
**Course Schedule:**  This course meets for six hours each week; two lecture and four lab.

Syllabus/Introduction  
Digital design tools & introduction to tutorials by Total Training  
Holiday – Labor Day  
Assign Commercial image & logo. Do not use downloads w/out permission  
Adobe Photoshop advanced tutorial  
Adobe Photoshop advanced tutorial  
Adobe Photoshop advanced tutorial  
Flatbed scanning, including textures & collage elements for scanogram  
Shooting with digital cameras; products in studio  

**Critique 1**  
Adobe Photoshop advanced tutorial  
Adobe Photoshop advanced tutorial  
Plagiarism & copyright laws; internet sources & web pages  

**Critique 2**  
Type paper on plagiarism guidelines  
**Plagiarism** paper due  
Postcard printing  

**Critique 3**  
Scanograms & artist trading cards  
Collect samples & vintage advertisements  
Complete project for web critique  

**Critique 4**  
Combine images for narrative series or sequence  
Print project for critique  

**Critique 5**  
Matting demonstration for exhibition prints  

**Student Show piece due for exhibit**  
Hang student show & burn to flash or CD/RW  
Burn CD/RW or drive for portfolio  
Print final images & empty share drive folder  

**Portfolio** due - five completed projects on CD/RW or drive  

*Student show reception 6:30-8:30*  

**Final** Critique - Portfolio Review

**Instructor Information:**

Name:  
Office phone:  
Office hours:  
Office location:  
E-mail address:  
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