

Art 103: Computer Graphic Studio

Prof. Ruth West

Office: Second floor, Blake Hall, Art Department

Office hours: T/Th 1:30-4

Office Phone 748-3679

E-mail: rwest@springfieldcollege.edu

Exam Times

Arts 103 Sec 12 MW 1:30-3:20 12/18 2:35

Arts 103 Sec 11 MW 3:30-5:20 12/20 12:30

You are required to attend.

Expectations:

There are certain expectations that the Department of Visual & Performing Arts have regarding student responsibilities and behavior in class that need to be stated up front in order to minimize potential misunderstandings throughout the semester.

1. The Department of Visual & Performing Arts expects that you will read the syllabus and that you make yourself aware of all the requirements and deadlines associated with the class. Saying I didn't read the syllabus will not be accepted as an excuse for failing to meet requirements and deadlines.
2. The Department of Visual & Performing Arts expects all electronic devices (cell phones, iPods, etc) to be turned off and not utilized during class. If your phone/pager goes off during class you will be asked to leave.
3. The Department of Visual & Performing Arts expects that you will put forth an effort to learn the material covered in this course. You are **expected** to attend class on normal class days. However, you are **required** to learn the material in order to get a passing grade for this course.
4. The Department of Visual & Performing Arts expects that if you are having difficulties with the class that you will come and talk to your professor about them. The sooner you come, the better off you will be. There is little or nothing the professor can do to help at the end of the course, so do not wait until then to see him/her.
5. The Department of Visual & Performing Arts expects that you will behave with honesty and integrity. Suffice it to say, cheating is not acceptable under any circumstances. The department will not tolerate cheating in any way and anyone caught cheating will receive an automatic F for the course.

After reading through this syllabus, your answering the syllabus questions in google indicates your acceptance of the terms, conditions and expectations outlined in the syllabus.

Time Need

4 hours course time weekly 4 to 5 hours assignment time weekly.

You will be expected to work on your projects between classes on Monday and Weds.

VAC is open Monday-Friday evenings and weekends as posted.

Final Critique will be held during the finals period. You have to be there during the final exam period.

Do not make travel plans before the end of exams.

Location of Facilities

MAC Computers equipped these programs VAC-Second Floor Blake Hall, Judd Hall West, Senoir Suites Basement

Course Description

This is an introductory course the focuses on the technology of Computer Graphics. Each student has the opportunity to explore a number of graphics programs. Due to the advanced software programs employed, students are able to draw, paint, design, and make rapid changes in their artwork with almost unlimited possibilities. No previous computer experience is necessary. A strong sense of design and drawing ability are keys for success in this course.

Course Objectives

1. Students will gain a basic knowledge of computer graphics through the understanding of a number of computer programs.
2. Students will learn to move between programs with ease, troubleshooting basic program problems.
3. Students will learn the elements of good design and aesthetic theory through the viewing of current computer graphic work.
4. Students will learn the fundamental elements common to all visual art including composition, text placement, color theory and typography through the use of peer critique.
5. Students will understand the relationship of computer graphics to the other arts through critiques and lectures.
6. Students will be able create web pages that will fulfill the course objectives.
7. Students will learn how to create visually pleasing web sites.

Note: The following symbols represent the corresponding methods of assessment:

A= class discussion and contribution; B= tutorials and projects, final exam; C= critiques;

Course Assessment:

Students who successfully complete this course will be able to demonstrate an increasing level of competency in each of the following areas:

1. A basic Knowledge of Photoshop and Dreamweaver and an ability to move between them.
(Course Objectives A,B,C) (Gen ED Objectives 1,2)
2. A understanding of good design and aesthetics including composition, text placement, color theory and typography through the use of peer critique.
(Course Objectives A,B,C) (Gen ED Objectives 3,4,5)
3. An ability to create visually pleasing websites, that are well designed and have appropriate navigation. .
(Course Objectives A,B,C) (Gen ED Objectives 1,2 3,4,5)
4. An online portfolio of all class work.

General Education Outcomes for Visual and Performing Arts

The students will:

1. Demonstrate understanding of how the disciplines of the arts stimulate and promote critical thinking, problem solving, imagination, and creativity.
2. Develop and expand ability to communicate effectively in written and oral forms and/or to create expression through practice in the skills and processes of recognized forms of art, i.e. dance, music, theatre, digital media, creative writing, film and the visual arts.
3. Apply the arts disciplines to analyze, evaluate, and integrate their comprehension of human experience, history and cultures, and to reflect critically on personal, spiritual, and cultural values.
4. Develop an aesthetic appreciation of how the arts serve and express an increasingly diverse, multicultural, and international society; and support lifelong enjoyment of the arts as participants, patrons, and audiences.
5. Deepen understanding and demonstrate awareness of aesthetic traditions in the arts and strengthen the ability to interpret the arts through the analysis of how structure, form, content and style of specific works interact to create meaning.

Equipment needed:

Thumbdrive

Springfield College E-mail Account

I will not use your outside accounts. If you do not check your Springfield College account, you will not receive Email updates.

Notebook

Programs Used

Adobe Photoshop, Dreamweaver ,

All programs are in the lab so you do not need to buy them.

Course Evaluation

1. Attendance

Attendance will be counted from the reading of the class roster. If you are not there on time, but come in late you will be docked ½ a class. **DO NOT LEAVE CLASS**, if I am late. **I WILL BE HERE**, unless a message is given to you, I will arrive, I will take attendance. Be there! 2 absences are allowable, 3 affect the grade (A to A- to B to B- to C to C-) These absences can be days on the sick list, away games, teacher conferences, knee surgery, consequently do not use your absences to sleep in. If a message is given that I will not be here please check the class web page for assignments. Projects will be due the next class. If there is a snowstorm, Mudstorm or Landslide, I will have a message put on the lab door and on my voice mail that I will not be here. If the school is closed (Ex5999) I will not be here.

2. Participation

Students will be expected to ask questions during computer graphic demonstration. They will participate in group critique of other students. Part of their evaluation will be the quality of their critique and their attentiveness during class.

3. Projects

Projects are due on class date at the beginning of class. If the class is missed that the project is given, the student is expected to get the information from another student. A project is counted as **"in"** when the project is in my hand, or on the website with an email about that to me to me. If there is a problem, leave a message on my voice mail or my email. Projects are lower one grade point (A to A- to B to B- to C to C-) each class that it is late.

Course requirements

1. Attendance
2. Projects complete on due date
3. Group critique

Grades.

Grades are given based on look, time spent on the project, technical ability, work being on time and attitude. Extra points are given if the work is redone. Grades will not be given out till midterm.

All final work will be considered done when on the web

Look is defined as the amount of beauty, creativity and intelligence that you bring to a project.

A: Incredible use of tools and then some, exceptional artwork, perceptive during critiques. I give very few As

B: Showed up to all classes, did the work used the tools, participated in class.

C: Showed up, homework was late or not there, did not participate in class.

POLICY CONCERNING PLAGIARISM:

Offenses Against The Policy

Use of Sources

In preparing assignments a student often needs or is required to employ outside sources of information or opinion. All such sources should be listed in the bibliography/reference section.

For citations, references in text are required for all specific facts which are not common knowledge and which do not obtain general agreement. New discoveries or debatable opinions must be credited to the source with specific references to edition, page, or web page even when the student restates the matter in his or her own words. Word-for-word, including any part, even if only a phrase or sentence, from the written or oral statement of someone else (including the internet) requires citation in quotation marks and using the appropriate conventions for attribution. Paraphrasing or summarizing the contents of another's work is not dishonest if the source or sources are clearly identified (author, title, edition, page), but such paraphrasing does not constitute independent work and may be rejected by the instructor.

.....

Creative Work

A piece of work presented as the individual creation of the student is assumed to involve no assistance other than incidental criticism from any other person. A student may not knowingly employ artwork, story material, wording or dialogue taken from published work, motion pictures, lectures, World Wide Web or similar media, without full acknowledgment

What the Academic Honestly Policy Means in terms of this class. All artwork that is used for collage from the web needs to be changed at least 3 times before you can call it your own. Any work taken from the web as collage material needs to be footnoted and linked in a source page on your website.

What the Physical disability police means to this class. If you are having a problem, you need to let me know. If you need to be in the front of the class to see, if you need to have be look at you so you can hear me, it is your responsibility to inform me.

If you have a documented physical, learning, or psychological disability on record with the Director of Student Support Services (748-3768) or the corresponding individual in the School of Human Services, you may be eligible for reasonable academic accommodations to help you succeed in this course. It is your responsibility to request such accommodations in advance and to provide appropriate documentation to the Director of Student Support Services. Please let me know of you request as soon as possible, so that I can work with you and the Director to arrange for reasonable accommodations

Springfield College Attendance Policy

Springfield College students are expected to attend all class sessions for which they are registered; they are also responsible for the material covered in each class session and the completion of assigned work by the announced due dates. Certain situations are recognized as college-excused absences from class, including participation in an athletic activity, participation in a curricular or co-curricular activity, and observance of religious holidays. A student who anticipates an absence of this nature must provide adequate notice and documentation to his/her instructor regarding the nature of the absence. Given this notice, the instructor may allow the student to make up the class work or complete an alternative assignment. Should the instructor feel that the proposed absences will interfere with the student's ability to successfully complete the objectives of the course, the student must seek to reduce the absences or withdraw from the course.

Calendar may be changed due to canceled classes, snowstorms, acts of God, and student needs.

Academic Assistance:

A wide variety of academic assistance is offered through the **Academic Success Center**:

- **Writing & Reading Support Services** offers students help with all aspects of the writing and reading processes.
- **Math-Science Support Services** provides assistance to students taking courses in Mathematics, Physics, Computer Science, Biology and Chemistry
- The **Content Tutorial Program** delivers support for course work that is outside what is covered by Writing & Reading Support Services and Math-Science Support Services.
- The **Academic Coaching Program** is available to help students improve time management and learning strategies.
- The **Assistive Technology Program** provides training in a range of assistive technologies.
- The **MTEL Assistance Program** provides support for students preparing to take the Massachusetts Tests for Educator Licensure®.
- The **Conversation Partners Program** provides support for non-native speaking students wishing to improve conversation and comprehension skills.
- The **Academic Progress Program** provides assistance and support for the students in academic jeopardy to help improve their academic skills, performance and standing.

The **Academic Success Center** is located on the third floor of **the Harold C. Smith Learning Commons** and can be contacted at **413-748-3389** or ASC@springfieldcollege.edu. More detailed descriptions of its services can be found on its website: <http://springfield.edu/academic-success-center>

Accommodation Planning:

If you have a documented physical, learning, or psychological disability on record with the Academic Success Center's **Learning Support Services**, or the corresponding campus individual in the **School of Professional and Continuing**

Studies, you may be eligible for reasonable academic accommodations to help you succeed in this course. It is your responsibility to request such accommodation in advance and to provide appropriate documentation. Students on the main campus should contact the **Director of Learning Support Services**, who is located on third floor of **the Harold C. Smith Learning Commons**, and can be contacted at **413-748-3768** or ddickens@springfieldcollege.edu. Please let me know of your request as soon as possible so that I can work with you and the Director to arrange for appropriate and reasonable accommodations.

What the Physical disability police means to this class. If you are having a problem, you need to let me know. If you need to be in the front of the class to see, if you need to have be look at you so you can hear me, it is your responsibility to inform me

Bibliography

Druckrey, T. (1993) *Electronic Culture : Technology & Visual Representation;*
The Internet Design Project : The Best of Graphic Art on the Web
McCullough, M. (March 1997) *Abstracting Craft : The Practiced Digital Hand*
Muybridge E., (1957) *Animals in Motion*
Muybridge E., (1989) *The Human Figure in Motion*
Lovejoy, M. (1996) *Postmodern Currents : Art and Artists in the Age of Electronic Media*
Meyers ,Eric (2007), *CSS: The Definitive Guide*,
Griffin, Patrick (2007) *HTML Dog: The Best-Practice Guide to XHTML and CSS*

Web

"Hi-Res Dreamweaver Tutorials ::" *Free Adobe Photoshop, Flash, Dreamweaver, Illustrator, Fireworks, Bridge, and Golive Video Tutorials :: Welcome to Tutvid.com*. Web. 10 Mar. 2010. <<http://www.tutvid.com/tutorials/dreamweaver/index.php>>.
PsdTuts | Adobe Photoshop Tutorials, from Beginner to Advanced. Web. 10 Mar. 2010. <<http://psd.tutsplus.com/>>.
"World Wide Access: Accessible Web Design." *University of Washington*. Web. 10 Mar. 2010. <<http://www.washington.edu/doi/Brochures/Technology/universal.design.html>>.
World Wide Web Consortium (W3C). Web. 10 Mar. 2010. <<http://www.w3.org/>>.

Week By Week

Week 1:

Introduction/ Syllabus/Email account

Week 2:

Class 1: Setting up disks, folders, operating system
/ Photoshop / Marquees/filters/paintbrush
apples hand (10)

Class 2: Jpegs and size- web layout and links/
web pages (SITE 1)

Week 3:

Class 1: Uploading Site 1
Tutorial 1: Bridge
More Bridge
Pictures from the internet: working with Photoshop

Class 2: Upload site
Upload to website
Assign alphabet

Week 4:

Class 1: Index page
Tutorial 3 Masks

Class 2: Alphabet

Week 5:

Class 1: Critiquing alphabet
Class 2: What do you know assignment

Week 6:

Class 1: photoshop tutorial
Class 2: Work on what do you know

Week 7:

Class 1: Midterm review
Class 2: what do you know critique

Week 8:

Class 1: Corporate website
Tutorial basic CSS
Class 2: More Css/rollovers

Week 9:

Class 1: Studio
Class 2: Studio

Week 10:

Class 1: Critique corporate web site
Class 2: Animation tutorial

Week 11:

Class 1: advanced Photoshop
Final website
Class 2: Animated Gifs

Week 12:

Class 1: (Layers in Dreamweaver
Class 2: Studio

Week 13:

Class 1: Studio
Assignment Final (Site 5#)

Week 14:

Class 1: Tutorial highlights
Class 2: studio

Week 15:

Class 1: proofing your universal site
Class 2: studio

The Assignments:

Assignment 1: Holding in hands

This assignment teaches basic design elements, thru creating you life history using icons. It also teaches basic group critique

Technically:

cut/past with photoshop

DPI 72-resolution of page 640X480-jpg size under 50k= making site in Dreamweaver-Link pages -uploading

Assignment 2: Alphabet

Alphabet Image based the your feeling of the current political climate.Part of what an artist does in society, is to reflect back what is currently going on around them in the world. They absorb the current thoughts of the day, and make them visual.

Taking what is being said/ shown today politically on the internet , grab images and words to create a the meaning of your alphabet letter. Political means: no sports, no super bowl but for instance if your letter was "S" you might use the word "saving" and locate images of saving lives during 911. For examples of what was done in the wake of 911.look at

Your letter should be a mood/ verb/adjective that reflects what has been happening for the last month politically in the world.

Assignment 3: Surrealist Art Project

This assignment continues your understanding of Photoshop while working on your understanding of layout design and art history.

Look at this [surrealist art](#) for inspiration.

2. Take lots of photos with your camera- of objects, of people, of places, of textures.
3. Thinks about how you would put them together in a surrealistic piece
4. you may use one image from the web

Assignment 4: History of Art

It is important to understand the history of art, It gives you a basis to build your visual understanding.In this project you are each given an artist to explore. Your site colors will reflect the palette of your artist. You will do an banner and rollovers that art appropriate.

This project is the first to use 4 page web design

Assignment 5: Corporate Website

This assignment develops their ability to communicate effectively . They also do a group critique

You have just been asked to design a web site and corporate identity for a brand new company. They want you to do everything! They want logo design that really says who they are- and they want a web site that will get the their point across and excite their clientele.

Assignment 6: Element

This assignnment make the student take all the technical aspects that they have learned and create a visually meaningful website from a jump off point.

During this semester you have created art with Photoshop, a website that has hot spots, and an interactive website that sold a product, this project can be any or all of these. It can be a poem, sell a product, tell a story, ask the viewer to interact, it can not be about sports. What it should do is show me everything that you have learned in this class. This includes animated gifs, rollover buttons, hotshops, layers and motion.

This is a minimum of 5 web pages

TECHNICALLY: It should be a website attached to your page that is technically working- i.e. all links running, all the files in right places using the right naming conventions. Each page should be no more than **130K**for all it's parts. There should be no CSS internal sheet- just an attached external styl sheet.

WEB: It should have good use of photoshop, rollover buttons, gif animation, and hot spots. It should use css, script and use layers. Every image should have been worked on in Photoshop and should be "yours". No Violence! No thought of violence! Violence an instant "c".

VISUALLY: Good composition, layout, use of appropriate colors. Visually consistent and "makes sense"