

SYLLABUS—Fall, 2012

AR347 Digital Media I

Instructor: Fred Hensley

Office: AB 402B, Telephone: (256) 765-4514 email: fohensley@una.edu

Office Hours: MW 2–4; TR 2–3:30

Section 01: MW 8–10:45

Section 02: MW 11–1:45

Required Text: *Understanding Adobe Photoshop CS5: The Essential Techniques for Imaging Professionals* by Richard Harrington, ISBN: 978-0-321-71426-8

Supplies: Flash Drive, Headphones, Epson Ultra Premium Presentation Paper Matte 8.5 x 11 inches, Matte board, Foamcore board or cardboard, tape, as needed to matte prints for presentation.

- I. **Prerequisites:** AR 221 Drawing; AR 231 Design I
- II. **Catalog Description:** This course introduces students to Photoshop and the fundamentals of image editing. A series of hands-on exercises will equip students with visual thinking skills necessary for creative expression. They will learn to navigate the interface, understand the terminology, and employ the program's essential tools and techniques. Students will work with the Macintosh operating system. Art majors who successfully complete this core requirement will fulfill the UNA General Education requirement for computer literacy.
- III. **Course Objective:** The course objective is to introduce the student to the concepts and functions of the computer as a tool for graphics generation. COE CF1, 4; Alabama Standard/Rule 290-3-3-.31 Visual Arts: (2)(b)1.(ii) and (2)(b)2.(i) and (2)(b)2.(ii)

Standard	Assessment
290-3-3-.31(2)(b)1.(ii) Knowledge of traditional and current technological developments in art and design.	Students will study Photoshop as a contemporary imaging tool. They will learn to navigate the interface, understand the terminology, and employ the program's essential tools and techniques.
290-3-3-.31(2)(b)2.(i) Ability to create expressive forms in drawing, painting, design, printmaking, computer generated art, sculpture, ceramics, and crafts.	Students will produce five two-dimensional compositions some of which will utilize traditional drawings as a jumping off point. They will use the computer to generate and apply color and texture, work with image layers, and apply visual design principles to create engaging images.
290-3-3-.31(2)(b)2.(ii) Ability to demonstrate abilities across a variety of areas of art production and art theory.	Students will produce a series of computer generated and manipulated imagery that demonstrates their technological and theoretical understanding. They will participate in critiques of peers' artwork to show their level of maturity in developing a selective, critical eye.

- IV. **Course Content:** The class will be lecture, demonstration and hands on experience with the Macintosh computer. The instructor will assign projects that will familiarize the student with the capabilities of the computer, its peripherals and Adobe Photoshop software. Even though Photoshop is key in this course, other software such as Safari, VueScan (scanner software), color scheme generators, and Word will also be used. A digital camera, while not an absolute requirement, will be a significant image resource generator. The importance of non-destructive editing will be emphasized. Adjustment layers and layer masks will be employed to the exclusion of edits and erasures directly to the students' imagery. The "Rule of Thirds" will be used in planning the composition of assigned projects.
- V. **Course Requirements:** Each assigned project must be submitted complete (including matte) by the deadline specified for that project. Failure to comply will result in non-acceptance and a grade of F for that project. Work that has been accepted may be revised and improved before its submission for the final review and reevaluation during the final exam period.
- VI. **Evaluation:** Factors bearing on the final grade will be the aesthetic merit and craftsmanship of the work presented, conceptual understanding and attitude regarding your work, final exam score and attendance.

Attendance Policy

Regular and punctual attendance at all scheduled classes and activities is expected of all students and is regarded as integral to course credit. Each student is directly responsible to the individual professor for absences and for making up work missed. Particular policies and procedures on absences and makeup work are established in writing for each class, are announced by the professor at the beginning of the term, and for excessive absences, may provide for appropriate penalties including reduction in grades or professor-initiated withdrawal from class. Official written excuses for absences are issued only for absences incurred in connection with university-sponsored activities. For all other types of group or individual absences, including illness, authorization or excuse is the province of the individual professor. Whenever a student's cumulative absences for any reason—excused or unexcused—exceed the equivalent of four weeks of scheduled classes and activities (one week in a summer session), no credit may be earned for the course. When the student accumulates three absences there will be a one letter grade reduction; five absences...a two letter grade reduction; seven absences...a three letter grade reduction; nine absences...a four letter grade reduction. When extended absences are caused by illness or similar extraordinary conditions, the student has recourse to the official withdrawal procedure and the WP-WF options provided therein; otherwise, the grade reported will be F. Three times late will be counted as one absence.

Equal Opportunity Statement

It is the policy of the University of North Alabama to afford equal opportunity in education to qualified students. Therefore, a student who has a disability that inhibits the student's ability to meet course requirements and who desires accommodations must contact the instructor and Developmental Services within the first three class meetings of the semester (within the first three days during summer terms). The goal is to develop a timely accommodation plan and to file an Americans with Disabilities Act (ADA) Accommodation Form. Course requirements will not be waived, but accommodations will be made to allow each student to meet course requirements, provided the student acts within the first three class meetings in working with the instructor to develop an accommodation plan. If a disability is identified later in the semester, a non-retroactive accommodation plan will be developed at that time.