ART 109: **Intro to Electronic Media**

Computer skills for desktop publishing
and digital imaging.

(Pre-requisites: None) / 3 Credits / Sections 20 & 22
Monday & Wednesday / 9:00am -11:30am (Sec 20) & 3:00pm -5:30pm (Sec 22)
Building L1, Room CL 145

Instructor: Mariah F. Hausman
Office Hours: (Building L1, Room 109C)
By Appointment: M/W 5:30 - 7:00
Phone: (305) 284-2542
Email: m.hausman@miami.edu

University of Miami
College of Arts & Sciences
Department of Art & Art History
Fall Semester 2012

Course Objective

This course will provide students with the basic fundamentals needed to operate a Macintosh and commonly used computer graphics software Adobe Creative Suite (Photoshop, Illustrator and InDesign "CS"). Here is an opportunity to explore creativity and learn powerful, exciting software skills which are applicable to both personal and professional use. In addition, students will have the opportunity to strengthen and build their communication skills visually and verbally through regular classroom critiques, discussions and projects. This course is foundational for any student who plans to enter the fields of digital imaging, desktop publishing or art.

Attendance Policy

More than three unexcused absences and /or tardiness will ABSOLUTELY adversely affect the final grade. Students are expected to borrow notes on lecture material and assignments covered when they are out. The University of Miami has no provision for unexcused absences. Attendance at all classes is expected. All excused days are to be submitted in writing for the instructor's approval.

Project Evaluations & Grading

Your grades will be posted on Blackboard after the critique or project due date. Project evaluations are based on the following considerations:

- Technical mastery and incorporation of as many learned skills as possible

- Completion of projects by the due date and following directions as given in the syllabus, Blackboard and lectures

- Brainstorming, organization, planning and neatness

- Creativity and originality

- Attendance and promptness

- Participation in the critiquing and consulting process

- Improvement, attitude and effort

- Make-ups and extensions are contingent on having a valid excuse for the absence

REQUIRED TEXT

Homework and readings about working with digital media will be assigned from this text. Order online or obtain from the UM bookstore ASAP. Staying current with readings will ensure students a better conceptual grasp of the project exercises.

Design Fundamentals for New Media
by James Bennett
Publisher: Delmar Cengage Learning;
2 edition (February 13, 2012)
ISBN-13: 978-1133131137

RECOMMENDED TEXTS

As with most new skills, the mastery of the Mac and it's software is in your own hands. The more time you spend working with the programs, the more competent you will become. I recommend software books published by Adobe as aids (Adobe Classroom in a Book packages are excellent.) They are not listed here because they should be chosen based on the software versions you will be doing your learning on.

MATERIALS

Please bring sketchbook to each class and use for note taking and brainstorming. You will also need the travel drive daily. Rather than buy all materials ahead of time, I recommend buying them as needed throughout the semester. These are available at Pearl Art or Utrecht (art stores near to campus), as well as office supply stores.

- ❏ Sketchbook (whatever size is comfortable, I use the black 8 1/2" x 11 size)
- ❏ 1 GB (minimum) travel drive or Mac compatible external hard drive
- ❏ High-quality LASER PRINTABLE (matte and/or glossy) photo paper for printing finished projects
- ❏ Writable CDs/DVDs
- ❏ 1 sheet black mat board 16" x 20"
- ❏ Spray mount adhesive

ART 109: **Intro to Electronic Media**

Examinations/Projects

- Instead of exams, students will be required to submit a series of projects over the course of the semester

- All projects submitted must be accompanied with separate MS Word Document citing ALL image sources. Please refer to the example on Blackboard

- There will be several skill exercise drills that must be completed on specific class days in the lab

- Failure to perform certain in-class assignments correctly (see course calendar) will result in grade deductions

- Most assignments will be submitted digitally, some will be physical samples

- Class critiques will be held on the day projects are due. Missing a critique will affect the grade on that assignment

- Projects submitted late will be accepted but missing the deadline will affect the grade on that assignment

- The final project will be a take home independent project from *Design Fundamentals for New Media*

- You may ask about extra credit opportunities to raise your grade

ART 109 Computer Graphics Lab Policies (Sections 20 & 22)

The simple ART 109 formula: the more minutes you spend practicing the skills taught in the course, the more proficient you will be. Your level of commitment will determine your technical fluency. Students are expected to attend all lectures and apply the studio time provided to execute the project assignments. By attending class and applying lab time regularly, students will be at a great advantage when project submission crunch time arrives. You will need to spend some time in the lab outside of class working on your assignments. Students who wish to work additional time outside of the CL145 lab are fully and independently responsible for the safe, undamaged transport and back up of their digital project files. Other places on campus you can work are the Richter Library and the School of Communications (if enrolled in a COM course).

Honor Code

Students are expected to follow the Honor Code of the University of Miami. **ALL ASSIGNMENTS MUST BE ORIGINAL** and completed independently during the Fall 2012 semester.

Disabilities

Reasonable accommodation will be made for those with documented disabilities.

BUILDING L1 LAB HOURS

Early in the term, official weekend and additional Find postings on bulletin boards outside the classroom doors of Building L1. There are two labs equipped with Adobe Creative Suite software (CL 145 and CL101). You may do work outside of class in either lab as long as there is no class in session or by obtaining permission from the instructor teaching at the time you wish to work. The lab hours (subject to change) are below:

Monday-Thursday	**9am-9pm**
Friday	**12pm-6pm**
Saturday	**CLOSED**
Sunday	**TBA**

Food and drink are not allowed in any L1 lab. Violators are subject to losing lab privileges!

ART 109: **Intro to Electronic Media**

Lecture, Assignment and Studio Schedule*

Instructor: Mariah F. Hausman / Fall Semester 2012

Email: m.hausman@miami.edu

* Schedule subject to change as per University closures and instructor's discretion

PART 1   INTRO TO THE MAC, OSX AND NEW MEDIA

Aug 22   ✍ **Lecture: Introduction to Art 109**
- ❑ Review of syllabus, presentation of past student work
- ❑ Get your book (UM bookstore, Book Horizons or online)
- ❑ Log in to Blackboard; ensure your email address is working
- 📖 Reading from *Design Fundamentals for New Media:* Chapter 1: The New Media Designer

Aug 27   ✍ **Lecture: New Media Art and Operating the Macintosh**
Keyboard shortcuts. Using the ArtServer and media storage devices. Understanding digitization. The definition of new media, pixel, resolution, file size, raster, vector and extension.

       ✍ **Lecture: Intro to Photoshop Workspace & Navigation**
The "New Document" window/file authoring in Photoshop. Choosing color modes, resolutions and file extensions.
- 📖 Read Chapter 6: Value

Weeks 2-6   RASTER IMAGERY, COLOR & ADOBE PHOTOSHOP CS

Aug 29   ✍ **Lecture: Intro to Photoshop Workspace & Navigation**
Manipulating color modes, resolutions and file extensions. Researching, retrieving and creating images for digital editing. Scanning.

       ✍ **Lecture: What is Value?** Identifying value; editing, repairing and healing raster images in Adobe Photoshop.
- ❑ Bring to class images of your own that need improvement (digital or prints)
- 🖥 Studio time
- 📖 Read Chapter 8: Color
Last Day for Registration and to Add a Course

Sep 1   ✍ **Lecture: Refining your work**
Using layers, selections, masks, channels & paths.
- 🖥 Studio time
- ❑ Research and submit for approval a base image for your 9/12 In-class Scored Color Exercise.

ALL PHOTOSHOP EXERCISES DUE OCT 1 🕐

All projects submitted must be accompanied with a separate MS Word Document citing ALL image sources. Please refer to the example on Blackboard.

- ❑ Research & repair a deteriorated or damaged image. Submit both the before and after stages.*Guided in-class assignment. All guided assignments incorporate specific skills. If you miss this lesson, you must borrow notes. **Size:** 8" x 10" (5 points.)

  Focus: Various repairing/healing techniques (tools, filters and adjustments).

- ❑ **In-class Scored Color Exercise:** Due September 1: A hi-res base image with source citation for your in-class exercise. If you fail to get approval on your image ahead of time, you must use one of the images provided. (10 points)

  Project Requirements: Bring approved base image to class on September 12. Attend and complete the lesson during today's class, demonstrating the required core skillset (document creation, multiple layers, making color adjustments, and making clean selections) for full credit.

  Theme: Choose from ONE of the color exercises on page 178 of DESIGN FUNDAMENTALS: #1, 2, 3 or 6.

  Focus: Color use, making and editing selections, managing layers.

- ❑ Complete **Exercise #3** (abstraction) on page 275 of DESIGN FUNDAMENTALS. Due September 19: You must submit or present a sketch showing spatial relationships and proportions of the elements in your composition. Create a plan for building your digital pun using Photoshop. Tip: use/understanding of figure/ground will likely improve your arrangement...Chapter 3: Space should help with this. **Size:** 8" x 10" (10 points)

  Focus: Combining images. Highlight your new Photoshop skills. Communicate using words as the base idea and image as the end result. Make it engaging, understandable, even believable. Have fun!

Sep 3   ✍ **Lecture: What is Color?** Layers, copying/paste/adjustment. Making selections and understanding the use of color in Photoshop. The color picker and eyedropper. Layer modes.
- 💻 Studio time
- 🕐 Last day to get approval on base image for Scored Exercise
- 📖 Read Chapter 9: Using Color

Sep 7   Last Day to Drop a Course Without a "W"

Sep 10   ✍ **Lecture: Preparing damaged image for submission** Layer management, measurement, transforming. *Guided in-class assignment.
- 💻 Studio time

Sep 12   🕐 ❑ **In-class Scored Color Exercise:** 10pts. You must attend and complete the lesson during today's class, demonstrating the required core Photoshop skillset (multiple layers, making color adjustments and clean selections) for maximum credit.
- 📖 Read Chapter 15: Abstraction

Sep 17   ✍ **Lecture: Using Abstraction to engage your audience** Working with layers, distortion, transformation, gradients and filters. Creating thumbnail sketches.
- 💻 Studio time
- 📖 Read Chapter 3: Space (pages 48-55)

Sep 19   🕐 Sketch due for Abstraction (Pun) Project
- 💻 Studio time

Sep 24   💻 Studio time

Sep 26   **No Lecture**
- 💻 Studio time

PART II   ADOBE ILLUSTRATOR CS
Weeks 7-11   VECTORS AND DIGITAL DRAWING

Oct 1   ❑ **All Photoshop work due today**
- 🕐 **Critique** (Abstraction/Pun image)

Oct 3   ✍ **Lecture: Introduction to Vectors & Adobe Illustrator** Practical applications of the software. Workspace, navigation, layers, anchor points, paths, selections, moving elements, fill & stroke
- 📖 Chapter 4: Line

Oct 8   ✍ **Lecture: Digital Pencil: Drawing and editing vectors** Shapes and lines: moving and manipulating, swatches, color application, brushes/style, gradient. *Guided in-class assignment, worth up to 2pts extra credit on your final grade.
- 💻 Studio time
- 📖 Read Chapter 7: Texture

ALL ILLUSTRATOR EXERCISES DUE OCT 29 🕐

All projects submitted must be accompanied with separate MS Word Document citing ALL reference image sources. Please refer to the example on Blackboard.

❑ Complete Line Exercise on page 80 of DESIGN FUNDAMENTALS: Do #1, #4 OR #5 (5 points)

   Focus: Understand how to draw, manipulate and edit paths in Illustrator.

❑ **Illustrate a portrait or caricature of a hero figure from society.** Research a quote that your hero said and work type into your composition. Find a reference image of the hero that you can trace in illustrator. Before beginning, think about style and the application of textures with character. Sketching/researching/planning is required for best results. Live trace elements will ONLY be accepted if other shapes/textures are heavily incorporated. **Size:** 8" x 10" (10 points)

   To get full credit, include the application of display type as defined by Alex White in THE ELEMENTS OF GRAPHIC DESIGN: "Letterforms whose purpose is to be read first. Usually identified by a large body size and bold weight."

   Focus: Creating and editing shapes. Manipulating, editing and inserting type within shapes and on paths. Incorporating texture in Illustrator.

❑ **Plan, sketch and design a logo.** Please see examples provided in class by the instructor. The planning must include the following elements: Description/Brief on project topic, name of company (org or individual) typed out in at least three fonts that you think are appropriate, color palette, and scanned thumbnail sketches from your sketchbook. (5 points)

❑ Print logo on photo/presentation quality paper stock. Mount with SPRAY GLUE on a black 16" x 20" board. Attend and participate in a group critique of the logo project. FYI: Missing a crit is like missing an exam, but it is impossible to make up. (5 points)

   Focus: Use a specific style or symbol to give more information about what the logo represents.

❑ Bonus Extra Credit Challenge: Logo incorporated into a package design (5 points)

   Focus: Proportion and placement.

   Suggested project ideas: jar and bottle labels, matches, labels for boxes and bags, hang tags, iron-ons. (This must look clean and will likely require consultation with me to acquire the total (5 points)

Oct 10   ✍ **Lecture: Drawing, Connecting & Cutting Paths**
Pen tool, scissors, eraser, gradients, clipping masks. Getting started on projects and saving files; .AI, .PDF, .EPS)
*Required in-class assignment, worth up to 2pts extra credit on your final grade.
🖥 Studio time
📖 Read Chapter 16: Style

Oct 15   ✍ **Lecture: Logo Strategies & tips**
✍ **Lecture: Brainstorming & Sketching**
🖥 Studio time
📖 Read Chapter 18: Typography

Oct 17   ✍ **Lecture: Typography** Introduction to basic typography
✍ **Demo: Illustrator's 'T' Tools**
Illustrator's 'T' tools.
🖥 Studio time

Oct 22   🕐 Development packet for logo project due (5 points!)
✍ **Demo: Shapebuilder, Width, Blend tools**
✍ **Demo: AI Special stuff:** Warp, envelope, appearance, flare, live trace, live paint, symbol sprayer, et al.
🖥 Studio time

Oct 24   🖥 Studio time

Oct 25   Last Day to Drop a Course

Oct 29   🕐 **Critique** (Trim and mount logo design on 16″ x 20″ black mat board for the critique; bring object if seeking extra credit.

PART III   INDESIGN CS
Weeks 12-16 DESKTOP PUBLISHING

Oct 31   ✍ **Lecture: Introduction to InDesign** Why use it, who uses it, what it can create. Show and tell.
✍ **Lecture: About pagination...** A look at InDesign document set up, page navigation, views, master pages and spreads
📖 Chapter 10: Layout & Composition (pages 178-183)

Nov 5   ✍ **Lecture: Building a Newsletter** Document, column & margin set up; layers, text & image "containers," frame options, selections, gradients (*Guided in-class assignment; see Blackboard for required skills)
🖥 Studio time
📖 Read Chapter 13: Repetition & Rhythm

Nov 7   ✍ **Lecture: Building a Newsletter** Layers, editing text and image "containers," frame options, text wrap
*Guided in-class assignment)

ALL INDESIGN EXERCISES DUE MAY 9 BY 12:30PM 🕐

All projects submitted must be accompanied with separate MS Word Document citing ALL image sources. Please refer to the example on Blackboard.

❏ Folded, self mailing newsletter layout
Size: 8.5″ x 11″ unfolded (10 points)

Focus: You must fulfill the complete skill list on Blackboard for total credit. (*Guided in-class assignment)

Nov12   ✍ **Lecture: Grid, Repetition & Rhythm**

🕐 Find an example of a small hard cover book you can design a new jacket for and bring to class, along with a ruler and your sketchbook. You will be expected to measure, sketch and submit a preliminary sketch for your design. You have until November12 to finish. **Focus:** Note that books vary widely in size, shape and style. (5 points)

🖥 Studio time

Nov 14   ✍ **Lecture: Building a Newsletter** Typesetting finesse: style shortcuts and tips, advanced text wrap, effects, threading, tabs (*Guided in-class assignment)

🕐 After today, your book sketch is late and won't get full credit.

🖥 Studio time

📖 Read Chapter 17: Emphasis

Nov 19   ✍ **Lecture: Building a Newsletter** Self-evaluation, proofreading, polish, views.*Guided in-class assignment

🖥 Studio time

Nov 21   🖥 Studio time

Nov 22-25   *THANKGIVING RECESS*

Nov 26   ✍ **Lecture: Exporting pages as PDF and "Packaging"**

✍ **Critical Demo:** Semester Review for Vocabulary Quiz and Portfolio .ZIP Submission, burning discs, compressing files and online file transfers. *Guided in-class assignment

Nov 28   Last day of class

🖥 Studio time
Vocabulary Quiz: You may elect to take quiz today or on Dec 10 @ 12:30pm (10 points)
Final exercises released to Blackboard

Dec 1 - 4   Reading Days

Dec 10   12:30pm: Final Submissions Due

*All dates subject to change as per University closures and instructor's discretion

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(Continued from page 5...)

All projects submitted must be accompanied with separate MS Word Document citing ALL image sources. Please refer to the example on Blackboard.

❑ **Measurements:** Due Nov 7: Find an example of a hard cover book and bring to class, along with a ruler and your sketchbook. Evaluation is based on your ability to measure and map out a grid for an original book jacket design. Start with overall size, margins and fold locations. Class demos will reinforce these skills. You have until Nov 12 to finish your sketch. Submit a COPY of your sketch in hard copy format. (5 points)

❑ **Design a book jacket** based on the sketch you made. It can be a real book or an invented one but your design must be original. Make sure to include the basic components: Title, author, spine treatment, publisher mark, synopsis text, intriguing and rhythmic image/type treatments. **Size:** Varies by student (10 points)

Focus: Grid, measurement/accuracy, type treatments, emphasis. Note that publications vary widely in size, shape and style. Use "Emphasis" as described in Chapter 17 of DESIGN FUNDAMENTALS FOR NEW MEDIA.

FINAL SEMESTER END PROJECT .ZIP SUBMISSION:

NO LATER THAN Dec 10 @ 12:30pm
NO EXCEPTIONS

❑ Vocabulary Quiz @ 12:30pm in our classroom (Bldg. L1: CL 145) (10 points)

❑ 2 Final exercises due (5 points each)

❑ Submit all of this semester's work to me at m.hausman@miami.edu in HIGH QUALITY PDF and/or image format, compressed into one folder/zip document Use my yoursendit link for your submission: https://dropbox.yousendit.com/mariahfox See Blackboard Assignments and Lecture on 11/26 for more details. (5 points)

ART 109: **Intro to Electronic Media**
Questionnaire

Thanks for filling this out. It will help me to streamline our work and also to get to know each other.

Name

Email address you check regularly:

Age (optional)   Year in college

Degree(s) you are seeking   ❑ BA   ❑ BFA   ❑ Other:

Major   Minor

Where are you from?

Previous computer experience: ❑ MAC   ❑ PC   Have you worked on a shared network before? ❑ Yes   ❑ No

Previous software experience:

Do you own or have access to a Macintosh outside of this classroom?   ❑ Yes   ❑ No

What do you want to learn in this class?

How do you plan to apply what you learn in this class?

Please sign, date and return this agreement regarding "multitasking violations" in the CL 145 lab during lecture sessions.

Food/Drink: Food and drink are not permitted in any lab in Building L1. As a courtesy and since it is a long session, I have allowed travel thermoses that are sealed and properly stored. No Starbucks, Jamba Juice, or any other takeaway food or drink containers in CL145. If you have a scheduling problem that affects your arrival time, please let me know. Always clean up after yourself and check to see if you are leaving anything behind before you leave.

Mobile phones and internet/computer use: During ALL lectures and critiques, you are expected to be on time, listening, taking notes or following along using Adobe CS. Mobile phones should be silenced and stowed away. During open lab time you may use headphones or leave the room to make calls. If you have an emergency, excuse yourself promptly and do what you have to do (you can explain later). If you are unable to concentrate or focus during lecture/demo sessions, please see me immediately.

Attendance More than three unexcused absences and excessive lateness will affect the final grade by at least one half letter.

I understand the lab rules and will not bring food, open containers or use mobile devices/computers during lecture sessions. I understand that each time I engage in multitasking violations I will lose points from my final grade.

Name   Date