Spring 2019
ART 244 – Digital Media for the Visual Artist
Class #:   2486
Section 01: Lecture, Section 02: Lab
PreReq: None
Units: 3
Room: OC 2306
Days/Time: Tu/Th: 6:30pm - 8:50pm

Instructor: Bekkah Walker
Email: bekkahwalker@miracosta.edu
URL: http://www.bekkahwalker.net/244/
Office Hours: Tu/Th: 6pm-6:30pm OC 2306

ART 244 satisfies a requirement for the following:
- MiraCosta College General Education (Area C – Humanities)
- Transferring Course Work (to CSU or UC)
- Associates in Arts Degree
- Certificate of Achievement - Digital Photography
- Digital CRC

COURSE DESCRIPTION:
This studio art course investigates the intersection of visual representation, contemporary art, and two-dimensional digital imaging from an aesthetic, historical, and artistic perspective for the contemporary artist. Technical instruction in the course, through the use of digital imaging software such as Adobe Photoshop, globally supports the study of artistic and theoretical principles. Students develop problem solving and visual strategies that deepen their understanding of the connection among technology, personal expression, and the universal language of art. Projects emphasize the creation of original artwork with current software and hardware solutions.

PERFORMANCE OBJECTIVES
Upon successful completion of this course, students will be able to do the following:
1). Evaluate the aesthetics and meaning of computer-generated work utilizing appropriate terminology and concepts
2). Examine the power of typography for communication and design in history and present-day advertising

3). Assess the ways both raster- and vector-based applications can be combined to produce complex examples of visual communication

4). Examine the differences between raster and vector by preparing creative art work(s) that incorporate them

5). Discuss conceptual frameworks and strategies of image-makers who use technology for creative ends; create original digital images that interpret contemporary or historical concepts in visual terms

6). Compare and contrast the notion of the narrative to the database for visual communication

7). Explore random generation of art assets as a way of working to produce a unified, digital art work

8). Identify historical references of art and design in contemporary digital arts

9). Discuss originality in art and the impact of the technology upon ownership and authenticity

10). Apply photographic principles of light and perspective to produce a realistic digital image

11). Evaluate the potential of sources and devices for image capture; create an original artwork using one or more of these sources and devices

12). Demonstrate use of hardware and software tools for an aesthetically successful body of digital images or designs

13). Compare and contrast the creative process of a painter to a photographer and apply one or more concepts in the making of artwork(s)

14). Critically analyze and evaluate digital images currently being used on the Internet and participate in collaborative artwork(s)

15). Generate a concept for artwork(s), assess the options for production and distribution, evaluate for appropriateness, refine if necessary, and execute

16). Utilize type as a tool for design and communication to explore it as an expressive idiom.

STUDENT LEARNING OUTCOMES

1. Students will demonstrate knowledge and mastery of digital art mediums which include, but are not limited to, computers, digital photo/editing/painting software, cameras, scanners, and printers.
2. Students will be able to identify major movements and/or artists working in digital media.
3. Students will be able to convey ideas and concepts about artwork.

IMPORTANT DATES
Last Day to Add, Drop without W: Feb 3
Last Day to petition for Pass/No Pass: Feb 22
Last Day to Drop with W but no evaluative grade: April 25

Presidents' Day Weekend (holiday): Feb 15-18
Spring Break (holiday): March 18-23

FINAL: Thursday May 23 @ 6:00PM - 7:50PM in Room: OC 2306
*Required Attendance

POLICIES

COMPUTER LAB POLICIES
No Food or Drink – is ever allowed near the computers (in any computer lab).

PERSONAL DIGITAL DEVICE USAGE
- You can use phones to record lectures and tutorials
- It is not appropriate to use phones for communications purposes during class time. This is disruptive to your learning experience, those around you and your instructor.
- Do not use personal laptops in class to edit. Please use the computers that are available in the lab. The lab computers have larger screen space and are standardized. This makes it easier for the instructor to help and answer technical questions.

STANDARDS OF STUDENT CONDUCT
Please consult the catalog page 396.
- You are expected to treat yourself, classmates and instructor with respect.
- Harassing or discriminatory behavior is not tolerated.
- Disruptive behavior is not tolerated. This includes coming to class late, using your phone during class, surfing websites that have nothing to do with class instruction, using the technology for purposes other than class projects.

ACADEMIC INTEGRITY

MiraCosta College highly values academic integrity. At the core, this means an honest representation of one's own work. MiraCosta College also promotes the approach that education is best accomplished as a cooperative, collaborative enterprise in which students are encouraged to work with and learn from each other. The line between academic integrity and collaborative education is not always easy to define and may vary from one discipline to the next and from one instructor to the next. Many aspects of cheating and plagiarism are universally recognized, while others are subject to debate. This policy provides some broad, general guidelines and allows instructors to be more restrictive according to their preferences and practices.

Examples of academic dishonesty include but are not limited to the following:

A. Cheating: Copying from another student or using unauthorized aids or persons during an examination.

B. Plagiarizing: Copying someone else's work or ideas and misrepresenting them as one's own.

C. Falsification: Making up fictitious information and presenting it as factual or altering records for the purpose of misrepresentation.

D. Facilitation: Helping another student to cheat, plagiarize, or falsify.

Remedies for violations of academic integrity may include a verbal warning, a lowered assignment grade, submission of an academic integrity report to the dean of Student Life and Judicial Affairs or designee (for placement into the student's permanent discipline file), or a recommendation to the dean of Student Life and Judicial Affairs for suspension from the class for repeated or egregious offenses at the discretion of the instructor. Instructors may consult with the dean of Student Life and Judicial Affairs for identification of appropriate remedies per state statutes and codes.

ATTENDANCE:

- Students are expected to attend every class meeting, to arrive on time, and stay throughout the class period. Students may be dropped from class for failure to attend class the first day or for excessive absences. Instructors are required to drop inactive students no later than the end of the last business day before the census date.
- Instructors are allowed to drop students who are no longer participating in a class through the 75 percent point of the term, but they are not *required* to do so. A student who does not take responsibility for dropping a class may receive an "F" as a final grade.
- If a student chooses to drop a class, it is his/her responsibility to do so using the SURF online enrollment system or in person at the Admissions and Records Office.

RECOMMENDED TEXT (for reference):

- Adobe Photoshop CC Classroom in a Book 2018
- Adobe Photoshop CC for photographers 2018 edition: a professional image editor's guide to the creative use of Photoshop for the Macintosh and PC, by Martin Evening (ISBN: 1-351-61736-2)

CAMERA USE FOR CLASS PROJECTS

It is important that you have access to some sort of image capture device. This includes but is not limited to DSLRs and also Camera Phones. There will be DSLRs available for Check-Out through the MiraCosta Photography Department. Scanners are also available in the lab.

PHOTO LAB

The computer lab will be made available for students to work and also to print outside of class time. This schedule will be made available after the first week of class.

PRINTING

You will be required to produce at least 2 prints for Creative Projects.
Plan on spending between $3 to $8 on prints for the semester.

REQUIRED: External Storage Device or Cloud Storage:

*format all external drives (for cross-platform compatibility): ExFAT [or MS-DOS (FAT)]

- USB 3.0 Flash Drive (32GB or 64GB or 256 GB)
- Larger capacity External Hard Drive supporting USB 3.0 cable (1TB or 2TB) WD Passport is popular and inexpensive

SOFTWARE COMPATIBILITY: While we work on Macintosh computers in the classroom, your work is fully supported by PC and Windows-based machines. Once you are inside the Adobe Photoshop platform, the workflow is essentially the same.

PURCHASING YOUR OWN SOFTWARE

You qualify for the student discount through College Buys
Here is a link directly to the Adobe Creative Cloud (CC) page:
http://shop.collegebuys.org/adobe-creative-cloud-for-students---1-year-subwinmac-p1486.aspx

The Foundation for California Community Colleges has negotiated students pricing on many applications for California Community College students; they are sold through:

http://foundationccc.org/CollegeBuys
$169.99 (as of 1/21/19) - 1 year subscription for all Adobe CC apps. This is the best deal. It comes out to around $14.17/month
I do NOT recommend purchasing through Adobe. You will pay more: $239.88
(there is a monthly or annual plan, but they are both for the year and they are the same total amount). You save $69.89 purchasing through College Buys.

Adobe Pricing
https://www.adobe.com/creativecloud/plans.html?promoid=P3KMQYMW&mv=other
Photography Annual Plan - $9.99/month ($119.88 total)
All Apps Student Pricing Annual Plan - $19.99/month ($239.88 total)

Computer system requirements Make sure that any software you purchase will work with your computer and operating system:
https://helpx.adobe.com/creative-cloud/system-requirements.html

GRADING:

Points are awarded based on the ability to meet project criteria. This includes the utilization of specific skills, consideration to craftsmanship, and completeness of project. Critique participation is required. All students are given opportunities to improve their graded projects based on feedback obtained during the critique process. Grades will be posted to an online system (Canvas)

GRADING SCALE: 100-90 = A, 89-80 = B, 79-70 = C, 69-60 = D, 59-0 = F

GRADING CRITERIA: (these are examples of what you need to do to get the grade you want from this class)

- A: Student attended class regularly. Student completed all assignments on time. Student went beyond expectations for each assignment. Student completed extra credit work. Student was involved in classroom activities and discussions and demonstrated themselves to be a positive force in the classroom dynamic. Student excelled on the written quiz and in-class practical.
- B: Student attended class regularly. Student completed most assignments on time. Student completed each assignment. Student was involved in classroom activities and discussions.
- C: Student did not attend class regularly. Student was late completing assignments. Student did not meet all of the goals of a few of the assignments. Student was involved in some of the classroom activities and discussions.
- D: Student did not attend class regularly. Student was late completing assignments. Student did not complete the goals of most of the assignments. Student did not participate in classroom activities or discussions.
- F: Student did not attend class regularly. Student failed to turn assignments in on time or at all. Student did not complete the goals of most or all of the assignments. Student did not participate in classroom activities or discussions.

INCOMPLETE GRADE

Students seeking a grade of Incomplete must consult with me no later than the week prior to finals (05/16/19). A grade of Incomplete will only be considered for unforeseeable, emergency and justifiable reasons at the end of the term, and only upon agreement of conditions for completing coursework.

PASS/NO PASS GRADING OPTION (for graded classes)

You have the option to choose Pass/No Pass grading for this class. If you choose this option, you must submit a Petition for Pass/No Pass to Admissions & Records by (specify date). The petition form is available online, or from Admissions & Records. Students planning to transfer should consult with a counselor before opting for Pass/No Pass to ensure this option is accepted by their intended transfer institutions. Check the MiraCosta College catalog or schedule for more detailed information.

LATE WORK:

- If work is not turned in at the time it is initially required, 5% will be deducted from the grade of that work. You then will have 2 class days to turn in all work for credit.
- If you are revising work, you have 2 class days to turn in the work or the revision will not be accepted.
- If there is a medical or personal reason why an assignment cannot be turned in on time, you must provide written proof or discuss with your instructor. If it is OK'd by your instructor that you may turn the work in late, you will have 2 class days to turn in everything related to that assignment without the 5% deduction. This includes digital files and any prints required.
- There will be NO WORK ACCEPTED beyond 2 class days after the official due date. This is FIRM.
- Exercises are due 2 class days after they are assigned. Consult the class schedule for more information on exercises.

GRADING BREAK-DOWN

- Creative Projects: 40%
- Technical Exercises: 30%
- Research (Reading / Writing / Responses): 15%
- Participation: 10%
- Final Quiz: 5%
- Extra Credit: +5%

TECHNICAL EXERCISES:

These are technical skill-based tasks. They ordinarily don't require more than 1- 2 hours to complete. For this reason, they are weighted less than the larger Creative Assignments. Exercises can be completed during class.

CREATIVE PROJECTS:

These are projects where students can explore the possibilities of their digital imaging skills and the creative, social and cultural impact these works might have.
Assignments are divided into components:

- research and sketches
- asset gathering
- technical execution
- group critique

Research (Reading / Writing / Responses):

There will be a few assignments during the semester where you will be asked to engage in research and response of a topic related to lecture content.

PARTICIPATION:

Attendance will be taken each class period. You are allowed two absences.
Your participation grade will start with 10 points (this is 10% of your total grade or the equivalent of 1 letter grade).

- If you miss more than two classes, your participation grade will be lowered 2 pts for each subsequent absence.
- If you are late to arrive or leave (and if you are late returning from official break-times), you are considered tardy. For each tardy the participation grade will be lowered by 0.5 pt.
- Failure to attend class on a critique day will result in 2 pts deducted from your participation grade (in addition to the 2 pts deducted for the absence).

*As a courtesy, please email your instructor if you are experiencing issues with attending class regularly. This email will not necessarily spare you from the point deduction. Please supply your instructor with a medical note or equivalent.

EXTRA CREDIT: +5%

More information regarding Extra Credit can be found on CANVAS and on the Course Website: http://www.bekkahwalker.net/244/

COURSE SCHEDULE

The schedule for the course will be listed on CANVAS and on the course website.
The instructor reserves the right to alter the schedule during the semester.
Grades will be posted to CANVAS.
All assigned material will be described on CANVAS and the course website.
http://www.bekkahwalker.net/244/

RESOURCES

DISABILITY ACCOMMODATIONS

Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact Disabled Students Programs & Services as soon as possible to ensure that such accommodations

are implemented in a timely manner. Their phone number is 760.795.6658 and they are located in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C.

LIBRARY RESOURCES

The MiraCosta College faculty librarians assist students with their research questions, whether academic or personal. Students may obtain assistance from librarians either one-on-one at the reference desk, through class orientations, group workshops, individual appointments, or online. I strongly encourage you to take advantage of library resources. More information regarding the library may be found at their webpage: http://library.miracosta.edu

INTERNET ACCESS AND HARASSMENT

This class is conducted in a computer classroom, where computers are connected to the Internet at all times, and have the ability to connect to a variety of peripheral devices. MiraCosta College supports academic freedom, and consequently, there are no filters or other controls placed upon access to electronic content, either on the Internet or otherwise. While every effort is made to keep students on task while in this class, it is impossible to monitor every computer at all times. If you should find yourself subjected to offensive content, either sexual or otherwise, you should inform me of this situation at the first opportunity.

COLLEGE SUPPORT SERVICES

The Tutoring and Academic Support Center (TASC), Math Learning Center, Nordson STEM Learning Center and Writing Center (WC) assist students by providing individual and group tutoring, drop-in appointments, learning communities, self-help materials, and student success workshops. Services are free and available to all students during day and evening hours at all MiraCosta College campuses. I recommend you take advantage of these academic support services.
Additional student support services are also available including health services and personal counseling, academic counseling, and veterans' services.

LGBTQIA+ Resources

MiraCosta College has an expressed commitment to equity and inclusion for students, faculty, and staff members who are lesbian, gay, bisexual, transgender, queer, questioning, intersex, and asexual. The district employs a Campus Liaison for LGBTQIA+ needs, offers LGBTQIA Safe Space training, and has multiple student scholarships for members and active allies of the LGBTQIA+ community.