

ART 241, Computer Graphics I, 3.0 credits

Program Goals

The Graphic Design program incorporates design history, the study of basic visual elements, conceptual development, research, studio technique, and strategies for problem solving. Class critiques and discussions are emphasized. Students will explore typography, print design, production, packaging, advertising, corporate ID, motion graphics and interactive design. The goal is to provide each student with the environment and support in which to develop a professional visual portfolio.

Course Description

This course introduces students to a wide range of digital applications in art and design. We discuss the fundamentals of computer graphic hardware and software, as well as the terminology and artistic strategies in developing digital imagery that incorporates the principles and elements of design. We consider both the practical and theoretical aspects of using computers in this course. We investigate a variety of painting, drawing, and design layout programs through a series of exercises and assignments that address the gamut of applications from the fine arts to the applied arts. Students solve visual problems that demonstrate creative and technical skill.

Course Goals & Objectives

1. To acquire a working knowledge of drawing, painting, and design layout software and their appropriate applications.
2. To examine how technology can rapidly aid the problem-solving process through visual alternatives.
3. To investigate the functions of various input and output peripheral devices and their respective applications.
4. To ascertain a competent level of verbal computer literacy.
5. To apply the computer as a tool, in an interdisciplinary mode, to existing areas of study.
6. To increase awareness of technology and its influence on contemporary visual expression and society.

Outcomes

It is hoped that students will begin to achieve a balance of formal inquiry, perceptual awareness, and technical ability.

Learning Outcomes

The learning outcomes of these goals is that students will become artists that take responsibility for their creative decisions, that they will more easily avoid cliché and self-indulgence, and that they will become better judges of the quality of their own work.

Assessment

Your overall grade will be determined by: (1) How thoroughly you complete the assignments and course work for the critiques, (2) The artistic and creative quality of the designs you produce in the process, and (3) Your attendance, professional demeanor, and participation in the class discussion sessions / critiques.

Attendance will be recorded for every class. Absences will result in the lowering of your final grade beyond whatever grade status you may otherwise have attained. This is not a correspondence course!

Exercises are to be completed in class. Assignments will be reviewed on the critique date. All work will be presented on the critique date in a finished state. Each student is required to keep all original digital files backed up on a separate memory device, as well as a hardcopy version of each exercise and assignment. Keep all work, sketches, roughs, etc. The portfolio will be turned in the last week for final evaluation as a whole body of work. Exercises and assignments completed earlier in the course may be redone if you feel you would like to improve your solution. (Original solutions, however, must be submitted along with the new solution.)

SPECIFIC CRITERIA

Creativity: A quality which is demonstrated through a coalescence of one's energies and awareness as an original, unique, and significant insight in the solution of the problem at hand.

Communication: The degree of effective visualization achieved in the execution and completion of the work, including the particular relationship of the pictorial/visual elements.

Craftsmanship: The sensitive utilization of all the visual elements and media that have been incorporated in the execution and completion of the work, in terms of quality, neatness, care, consistency, and coherence.

COMPARATIVE CRITERIA

Student's works are similarly considered in the following comparative relations:

- The demonstration of a sense of professional commitment.
- The student's work ethic in reference to the performance of in class exercises, preliminary studies and research for assignments, out of class studio lab work, and other assigned homework.
- The student's *participation in classroom discussions and group critiques.*
- The student's work in relation to their own progress.
- The student's work and progress in relation to other student's work and progress in the class, relative to the same exercises and assignments.
- The student's work in relation to any work of a similar nature done anywhere, in the experience of the instructor.

Grades will be adjusted according to poor attendance or missing deadlines. The instructor retains the right to make any changes or additions to this syllabus and the projects, either orally or in written form. If a student has any questions or concerns relating to this syllabus or any changes, he or she should contact the instructor as soon as possible.

Methodology

Today, as the computer has spread in to all areas of the visual arts, it is important to realize that what has changed is not the importance of underlying design and vision, but rather the tools and opportunities of the marketplace. Computer skills are essential in design studios, corporate art departments, publishing, the internet, and video broadcast production facilities. New areas of opportunity have risen as artists work in collaboration with programmers on interactive media and gaming applications. For fine artists, the computer provides an exploration into uncharted forms of new expressions. This class will explore computer graphics as a means of visual communication and expression through the following methods:

1. Lecture and demonstration by instructor
2. In class hands-on exercises
3. Daily and Weekly assignments
4. Presentation of supplemental video and printed material for discussion
5. Group and individual assignments and critiques
6. Periodic quizzes and a final exam

Supplies

- A Flash or USB Drive, or Ext HD
- Digital camera (or camera phone)
- Notebook/Sketchbook
- Pencils, pens, erasers, etc.
- Notebook for taking notes
- Mat board (black or white)
- X-acto knife and ruler for cutting mats
- Tape runner or spray mount adhesive for mounting artwork
- **A Marywood email address:** All students in the class should have an e-mail account from Marywood that they check regularly. The instructor will send supplementary information, readings, and suggested web sites to your Marywood email address during the semester for your enrichment and convenience.

Assignment Summary

1. *Surface Design – applied design, pattern making*
2. *Avatar Self Portrait – digital drawing, composition*
3. *Gift Tags – self-expression, composition*
4. *Photo Compositing – advanced digital imaging, editorial design*

5. *3D Modeling – drawing, composition, rendering, advertising*
6. *Photo Retouching – advanced retouching, notions of beauty and truth*
7. *Green Newsletter – page layout, social injustice*

Class Exercises

- *Illustrator – Drawing, Type*
- *Photoshop – Compositing, Interactive color*
- *InDesign – Layouts with type and images*
- *Misc. – Acrobat PDF, scanning, image correction, file formats for web and print*

Each project will be evaluated by the following criteria:

CONCEPTUAL DEVELOPMENT

(problem solving)

provided evidence of research and information gathering

thorough analysis of problem description

range of alternative solutions

concept subjected to critical analysis

innovation (the solution approached in a unique way)

solution is appropriate

AESTHETIC PRESENTATION

sequence (hierarchy)

rhythm (variety, movement)

harmony (agreement between elements)

contrast (emphasis, scale, depth, tension)

balance (symmetric, asymmetric)

unity (gestalt)

focus

effective use of elements (form, color, imagery)

effective use of negative space

TECHNICAL COMPETENCY

use of technology/ tools

image quality/ resolution

craftsmanship (straight cuts, free of stray marks, fingerprints, excess adhesive)

presentation (correct dimensions, boards are free of rough edges, shows attention to detail)

TYPOGRAPHY

appropriate use of type (font, scale, weight)

unity of type and image/ elements

type is integral to concept

understanding of typographic principles (leading, kerning, spacing and attention to details)

PROFESSIONALISM

no missing elements
 accuracy
 attendance
 participation in class discussions, critiques
 work presented with clarity and professionalism
 good work habits
 deadlines met, complete at beginning of critique
 evidence of effort

Academic Honesty

The Marywood University community functions best when its members treat one another with honesty, fairness, and trust. The entire community, students and faculty alike, recognize the necessity and accept the responsibility for academic honesty. Students must realize that deception for individual gain is an offense against the entire community. Cheating and plagiarism are behaviors destructive of the learning process and of the ethical standards expected of all students at both the graduate and undergraduate levels.

Students have a responsibility to know and adhere to the University's *Academic Honesty* policy. Violations of this academic honesty statement or the intent of this statement carry consequences. University procedures for investigation of alleged violations of this policy ensure that students are protected from arbitrary or capricious disciplinary action. Initial sanctions for violations of academic honesty ordinarily are determined by the course instructor. The faculty member will employ a range of sanctions, from a minimum of a failing grade for the specific coursework in which the infraction occurred to a maximum of a failing grade for the entire course. If necessary, the chairperson and/or academic dean may become involved in investigating the allegation of academic dishonesty and the determination of sanctions. The faculty member will file a report with the office of the Provost and Vice President for Academic Affairs, with copy to the faculty member's department chairperson and the student's academic dean. An academic dean may also choose at any time to inform the Dean of Students of charges of academic dishonesty for adjudication in the University conduct system. Likewise, a member of the University community may submit a conduct report against a student, group of students, or student organization for alleged violations of the *Academic Honesty* policy to the Dean of Students, who will inform the appropriate academic dean for possible adjudication. The Provost and Vice President for Academic Affairs will maintain a register of established cases of academic dishonesty in order to identify an individual student's pattern of violation. Two established cases of academic dishonesty will result in suspension from the University; three established cases will result in dismissal.

In a case in which the student is involved with violations of both academic and discipline policies from the same incident, the Dean of Students and the cognizant Academic Dean of the

college or school in which the student is enrolled will confer regarding sanctions to assess their academic impact and to assure that a consistent message is communicated to the student.

Definitions

Cheating is defined as but not limited to the following:

1. having unauthorized material and/or electronic devices during an examination without the permission of the instructor;
2. copying from another student or permitting copying by another student in a testing situation;
3. communicating exam questions to another student;
4. completing an assignment for another student, or submitting an assignment done by another student, e.g., exam, paper, laboratory or computer report;
5. collaborating with another student in the production of a paper or report designated as an individual assignment;
6. submitting work purchased from a commercial paper writing service;
7. submitting out-of-class work for an in-class assignment;
8. changing grades or falsifying records;
9. stealing or attempting to steal exams or answer keys, or retaining exams without authorization;
10. submitting an identical assignment to two different classes without the permission of the instructors;
11. falsifying an account of data collection unless instructed to do so by the course instructor;
12. creating the impression, through improper referencing, that the student has read material that was not read;
13. artificially contriving material or data and submitting them as fact;
14. failing to contribute fairly to group work while seeking to share in the credit;
15. collaborating on assignments that were not intended to be collaborative.

Plagiarism is defined as the offering as one's own work the words, sentence structure, ideas, existing imagery, or arguments of another person without appropriate attribution by quotation, reference, or footnote. It includes quoting, paraphrasing, or summarizing the works of others without appropriate citation. No claim of ignorance about the nature of plagiarism will excuse a violation.

Procedures

The student has a right to appeal sanctions resulting from academic dishonesty. A student who decides to file a formal grievance must submit the request in writing to the departmental Chair or the Dean. This is ordinarily done within thirty working days of the date an alleged incident occurred or a problem began. The necessary form is available from the Academic Dean of the

college or school where the alleged problem occurred. The Provost and Vice President for Academic Affairs is the final recourse in the academic appeal process.

Accommodations for Students with Documented Disabilities

Marywood University complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 as amended by the ADA Amendments Act of 2008. Students with disabilities who need special accommodations must submit documentation of the disability to the Office of Student Disability Services, Learning Commons 166, in order for reasonable accommodations to be granted. The Office of Student Disability Services will partner with students to determine the appropriate accommodations and, in cooperation with the instructor, will work to ensure that all students have a fair opportunity to perform in this class. Students are encouraged to notify instructors and the Office of Student Disability Services as soon as they determine accommodations are necessary; however, documentation will be reviewed at any point in the semester upon receipt. Specific details of the disability will remain confidential between the student and the Office of Student Disability Services unless the student chooses to disclose or there is legitimate academic need for disclosure on a case-by-case basis. For assistance, please contact Kaitlin Anderle, Director of Student Disability Services, at 570.348.6211 x2335 or kaanderle@maryu.marywood.edu