Course Description
Welcome to Beginning Digital Media. This is a course that focuses on utilizing digital
technology within a contemporary art context. We will focus mainly on using Adobe Photoshop
and Illustrator on a Mac platform.

Course Outline
Coursework will include technical labs, critiques of works in progress and finished projects,
class discussions, work time, regular examination of historical and contemporary artwork,
readings and writing assignments. All class activity will be reflected in final grades.

Expect to spend 4-6 hours outside of class working on class related material.

Open lab hours assisted by a monitor will be posted during the first week of class and are
subject to change with minimal notice. The lab is usually open ten hours per week outside of
class time. Monday through Friday, 8-5 pm, the lab is typically open without a monitor. During
this time, printing is restricted to those with prior approval. If a class is in session and there are
free computers it is likely you may work quietly at an available station. Check with the
instructor.

Readings (including texts, websites, articles, etc.) will come from various sources and be
assigned throughout the course. Students are expected to read these materials on their own
time, post notes to D2L before our discussion, and be prepared to discuss the material as a
group in class on the assigned date.

Viewing Artwork
We will view a wide range of Historical and Contemporary Art over the course of the semester.
Some subject matter may be perceived as controversial. Material is chosen to reflect historical
and current discourse prevalent in the art world. Please do let me know if you have specific
concerns regarding this.

Calendar
Homework, assignments and due dates will be announced in class and posted on D2L. They
and are subject to change. It is each student’s responsibility to keep up with changes in
activity to be conducted, location of our meetings and deadlines.

Lab Policies:
• In order to keep our machines working at peak performance, all computers are cleared of
  files regularly. Always save your work to your own drive.
  You have 1TB of storage in mySFA—Office 360—OneDrive.
• No food or drink is allowed near computers.
• Turn off and put away phones, tablets, etc.
• The use of social media is not allowed in the Digital Room.
  The only exception is for pre-approved art projects that incorporate social media.
If you will be going on to any advanced Digital Media course, you will need a fast **external hard drive**, NOT A THUMB DRIVE. Please speak to me before you purchase to make sure you get one with the correct specifications: **7200 RPM** (or solid state), **USB 3.0** (or thunderbolt). You will need to order this drive. Most common drives are only 5400 RPM. These are too slow for our purposes. Your OneDrive is great for backup, but will be too slow for advanced Digital Media courses.

**Checkout Equipment** is typically available for one week. The expected return time will be established at checkout. Failure to return equipment on time may result in loss of checkout privileges. Students assume all responsibility for such items during the check out period. If any item is broken, lost, stolen, or otherwise compromised beyond reasonable wear during the check out period, the responsible party (i.e. the student who has signed out the item) will be responsible to replace the item with an identical, fully functional item within one week of the check out date. Failure to do so will result in appropriate disciplinary action, which may involve academic offices withholding grades, transcripts, and financial aid.

**Attendance and Late Work Policy:**

- Following university attendance policy, **automatic failure will occur after 6 absences, excused or unexcused**, or 3 weeks worth of class.
- Attendance and punctuality are a priority. Attendance will be taken each class. Everyone is expected to utilize the entire class period, arriving on time and staying until the end. A tardy/early departure of 15 minutes or more is recorded. Three instances of being tardy or leaving early = one absence.
- **After 3 absences, your final grade will be lowered by one letter grade** for each additional absence.
- If you know you will be absent please let me know prior to the class in question. Excused absences include family emergency, illness, or certain university-sponsored events. **Legitimate documentation must be brought to the next class for it to be considered excused.** It is your responsibility to turn in the documentation the next class. You will be expected to find out from another student what was covered in the missed class and be prepared for the next class.
- There may be assignments that either take place during class or as homework assignments. It is your responsibility to get the project parameters and to turn all work in at the time it is due. It is your responsibility to get notes from a classmate if you miss a demonstration or lecture. Demonstrations and lectures will not be repeated.
- **Late Work:** As the instructor, I reserve the right to accept or reject late work (work that is turned in past the published due date) at my own discretion without explanation to the student turning in late work. Late work may be given full, partial or no credit. This includes work that has been revised and re-submitted. It is in the students’ best interest to turn in quality work on time.

**Grading and Attendance:**

Formal evaluation of coursework will proceed as follows: Grades will be assigned on a scale of 0-100, 0 being low and 100 being high. Each project will be compared to the grading rubric.
(see below). In addition, there will be a number of formal critiques held throughout the semester. Participation in critiques will be noted and weighed against grades. I reserve the right to assign occasional readings, including written responses, and administer quizzes and/or exams as I see fit and will include the grades of such along-side project grades. Since this class is based largely on studio experience, attendance is mandatory. I expect students to arrive to class on time, every time, just as I expect for myself. Students who miss class will fall behind and the ultimate result will show in poorly executed projects. Students who miss four classes or more will receive a failing grade. I reserve the right to decide whether or not I will repeat lectures and or demonstrations for students who missed them by not coming to class. At the end of the semester, all project/exam/written assignment grades will be averaged to determine the final grade.

**Grading Rubric:**
An assignment receiving a grade of “A” (90-100) represents the best possible example of that assignment. The work is excellent. There are no technical problems. The parameters of the assignment, such as they are, have been met with exactness. Content is both creative and ambitious and goes well beyond simple imitation of the demonstration. The work exhibits a sound understanding on the part of the student.

An assignment receiving a grade of “B” (80-89) represents work that is good, but could be better. The work has some technical errors, but overall is satisfactory and above average. Possibly not all of the parameters of the assignment have been fulfilled, but most have. The content is thought out to a certain point, but it is slightly evident that further inquiry could have been used on the part of the student.

An assignment receiving a grade of “C” (70-79) represents work that is average. The work has several errors, both technical and conceptual. The work betrays a general lack of understanding on the part of the student. Not all parameters have been met. The assignment lacks creativity beyond the demonstration of the assignment.

An assignment receiving a grade of “D” (60-69) represents work that is below average and that is in need of reconsideration. There are many glaring errors in both technique and conceptual rigor. The work doesn’t satisfy the parameters of the assignment, but should be given some credit based on a low level of effort. The work displays that the student does not grasp the assigned content very well at all.

An assignment receiving a grade of “F” (0-59) represents the type of work that can in no way be accepted for credit. The parameters of the assignment are not met. The technical errors are gratuitous. The portrayed attitude is one of “blowing off.” The work should be redone.

**Program Learning Outcomes:**

1. Undergraduate students will demonstrate proficiency in studio foundation skills as they relate to the elements and principles of design.
2. Undergraduate students will exhibit a high level of proficiency in the use of materials, techniques and media.
3. Undergraduate students will demonstrate understanding of contemporary art issues through exploration of synthesis of content, problem solving and creativity.
4. Undergraduate students will define and state knowledge of Art Historical precedents.

School of Art, Stephen F. Austin State University
Student Learning Outcomes:

Students enrolled in this section of Beginning Digital Media should be able to demonstrate acquisition of the following skills and comprehension (as assessed through performance evaluation of in-class projects, discussions, critiques, and exams):

- Ability to approach artistic ideas and incorporate them into art projects.
- Ability to formulate and express questions and concepts through artistic and intellectual investigation.
- Ability to link one’s artistic production to art history and contemporary practice.
- Proficiency in Adobe Photoshop and Illustrator.
- Familiarity with additional software programs based on assignments and individual projects.
- Familiarity with Apple computers and Mac Operating System.

Course Evaluations:

Near the conclusion of each semester, students in the School of Art electronically evaluate courses taken within the CoFA. I read each evaluation at semesters end and take all comments into consideration when planning future courses and future approaches to teaching. I hope to learn from you and your experiences in this course, and value your feedback to ensure an enriching educational experience for my future students. Please note, evaluations and suggestions are welcome at any point throughout the semester, either through meeting, email, or anonymous comments left in my mailbox in the art office.

Academic Policies:

Academic Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit. For more information visit http://www.sfasu.edu/policies/academic_integrity.asp

Students with disabilities: No qualified student with a disability shall, on the basis of disability, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under any ... postsecondary education program or activity ... [Federal Rehabilitation Act of 1973, Section 504, 84.43] and an institution shall make such modifications to its academic requirements as are necessary to ensure that such requirements do not discriminate or have the effect of discrimination on the basis of handicap, against a qualified handicapped applicant or student ... for more information visit http://www.sfasu.edu/policies/academic_accom_stu_disab.asp