Advanced Digital Media  
ARTS 4348-001

Name: Benjamin S. Anderson  
Email: benjamin.anderson@sfasu.edu  
Phone: 936 468 4262  
Office: 123R  
Office Hours: Mon. and Wed. 1:00 p.m.-4:00 p.m.  
Tue. and Thu. 9:00 a.m. – 10:00 a.m.  
Fri. by appointment  
Department: School of Art  
Class meeting time and place: Tue. Thur. 2:00 p.m. – 4:40 p.m. Room: ART 131  
Credit(s): 3

Course Description

Undergraduate Bulletin, Description:
Computer techniques for the fine arts. Stresses technical, conceptual and aesthetic aspects of digital art making. Levels A-F. Prerequisite Course(s): ARTS 2348

Course Section details

This course investigates the visual dialogue between form and space in 2D and 3D digital content for compositing and visual effects (VFX) in creating scenes. Using both static and motion based graphics, skills and methods will be developed to process visual information into digital projects using computer based 3D applications. Line, plane, and volume are utilized in a problem-solving format in order to develop the ability to create expressive objects within the digital art interface. This course will utilize 3D software to generate imagery for 2D graphics, such as still life, environment, and texture assets. Both real world and digital criteria are employed to create original work. Illustration, photographic editing, video, and contemporary fine art based projects are included for digital capability, conceptual understanding, and technical proficiency.

Course Contact Hours and Study Hours

Digital asset creation, compositing and VFX involves technical and creative skill that takes studio time to develop. Time during class and outside of class is required of student academic work. Two Classes per week that are each 2 hours and 40 minutes will consist of at least 3 hrs of lecture (contact) and the expectation of 6 hours per week split between classroom lab work and outside academics.

Program Learning Outcomes (PLOs)

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

Student Learning Outcomes (SLOs)

Upon successful completion of this course, students will be able to:

- Digital Color Theory
- Animation for VFX
- Simulation for VFX
- Advanced Digital Design
- Advanced file type and use
- Advanced Perspective with 2D digital media
- 3D applications for 2D output
- Advanced Digital Painting
- Advanced Digital Drawing
• Advanced Photographic image manipulation
• Advanced Photographic image repair
• Advanced Digital image creation
• Advanced Digital Concept creation
• Advanced Customization of software: brushes, palettes, and assets
• Compositing Methods
• Matt Painting

**Text and Materials: provided by instructor**
- The Illusion of Life, Disney Animation, Frank Thomas and Ollie Johnston.
- Lighting for Animation: The art of visual storytelling, Jasmine Katatikarn & Michael Tanzillo.

**Other text resources:**
- Adobe Photoshop Classroom in a Book (2023 release) 1st Edition
- Adobe After Effects Classroom in a Book (2023 release) 1st Edition

**Note:** Please see the additional resource handout for materials.

**Course Requirements**
This course entails multiple weekly assignments and three projects. Three critiques, also known as reviews, will be held for assignments and projects.

**Course Calendar**

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<tbody>
<tr>
<td>Week1 Assets and Composition</td>
<td>8/29/23</td>
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<td>8/31/23</td>
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<tr>
<td>Week2 Asset Hierarchy</td>
<td></td>
<td>9/5/23</td>
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<td>9/7/23</td>
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<tr>
<td>Week3 Lighting and Shading</td>
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<td>9/12/23</td>
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<td>9/14/23</td>
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<td>Week4 Texture Preparation and Methods</td>
<td>9/19/23</td>
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<td>9/21/23</td>
<td>Project 1 Due, Critique 1</td>
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<td>Week5 Environment Concepts</td>
<td>9/26/23</td>
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<td>9/28/23</td>
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<td>Week6 Scene Development</td>
<td>10/3/23</td>
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<td>Week7 Animation and Effects</td>
<td>10/10/23</td>
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<td>10/12/23</td>
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<td>Week8 Simulation and Effects</td>
<td>10/17/23</td>
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<td>10/19/23</td>
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<td>Week9 Camera movement for VFX</td>
<td>10/24/23</td>
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<td>Week10 Camera Effects</td>
<td>10/31/23</td>
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<td>11/2/23</td>
<td>Project 2 Due, Critique 2</td>
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<td>Week11 Video Editing</td>
<td>11/7/23</td>
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<td>Week12 Matt Painting Realism</td>
<td>11/14/23</td>
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<td>Week13 Final Project Proposal due</td>
<td>11/21/23</td>
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<td>11/23/23</td>
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<td>Week14 Project Work</td>
<td>11/28/23</td>
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<td>11/30/23</td>
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<td>Week15 Project Finalization</td>
<td>12/5/23</td>
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<td>Week16 Exam Week</td>
<td>12/12/23</td>
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<td>1 p.m. – 3 p.m.</td>
<td>Project 3 Due, Critique 3</td>
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### Grading Scale

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<tr>
<th>Letter Grade</th>
<th>% Scale</th>
<th>Performance Rating</th>
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<tbody>
<tr>
<td>A</td>
<td>90–100</td>
<td>Excellent</td>
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<tr>
<td>B</td>
<td>80–89</td>
<td>Above Average</td>
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<tr>
<td>C</td>
<td>70–79</td>
<td>Average</td>
</tr>
<tr>
<td>D</td>
<td>60–69</td>
<td>Below Average</td>
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<tr>
<td>F</td>
<td>Below 59</td>
<td>Failure</td>
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### Grading Policy

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<tr>
<th>Letter Grade</th>
<th>% of Grade</th>
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<tbody>
<tr>
<td>Homework/Assignments</td>
<td>25</td>
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<tr>
<td>Project (3)</td>
<td>60</td>
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<tr>
<td>Critiques (3)</td>
<td>15</td>
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<td>Attendance with Total</td>
<td>100</td>
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### Attendance Policy

This is a studio class where regular and punctual attendance is expected at all classes. There are 2 classes per week for 15 weeks for 30 meetings. Attendance will be weighted into be approximately 5% of the overall grade. The Final Exam is mandatory.

### Academic Integrity (4.1)

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

### Withheld Grades Semester Grades Policy (5.5)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students
must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities
To obtain disability-related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
Health Services
Counseling Services
Student Outreach and Support
Food Pantry
Wellness Coaching
Alcohol and Other Drug Education
www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:
Burke 24-hour crisis line: 1.800.392.8343
National Suicide Crisis Prevention: 9-8-8
Suicide Prevention Lifeline: 1.800.273.TALK (8255)
johCrisis Text Line: Text HELLO to 741-741