ART 65 DIGITAL FOUNDATIONS 2  
FALL 2013
TU-TH 1:10-2:40PM

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LOCATION: MEDIA ARTS LAB (BC4)

OFFICE HOURS: TU & TH 10-11AM, WED 2:00-3:00, OR BY ARRANGEMENT

COURSE DESCRIPTION
This course introduces the digital editing tools, processes, and concepts of web design and interactive art. Students will study web layout and interface design principles, color theory, typography, information architecture, and other topics that will prepare them to produce compelling website design. The theory of interactive design and new media will help contextualize student work and broaden the creative possibilities for the use of interactive structures for the purposes of artistic expression. Students will develop projects using Adobe Creative Suite software.

COURSE LEARNING OUTCOMES
Upon completing this course, students will be able to:

- Create an art project with a coherent concept, effective organization and development, appropriate method and sense of audience, and successful use of artistic technique.
- Identify and work effectively with the basic expressive constraints of 2D, animation, and interactive media.
- Write a concise concept statement for production work.
- Operate digital imaging, animation, and authoring software to produce a media art project.
- Participate in a group critique by making productive critical commentary focused the efficacy of peer artwork.

SMC LEARNING GOAL
This course satisfies both components of the Artistic Understanding Learning Goal of the college's new Core Curriculum.

Artistic Understanding Learning Goal: In the core curriculum, students will analyze, interpret and critique works of art, considering the role of formal methods and techniques, and historical contexts. In addition to intellectual engagement with the arts, students will also creatively engage with the arts through practice.

Core Curriculum Learning Outcomes:
Students will (1) analyze and interpret the form and meaning of works of art by applying discipline-based critical vocabulary and theory to explore the work's significance within appropriate contexts (e.g., historical, cultural, aesthetic); and (2) participate actively in a creative process using practices and materials specific to an artistic medium in order to produce an object or event appropriate to the discipline.

REQUIRED MATERIALS AND EQUIPMENT
You’ll need to buy materials and a few small pieces of equipment for the class. I’ll let you know what is needed for each assignment, but think ahead as you can.

Required equipment:
- An external firewire hard drive with the following specs: 7200 rpm, 16 MB cache, firewire800 connection, at least 100 GB capacity. (Note: The course fee should cover the cost of this item only. The following items you need to purchase on your own.)
- Professional-grade stereo headphones, non-bud type, clamshell preferable.
- Flash/Thumb drive (1GB+). Available at office supply stores etc.
- Two 60-minute mini-dv tapes.

Note: CaTS has video and still cameras and tripods that you can check out. You will need to reserve these items online and then arrange to pick them up and drop them off, following the check-out policy.
MOODLE, EMAILS & CALLS
Announcements, assignments, and grades will be posted on Moodle (GaelLearn). They will not be distributed in hard copy; you are expected print out if desired. Check Moodle whenever you’ve misplaced an assignment. You are expected to check Moodle as well as your SMC email account routinely.

If you have questions that cannot be answered during class time or if you cannot make my regular office hours, please email me and/or make an appointment to speak with me in conference. I am also giving you my personal telephone, in the event of particularly urgent messages (use it within reason).

ADDITIONAL LAB HOURS
Assignments will require that you work diligently outside of class. To support your work, I will arrange for additional lab hours when you can come in to work in our classroom and when a teaching assistant or I will be there to help. Garaventa 250 and the library lab have Photoshop and Final Cut Express on their Mac systems. Inquire with CaTS with any questions regarding access to those facilities (631-4266).

ACADEMIC HONOR CODE
Students are expected to abide by the Student Honor Code, found in the SMC Student Handbook and Student Code of Conduct. Saint Mary’s College expects every member of its community to abide by the Academic Honor Code. According to the Code, “Academic dishonesty is a serious violation of College policy because, among other things, it undermines the bonds of trust and honesty between members of the community.” Violations of the Code include but are not limited to acts of plagiarism.
For more information, please consult the Student Handbook at http://www.stmarys-ca.edu/your-safety-resources/student-handbook [for traditional undergraduate students] or http://www.stmarys-ca.edu/graduate-professional/graduate-and-professional-student-handbook [for graduate and professional students].

SERVICES FOR STUDENTS WITH DISABILITIES
Services and reasonable accommodations are available to students with physical or mental impairments or conditions that qualify as a disability and which impede the equal opportunity to participate with other students at Saint Mary’s College of California. Verification of a disability, its nature and the appropriateness of the requested accommodation in relation to the disability either through a personal physician, a licensed learning specialist, or a licensed and credentialed mental health professional must be submitted to Saint Mary’s 504 Coordinator, located at Academic Advising and Achievement Services Office in De La Salle Hall.

GRADES
Final grades will be based on a point system (0-100) using the following criteria.
60 points Three (3) major media projects (20 points each)
20 points Concept statements
20 points Attendance and productive participation during class & lab
(10 points) Extra Credit (explained with each assignment or in consultation with me)

Grading Scale:
A+ 101 -110 points
A 91 -100 points
B 81 - 90 points
C 71 - 80 points
D 61 - 70 points
F 0 -60 points

Students can expect an average of six (6) hours of homework outside of class per week. There will be opportunities for extra credit through consultation.

* The following will result in a lower final grade:
  o Arriving late to class more than three times during the semester.
  o More than two unexcused absence.
  o Obstructing the learning environment with distractions and other disruptive actions.
  o Coming to class unprepared.
GRADING RUBRIC
The following grading rubric is based on five criteria:

1. **Aim**: Clarity of subject matter and concept.

2. **Organization and Development**: Effective use of the formal constraints and strengths of the medium/media employed (whether 2D, 3D, time-based, or interactive) with meaningful variation and complexity in space &/or time.

3. **Method**: Clear and coherent aesthetic approach (method) to working with chosen materials, with effective integration of form and content conceptually.

4. **Communication**: Concept conveyed with an effective sense of audience appropriate to the concept.

5. **Technique**: Effective use of artistic (and software) techniques in the service of the concept.

< The A Assignment >
The A assignment is outstanding and excels in meeting all criteria. The piece demonstrates exceptional initiative in working well beyond the basic requirements of the assignment.

Aim: The A assignment shows a fully-developed engagement with the focal subject matter and expresses a clear and compelling concept in an aesthetic language. The concept is explored in significant depth, and the work takes on a high degree of intellectual and artistic challenge.

Organization and Development: The A assignment explores a concept with outstanding aesthetic organization, based in the formal constraints of the chosen medium. The A assignment’s aesthetic structure demonstrates a strong and meaningful variation and complexity in space &/or time.

Method: The A assignment clearly adopts an aesthetic approach to working with the chosen materials with outstanding conceptual integration of form and content.

Communication: The A assignment expresses its concept clearly with a good sense of audience appropriate to the work's concept.

Technique: The A assignment demonstrates notably good technique with the chosen medium in the service of the concept.

< The B Assignment >
The B assignment is competent, exhibiting no serious or recurring deficiencies. The piece demonstrates some initiative in working beyond the basic requirements of the assignment.

Aim: The B assignment establishes and shows engagement with the focal subject matter and expresses a discernible concept in an aesthetic language. The concept is explored in some depth, and the work takes on some intellectual and artistic challenge.

Organization and Development: The B assignment expresses and explores a concept with good aesthetic organization, based in the formal constraints of the chosen medium. The B assignment presents clear and coherent aesthetic structure with meaningful variation and complexity in space &/or time.

Method: The B assignment clearly adopts an aesthetic approach to working with the chosen materials with effective conceptual integration of form and content.

Communication: The B assignment expresses its concept clearly with a good sense of audience appropriate to the work’s concept.
Technique: The B assignment demonstrates notably good technique with the chosen medium in the service of the concept.

**< The C Assignment >**

The C assignment is competent, exhibiting no serious or recurring deficiencies. The piece demonstrates little or no initiative in working beyond the basic requirements of the assignment.

Aim: The C assignment establishes a focal subject matter and expresses a discernible concept in an aesthetic language. The concept, however, may not go beyond an apparent or summary presentation of the subject and may not take on a significant intellectual and artistic challenge.

Organization and Development: The C assignment expresses a concept; however, this expression may not develop the concept with a strong aesthetic organization, based in the formal constraints of the chosen medium. The C assignment presents aesthetic structure; however, it may do so formulaically or mechanically and without meaningful variation and complexity in space &/or time.

Method: The C assignment clearly adopts an aesthetic approach to working with the chosen materials but with minimally effective integration of form and content conceptually.

Communication: The C assignment expresses its concept clearly; however the expression may not develop a fully effective sense of audience appropriate to the concept.

Technique: The C assignment demonstrates satisfactory technique with the chosen medium in the service of the concept.

**< The D Assignment >**

The D assignment is deficient in one of the five criteria.

Aim: The D assignment lacks a clear subject matter and/or does not express a discernible concept in an aesthetic language.

Organization and Development: The D assignment does not develop a concept with adequate aesthetic organization, based in the formal constraints of the chosen medium, lacking meaningful variation and complexity in space &/or time.

Method: The D assignment does not adopt a clear aesthetic approach to working with the chosen materials and shows no integration of form and content conceptually.

Communication: The D assignment does not express its concept with clarity or with adequate sense of audience appropriate to the concept.

Technique: The D assignment demonstrates overall ineffective technique with the chosen medium.

**< The F Assignment >**

The F assignment is deficient in two or more of the five criteria noted above.
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