

ART 123 — Introduction to Art and Technology

INSTRUCTOR: Jiong Li
OFFICE: VA 218
PHONE / E-MAIL: 909.537.3821 / jli@csusb.edu
RESOURCES: www.jiong.com/resources

COURSE DESCRIPTION	An introduction to computer based digital technology used by visual artists and designers. Student projects explore the creative potential of the digital environment and its relationship to the studio and design concentrations. Work includes instruction in a Macintosh-based computer laboratory in software programs used by studio artists. Materials fee required. Formerly ART 217 and 218. Eight hours activity.
PRE-REQUISITES	None.
REQUIRED TEXTS / MATERIALS	No text book is required for this class. Each student need to have a journal/sketchbook to record your research, concept development and design progress on the projects, to collect visual elements, to doodle, and to sketch. You will be asked to turn in your journal for review from time to time. You are also expected to have a portable storage device, which could be an iPod, or a flash drive(2GB or greater), to backup your digital files. Lost files are the student's responsibility.
MEETING TIME / LOCATION	M, W, 1:20 – 5:10 pm / VA 232
OFFICE HOURS	M, W, 10:30 am – 1:00 pm
COURSE OBJECTIVES	<p>This course is designed to enable students to investigate multiple types of computer-based programs applicable to art and design practice; explore conceptual issues raised by computer-based technologies; learn about different contemporary artists and designers using computer-based technologies as medium, tool, and subject matter.</p> <p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none">1. Identify multiple computer-based programs applicable to art and design practice.2. Demonstrate basic familiarity with several computer-based art and design programs.3. Design and execute projects based on conceptual issues raised by computer-based technology.
COURSE PROCEDURES	<p>The course consists of following sessions.</p> <ol style="list-style-type: none">1. Lecture / Demo. All students will be in attendance. Students will have hands-on training working with the computer to produce the

assigned project related to course lectures and demonstrations. Each day attendance will be taken and a lab assignment may be given. You must complete the assignment and hand it in at the end of class. No excuses will be accepted. Late assignments will not be accepted, unless otherwise stated by your instructor.

2. Critiques / Discussion. All students will be in attendance, on time with the required assignment completed. There will be three kinds of critiques: class critique, group critique, and one-on-one critique. You have the right to remain silent during the critique but if you do so throughout the course, your participation points will be zero.

3. Workshop. All students will be in attendance. You can work on your project; do your research; interact with your classmates; or ask for help from your instructor.

GRADING

No late assignment will be accepted and graded. This class will be treated in a professional manner. All deadlines must be met. Your final grade will be the result of following points:

1. Project points
2. Preparation points
3. Tutorial/Demo points

PERCENTAGES

100 – 94 = A	86 – 83 = B	76 – 73 = C	66 – 63 = D
93 – 90 = A-	82 – 80 = B-	72 – 70 = C-	62 – 60 = D-
89 – 87 = B+	79 – 77 = C+	69 – 67 = D+	59 – 0 = F

PROJECT STEPS

Step 1. RESEARCH / CONCEPT DEVELOPMENT. Gather visual elements related to the project based on your research and concept. Record the concept development in your journal/sketch book.

Step 2. THUMBNAILS. A visual representation of an idea. Three or more quick rough concept sketches. Options of shape and type should be explored. Make sure they are dark and clear enough to communicate at a distance. Keep thumbnails simple. Record the thumbnails in your journal/sketch book.

Step 3. DIGITAL SKETCHES. A further visual representation of an idea produced using digital means. Typically printed out on a black and white laser printer. Size should be actual, or printed version sized to fit a standard sheet of paper.

Step 4. PREFINAL. Pretend final. This work is as complete and refined as possible. This ensures a better critique to catch any problems before the actual finish.

Step 5. FINISH. Final and complete project. Mounted and presented as specified. Finish the best design for review. The finish should be accurate and well crafted.

PROJECTS	1. ILLUSTRATION	15 points	3. COLLAGE	20 points
	Thumbnails	*1 point	Thumbnails	*1 point
	Digital Sketch	*1 point	Digital Sketch	*1 point
	Prefinal	*1 point	Prefinal	*1 point
	2. PAINTING	20 points	4. ANIMATION	28 points
	Thumbnails	*1 point	Thumbnails	*1 point
	Digital Sketch	*1 point	Digital Sketch	*1 point
	Prefinal	*1 point	Prefinal	*1 point
	*Preparation	12 points	Tutorial/Demo	5 points
			Total	100 points

PROJECT I: TYPE ILLUSTRATION

In Illustrator, create a black-and-white self-portrait or a portrait of a well-known person using typographic characters (letterforms and numbers only). Pick the type faces which you think will reflect the person's character and identity. Do not distort the type.

Design your portrait within a 7" x 7" square, utilizing the edge. Print the final work on white paper and trim it to size, then mount it onto a 15" x 20" grey board.

PROJECT II: DIGITAL PAINTING

Use mainly the brush tool in Photoshop or Illustrator to re-create a painting, which is based on a traditional painting you did or you like. Write a one page essay to compare the digital painting with the traditional one, based on your experience.

Your digital painting should have a minimal resolution of 150 DPI. Finish should be printed in color on a 8.5" x 11" white paper. Present the digital painting side by side with the traditional one (or a copy of it).

PROJECT III: DIGITAL COLLAGE

Read an article, or a poem in a periodical (LA Times, The New Yorker, etc.). Transform your understanding into a visual representation using Photoshop as one of the tools. Your digital collage/illustration should extend and intensify the meaning of the article/poem. It must consist two or more following elements: photos, types, drawings, brushwork, cut and torn paper, photocopies, scans, and so on.

Compose your imagery within a 7" x 7" square, utilizing the edge. Print the final work in color on white paper and trim it to size, then mount it onto a 15" x 20" white board with the article/poem on the back.

PROJECT IV: ANIMATION

Use Flash to create a 10 seconds animation about you, or at least a part of you. The subject is only limited to your own imagination. In this short animation you are going to express something which makes you unique. This could be used as a self-promotional piece for your own purpose later on. Please do not make it like a commercial advertisement. You will be focusing on storytelling by animating still images (vector or pixel based).

The maximum size of your movie is 640 x 480 pixels. Sound is optional.

PROJECT GRADING GUIDE

Grading will be based on following criteria:

1. Composition. Strong visual impact at first sight.
2. Visual hierarchy.
3. Expressive and communicative quality of type.
4. Type or text in relationship to imageries.
5. Type or text as a shape or an image.
6. Appropriate selection or creation of visuals.
7. Craftsmanship is important, but design and concept will be emphasized.
8. Finishes will not be graded based on computer skills.

ATTENDANCE

Attendance is required. If you arrive 30 minutes late, you will be marked absent. If you leave the class 30 minutes early, you will be marked absent. Although you may have a computer at home where you work outside of class, it is important that you have peer interaction and dialogue as you complete assignments, much as you would in a professional environment. Assignments are due on the dates indicated; coming to class without your assignments will result in your not receiving credit for the assignment. The due date is the due date.

ADA STATEMENT

Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact Services to Students with Disabilities (SSD), at UH 183 or phone (909) 537-5238. SSD determines eligibility for and authorizes the provision of services.

DISCLAIMER

This syllabus and its accompanying weekly schedule are subject to change according to the needs of the class as determined by the instructor. I reserve the right to make any and all changes to the schedule to accommodate projects and/or facilities; changes will be discussed in class and a new schedule will be generated.

IMPORTANT

You must enroll in this class before the census date to receive credit. Students attending the class without enrolling will not receive credit and will be asked to leave.

CLASS SCHEDULE

Monday

Sep. 28
Introduction

Oct. 5
Digital sketch due
Lecture / Demo / Workshop

Oct. 12
**Project 1 finish due
Critique**

Oct. 19
Project 2 thumbnails due
Lecture / Demo / Workshop

Oct. 26
Prefinal due
Lecture / Demo / Workshop

Nov. 2
Project 3 thumbnails due
Lecture / Demo / Workshop

Nov. 9
Prefinal due
Lecture / Demo / Workshop

Nov. 16
**Project 3 finish due
Critique**

Nov. 23
Digital sketch due
Lecture / Demo / Workshop

Nov. 30
No Class (Furlough day)

Dec. 7
**Project 4 finish due
Last day of class**

Wednesday

Sep. 30
Project 1 thumbnails due
Lecture / Demo / Workshop

Oct. 7
Prefinal due
Lecture / Demo / Workshop

Oct. 14
No Class (Furlough day)

Oct. 21
Digital sketch due
Lecture / Demo / Workshop

Oct. 28
**Project 2 finish due
Critique**

Nov. 4
Digital sketch due
Lecture / Demo / Workshop

Nov. 11
No Class (Veteran's Day)

Nov. 18
Project 4 thumbnails due
Lecture / Demo / Workshop

Nov. 25
Workshop

Dec. 2
Prefinal due
Workshop