

DMA 102 - Digital Foundations

UNM Valencia, Digital Media Arts

updated 1-2019

Spring 2019

Tuesday & Thursday - 1:30pm - 2:45pm in B111

Professor: Alexa Wheeler | alexa08@unm.edu

Campus Office Hours: MW 10am - 1pm | and by appointment

Virtual Office Hours: F 10am - 12pm*

*see "How to Contact the Instructor" below

*off-campus

Office: Academic Building Rm. A142F

Course Description

This course is designed to provide students with a fundamental working knowledge of the technical, aesthetic, and conceptual aspects of creating digital artwork using a variety of software and tools. Lectures, demonstrations, discussions, tutorials and other content will introduce various issues of design and design principles, as well as the right tools needed to solve the design problems presented. Assigned projects, readings, presentations, and group critiques will assist in a critical understanding of a variety of electronic arts, better preparing the student for continued study in the digital media arts.

Objectives

- Demonstrate an excellent understanding of the foundations in digital imaging and creation by understanding major developments in graphic arts as they have occurred throughout time and developing a familiarity with the variety of media available in the graphic arts
- Understand the limitations and opportunities offered by the various materials, techniques, software, tools in digital and graphic arts
- Develop a good working knowledge of the basics of the Adobe Illustrator and Photoshop, Final Cut Pro and WordPress softwares.
- Develop a good working knowledge of the basics in graphic arts, photographic arts, filmmaking and web development.
- Demonstrate an excellent understanding of the components of art and design (balance, unity, line, composition, color theory, visual rhythm, etc...), and use this language to discuss, debate, and create.
- Demonstrate an excellent understanding in the concepts of visual principles and design
- Enhance your ability to think visually and communicate your ideas as such.
- Perfect your ability to discuss and defend your work in relation to concepts, ideas, techniques, processes, and experiences.
- Gain an excellent working knowledge of the Mac computer and it's operating system

Student Responsibilities/Attendance/Participation

Student Responsibilities:

- Students must have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the TLC. Required pre/co-requisite is IT 101: Computer FUNdamentals. Students that fall behind due to lack of basic computer skills will be dropped.
- Bring a **flash drive** (at least 16 GB) and/or **external hard drive** to every class. Make sure it is clearly labeled with your name on it. Always keep a back-up of ALL classwork.
- **UNM Email/Black Board Learn Access:** Beginning Fall 2015 semester, all UNM-Valencia students will be required to have a UNM Net ID which can be created by going to: <http://it.unm.edu/accounts/>. UNM Net ID will give you access to the computer labs on campus, blackboard learn and UNM Email. Make sure to update this information as your method of contact under personal information on Lobo Web.
- **Computer Lab Responsibility:** *Please be advised that use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at <http://policy.unm.edu/university-policies/2000/2500.html>. Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges.*
- If you have a disability, please inform me of your needs as soon as possible to ensure that your needs are met in a timely manner. For information on Equal Access at UNM-Valencia, please see <http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>
- Cell phones need to be muted during class times. If you must receive a call, leave the lab before you answer. No phone conversations in the studio.
- *In an effort to meet obligations under **Title IX**, UNM Faculty are considered responsible employees. This designation requires that any report made to a faculty member regarding sexual misconduct or gender discrimination must be reported to the Office of Equal Opportunity and the Title IX Coordinator. For more information on the campus policy regarding sexual misconduct, see: <https://policy.unm.edu/university-policies/2000/2740.html>*
- **Academic Dishonesty and Plagiarism:** *Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty. Any student who has been judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course. Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; and misrepresenting academic or professional qualifications within or outside the University.*
- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES.**

Attendance/Participation:

- Students are required to complete all projects on time, participate in scheduled critiques/class discussions, and maintain a safe, respectable, positive lab environment.
- Students are required to attend class, arrive on time, remain present until the end of class, and be prepared for each day's work. More than three absences without prior consultation may result in a failing grade or a drop from the class. Leaving early or arriving late three times results in one absence.
- If you have not attended class for three consecutive class periods and have made no attempt to text/email/contact me in any way, you WILL be dropped.
- Students who do not attend the first week of class will automatically be dropped.
- Students will need to work a few hours each week in addition to the scheduled class times. Open lab hours will be announced.

<h2>Grading Policy</h2>

Grading:

- Grading is based on a timely completion of course assignments, the quality of individual technical and critical development, conceptual progress, personal commitment and the ability to work in a community studio setting. Personal commitment involves regular attendance, consistent effort, completion of work, participation in critiques and class discussions, and the general willingness to try. Make each project meaningful to yourself!
- Each assignment will culminate in a critique, which will consist of pinning up your work and/or projecting your completed work in class for all to see. All due dates will be announced in the YELLOW BOX on UNM Learn, as well as on the syllabus. No full credit will be given for any late work. If an assignment is not presented on time, an automatic 0 will be issued. You will need to make arrangements with me if you are planning to make-up the work, and a fair grade will be issued once the work has been submitted, presented, and critiqued, minus an automatic one letter grade deduction.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, and incomplete may be issued.

Semester Requirements:

Projects (4) 100 points 25 points each

Extra Credit 10 points maximum for the semester

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

Points will be added up and a letter grade will be issued according to this scale:

How to Contact the Instructor

Office Hours:

Office Hours are held weekly on-campus and virtually.

- On campus, the office hours are:
 - o M W 10am - 1pm in Academic Building Rm. A142F
 - o Also, by appointment
- Virtual office hours are:
 - o F 10am - 12pm
 - o Students can also reach me virtually during my on-campus office hours
 - o I am available for virtual office hours via the REMIND app. Instructions on how to join REMIND are posted in the UNM LEARN portal for this course.

Remind App:

The instructions on how to join the REMIND App portal for this course are posted online in our UNM Learn Portal. My on-campus office hours are on Mondays and Wednesdays. My virtual off-campus office hours are Fridays. I am available on the Remind App during both my on and off campus office hours.

Email:

I prefer all email to be from the internal UNM Learn class email. I will check this UNM Learn email regularly and will respond to all emails within 48 hours, and usually sooner. Although less preferred, you can email me at alexa08@unm.edu. In the Subject Line of the email, ALWAYS write your full name and class number. For example - "Laurie Anderson DMA 102"

Phone:

I prefer all communication for this class to be in written format or in person. Nonetheless, if absolutely necessary, you can call my office at 505-925-8725 and we can talk or you are welcome to leave a message. This is my least preferred communication method.

Support Information, Resources, & Tutorials

- o **Open Studio Time - Digital Media Arts Open Lab:**
 - Located in B117 in the Business & Technology Building.
 - Times and hours posted on UNM Learn
- o **Support for UNM Learn:**
 - o UNM Learn help: <http://online.unm.edu/help/learn/support/>.
- o **Other tutorials:** I will post a number of links to video tutorials in UNM Learn for this course.
- o **UNM Valencia Tutoring Services:**
 - o Custom tutoring services are available through The Learning Center at <https://valencia.unm.edu/campus-resources/the-learning-center/index.html>. Even online tutoring is available!
- o **Instructor Support:**
 - o Please see "How to Contact the Instructor" for instructor help.
- o **Community Support:**
 - o We will have a HELP FORUM discussion board in the UNM Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.
- o **Accessibility & Equal Access:**
 - o UNM-Valencia's accessibility/ADA compliance website: <http://valencia.unm.edu/about/accessibility.html>
 - o UNM-Valencia's Equal Access Services website: <http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>

Project 1: Illustrator

Objective:

Familiarize students with tools in Illustrator and the investigation into elements of design and color theory. Consider the use of color, and what it means to work within a distinct color family. Learn how to organize, manage, save, and print files. To create vector artwork. To understand what a logo is, and what elements are needed to brand a company. To understand and practice the key concept of "editing down" - the most successful logos are simple and memorable.

Process:

For this and all upcoming projects, you will be using one consistent theme throughout the work. You need to pick a theme for the entire semester, and stick with it. This project will ultimately become the logo in your banner (photoshop project). Design and illustrate a logo for either a real or fictitious company. Choose a product to market for this company. Incorporate all technical requirements as listed below.

When choosing your theme for the semester, you could consider: advertising a product (yours, real, fictitious), marketing yourself (designer, artists, illustrator, landscaper, photographer, tattoo artist, game designer, accountant, massage therapist, etc...), helping out a friend or family member to market their business, pick a department on our campus that needs a new look, selling an invention, publicizing an event, public service announcement, etc... Be creative!

Consider: How does the typography enhance the design? What graphics will really depict your company? How simple can a logo really be? Is every mark important? Do the product and the "packaging" have a harmonious relationship? Yes? No? Why?

Technical Requirements:

1. Document must be 5.5" x 5.5"
2. Use a variety of shape tools, as needed - NO LENS FLARE!!
3. Constrain the proportions of at least 1 shape - (SHIFT)
4. Create at least 1 Object Group
5. Include at least 3 logically organized layers in your design
6. Apply strokes and fills - use the Appearance Panel
7. Apply at least 1 effect to an object (or group) using the Effects in the Appearance Panel
8. Live trace at least 1 object using File>Place
9. Use text at least once (can be text on a path) - Create font outlines once finished editing text
10. Gradient - optional
11. You may find the need to: refine curves, cut paths, join paths, erase paths, and add and remove anchor points as you work on these requirements for your illustration.
12. **Save an Illustrator file (.ai) and also a .pdf & place in the appropriate folder on the network for submission and critique.**
13. You NEED to like this logo as it will stick with you the rest of the semester!

Remember - No linked images - EMBED images.
No "NOT FOUND" fonts - Create outlines of all fonts.
TEST your file(s) in the classroom BEFORE critique

Project 2: Photoshop

Objective:

Familiarize students with basic tools in Photoshop and many basic elements of design and color theory. To introduce hardware: camera, computer, printer, scanner. To create raster artwork. To understand the basics of concept and "series" in the visual arts. To begin digital manipulation. To continue building a "brand".

Process:

This project will ultimately become the banner for your website. Build upon your company logo and continue to build your "brand". Now that you have a graphic (logo) that represents you and/or your company/business/campaign, how can photographs enhance the identity you are building?

Technical Requirements:

1. Create a new document
2. Resolution of 300 pixels/inch
3. Width of 1200 pixels & height of 280 pixels - the size of your image will be dependent on what "theme" you use in your WordPress website. You may have to adjust this size once you have decided on a theme in Project 4.
4. Must merge at least two separate photos together, for example - your banner and your logo
5. Must include at least 3 complicated selections brought in from another image(s) or source(s), including any combination of the Magic Wand tool, the Lasso tool, the Quick Selection tool, a Quick Mask, and/or the Pen tool. All three of these selections **MUST** be saved as Alpha Channels with your document.
6. All elements must be organized logically onto separate layers, at a minimum of 5 layers for the project, with unique naming for each layer (no "Layer 1", "Layer 2", etc...)
7. Must use at least two adjustment layers: 1 levels or curves, 1 of your choice in the Adjustments panel
8. At least 1 of the adjustment layers must not include the entire image, and must therefore be based on a selection
9. Must include at least 1 text layer - consider: tagline, copyright, quote, business name
10. Use the Clone Tool or Spot Healing Brush tool - optional
11. **Save your file "For the Web", (jpeg or gif), Photoshop PDF, and native PSD (turn in 3 formatted files). The native PSD file MUST include all layers (no flattening) in the appropriate network folder.**
12. Print one for critique - optional, extra credit

Project 3: Final Cut Pro

Objective:

Familiarize students with the tools and practices of making a short film and/or commercial as a continuation of building the "brand". To understand the basic ingredients of the video editing interface: creating new documents, saving files & file management, importing and exporting footage/films, tools overview., using sound. To pay attention to the details of assembling & exporting a film: color, framing, creating a soundtrack, uploading to YouTube, embedding videos online, including opening and closing credits. To create a basic film/commercial.

Process:

Continuing the theme of your semesters' long series, create a short 30-second video highlighting an idea behind your company/campaign/brand. This will ultimately become a "commercial" on your website!

Consider: How can sound enhance or weaken the impact of a film? How long is 30 seconds? Like the logo, how can you simplify the film to the absolute necessary elements (editing down)? How good are actors? Is it worth it to work with actors, or is it better to use objects/drawings/nature/not real people? Is it worth it to use recorded sound, or are sound effects better? What is your take: drama, comedy, documentary, experimental, etc....?

Technical Requirements:

1. New Movie, being aware of Projects/Events/Library. Exact file structure and how to save & backup work will be discussed in detail in class
2. Video MUST BE HORIZONTAL. No vertical video accepted.
3. 1 video track - no minimum or maximum on how many tracks are used to create 1 track
4. At least 2 stacked audio tracks - no maximum on how many sound clips
5. Film must be a solid 30 seconds of great information. Your film must be EXACTLY 30 seconds - no more, no less
6. MUST have opening and closing credits OR include text/info using the commercial model
7. Consider: color, camera angle, what is in frame, what is out of frame, are the actors actually good, lighting, time of day, the "set"/set dressing/props, time
8. Explore: genre (comedy, drama, documentary, experimental, etc...), sound, cameras, lighting
9. **Export your movie as an MOV file and place the file in the appropriate network folder for this project.**
10. Create a YouTube account
11. Upload your 30-second video to YouTube
12. Put the **link** to your YouTube video in the **"Video Links Forum" on LEARN**
13. **Remember:** always keep a backup of your work & understand drag & drop backing up of iMovie projects.

Project 4: WordPress

Objective:

To design, develop, and publish a website with recommended design practices using WordPress.

Process:

For this project, you will be putting together at least a 3 page website continuing the theme you have chosen. You will use the image you made in Photoshop for Project 2 (which includes your logo) as the banner for this website. You will embed your video from Project 3 on your home page.

Consider: The emotional use of color. How all of the elements work together on the page. What theme works best with your content? How much flexibility do you want/need in a theme? How can you utilize a pre-built theme and make it your own?

Technical Requirements:

1. Create a WordPress account - remember your username and password!!
2. Create a professional domain name & web address
3. Must have at least a 3 page website - home, contact, and 1 content page minimum
4. Must include a consistent banner and footer area. Footer area must include a copyright.
5. Banner must be your design and final project from Project 2 - Photoshop
6. Your logo must be a focal point of the website - either in the banner, sidebar (widget), or elsewhere, but on every page
7. Make the Appearance unique - adjust options to your liking
8. Must have one external link - target blank
9. Must have one email link
10. Must utilize widgets that reflect website content - get rid of widgets (such as admin login) that are not relevant
11. Insert your video on the Home page by embedding from YouTube
12. One page must include an inserted photograph with proper ALT tag
13. Optional (extra credit): A different content image on each of the two pages with proper ALT tags
14. **Post your WordPress link in the "WordPress Links" forum in LEARN for critique**

Dates	Schedule	Projects
<u>Week 1 & 2</u>	<ul style="list-style-type: none"> • Introductions • Review Syllabus • Review UNM Learn • Lecture • Equipment Overview • Supplies Overview • Lynda.com • File Management • Demo - Key Illustrator Concepts, Creating Documents, Interface, Basic Drawing, Basic Path & Text Editing • Work time 	
<u>Week 3 & 4</u>	<ul style="list-style-type: none"> • Demo - Understanding Appearances, Working with Groups and Layers, Saving and Printing • Work time • Project 1 Critique 	Project 1 Due: Illustrator
<u>Week 5 & 6</u>	<ul style="list-style-type: none"> • Demo - Photoshop Interface, Basics, Selections, Layers, Photo Manipulation, Photo Adjustments, Photo Retouching • Work time 	
<u>Week 7 & 8</u>	<ul style="list-style-type: none"> • Demo - Painting, Text, Output (printing) • Work time • Project 2 critique 	Project 2 Due: Photoshop
<u>Week 9 & 10</u>	<ul style="list-style-type: none"> • Demo - Getting Started, Proper Project Setup, Backing Up, Importing Video, Editing in the Timeline, Working with Sound, Camera(s), Effects, Color, In Depth Editing • Work time 	
<u>Week 11 & 12</u>	<ul style="list-style-type: none"> • Demo - Backing Up Review & Exporting • Work time • Project 3 critique 	Project 3 Due: Final Cut Pro
<u>Week 13 & 14</u>	<ul style="list-style-type: none"> • Demo - Getting Started, WordPress Interface, Blog vs. Website, Creating Pages, Working with Media, Themes, Adjusting Appearances, Widgets, Creating Links • Work time 	
<u>Week 15 & 16</u>	<ul style="list-style-type: none"> • Work time • Finalize and refine all projects for final web page presentation • Project 4 critique 	Project 4 Due: WordPress & Final Presentation