Computers in Art:  
An Introduction to Digital Imaging and Technology for Artists, Arts Administrators, and Creative Entrepreneurs  

College of Visual Arts and Design  
ASTU 3030.501  
F 10-3:50 p.m. & ART 251  
Fall 2018  

Instructor: Dr. Lauren Cross  
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Office/Office hours: Room: 262C, Tues/Thurs 11-12:30 p.m. *

* Room 262C is a shared office space for all faculty while faculty offices are under construction, I request that students schedule an appointment in advance to meet during office hours*  

Course Description 
Computers in Art: An Introduction to Digital Imaging and Technology for Artists, Arts Administrators, and Creative Entrepreneurs is an investigation in the conceptual, technical and practical uses of computers and technology in the art and design fields. In this course, students will learn techniques towards using computer programs and open-sourced technology within the context of art studio practice, arts administration, museology, and the creative economy at large. The course will focus on the usage of Adobe Creative Suite and existing web-based platforms as a means of creation, arts promotion and entrepreneurship. 

Prerequisite(s): ART 1440, 1450, 1500 and 1510, or consent of instructor. 

Course Goals 
Students who complete this course successfully will be able to:  
- Demonstrate knowledge of Adobe Creative Software (including Photoshop, Illustrator, InDesign, Premiere & After Effects) within the visual arts and creative communities.  
- Demonstrate knowledge of open-source/web-based platforms for studio practice, promotion, arts administration, and entrepreneurship.  
- Develop a wider understanding of the use of digital fabrication within studio practice, arts organizations and creative communities.  
- Produce images and objects for art-making and fore the creative economy.  
- Discuss the history of computing and its applications by artists, designers, and the creative economy.  
- Work both individually and collaboratively to produce works and projects that ask critical questions about the role of technology within the creative economy.  
- Research and present upon readings based on digital visual culture and creative communities. 

Required Texts, Materials, or Equipment  
- Printed copies of PDF texts for readings as assigned  
- Lynda Tutorials (as assigned)  
- Processing Tutorials (as assigned)  
- An External Hard Drive 
  Having an external hard drive will be essential to backing up your work and transporting it. If you are a mac user, LACIE and OWC make excellent hard drives for MACs. If you are a PC user or like to go between MAC and PC, Seagate makes affordable and decent hard drives. For transporting between home + class, an external hard drive of 1 TB or larger that doesn't need to be plugged into the wall would be ideal.  
- UNT Online Library Texts:  
  - Curating the digital: space for art and interaction edited by by David England, Thecla Schiphorst, Nick Bryan-Kinns
Computers and art by Stuart Mealing

Recommended Reading:

- Hyland, Angus and Emily King. *c/id, visual identity and branding for the arts* New York: Lawrence King, 2006
- UNT Willis Library (on reserve)
  - Processing: A Programming Handbook for Visual Designers by Casey Reas and Ben Fry
  - Using computers to create art: implications for artists and art educators by Tracey Bowen

Course Structure

As a studio-based course, students will be expected to prepare for assignments and work during class time. Class time will be split between lectures, workshops and independent studio time. The class will include critiques, technical demonstrations, and class discussions in preparation and at the completion of course projects. This course will use readings and video tutorials to introduce technical concepts in digital imaging processes and feature out-of-class trips where students can witness the impact of computer-generated images and objects within creative communities. Because our course has students with a diverse body of knowledge and skill-level in the art, design, and media, students should expect to revisit course readings and video tutorials both during in-class studio time as well as outside of our class time. All projects are designed to be implemented in different ways so if a student feels more advanced the student can pursue a project that is a little more ambitious while also considering the time-commitment that will be required to complete the project.

Major Assignments: Descriptions

**Module 1: Photoshop & Digital Photography (Adopted assignment from Liss LeFleur)**

For this project, students will use Adobe Photoshop to create a collection of 5 digital prints. In class, students will learn the basics of digital photography, photo collage, compositing, masking, GIF making, and digital printing. Students will critique a collection of 5 digital prints, and submit a one-page paper (500 words) citing their sources and discussing their intentions with the work they produced.

**Module 2: Illustrator, InDesign, and Promotion (Part 1)**

For this project, students will use Adobe Illustrator, InDesign, and tools learned from Adobe Photoshop to design promotional materials for a proposed artist, arts organization or creative business. Students will expand on the previous project by applying the basics of design for the arts including the use of composition, layout, typography, digital photography, and digital imaging in platforms for arts marketing and promotion.

**Module 3: Premiere, After Effects & Promotion (Part 2)**

For this project, students will create a 2-minute promotional video using Adobe Premiere, Adobe After Effects as well as tools learned in Adobe Photoshop. Students will expand on the previous project by continuing design concepts used in print and environments in video format.

**Module 4: Digital Fabrication and New Forms of Display For Artists & Arts Organizations**

For this project, students will use the CVAD Digital Fabrication Lab, Adobe Creative Suite, and other open-source relevant software to explore the use of digital fabrication for studio practice, arts organizations and art collections. Students will create objects connected to appropriate arts organizations and/or arts businesses and critique their
projects, and submit a one-page paper (500 words) citing their sources and discussing their intentions with the work they produced.

Module 5: Final Project w/ Website Builders (Part 3)
For this project, students will create a project for an artist, arts organization, or arts/design that features 5 promotional elements, including a customized website using a website builder. The project allows students to explore the development of promotional projects for artists, arts organizations, and creative businesses with small/modest budgets in need of visibility. Students must also write a one-page paper (500 words) citing their sources and rationale for specific marketing strategies.

Class Participation
As a student in this course, you agree to participate actively as a civil, respectful, and supportive member of an inclusive learning environment. Students are encouraged to take risks, and speak to faculty directly, the department chair, or an advisor, about any concerns they may have about classroom participation and classroom dynamics.

As an active member of this classroom, you will be evaluated based on your attendance, participation in workshops and discussions, and feedback during critiques.

Class Attendance
Class attendance is a requirement and use of the full class period is expected. You will be allowed three sick, personal, physical or mental health days without grading consequences. Being late to class three times or leaving class early three times will count as an absence. 15 minutes late to the start of class will constitute a tardy. Leaving class before being dismissed by your professor will constitute an early departure. A 4th absence will result in the lowering of your final grade by one letter grade. Absences, tardiness and/or early departures beyond this could result in course failure. If a serious medical or personal situation occurs affecting attendance, please discuss it with your professor.

A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence.

Course Grading
Student’s performance is evaluated based on their visual, written and oral demonstration of the practices and concepts acquired during this course. Your participation in class critiques will also affect your project grade. Late work will be graded down one letter grade per class period. Work later than one week will not be accepted and will receive the grade of F.

- Class Attendance/Participation - 140 Points
- Module 1 Project – 100 Points
- Module 2 Project – 100 Points
- Module 3 Project – 100 Points
- Module 4 Project – 100 Points
- Module 5 Project - 100 Points

A = 573 - 640  B = 509 - 572  C = 445 - 508  D = 381 - 444  F = 0 - 380

Course-Specific Support or Supplementary Instruction
There are a number of resources available to you for free at the University, this includes the UNT Writing Lab, the UNT Factory, free tutors at the Learning Center, academic coaching, and more. For a complete list visit: https://www.unt.edu/features/newstudents/

For this class, here is a list of resources that will help you succeed:
LYNDA.com:
- Photoshop CC 2017 Essential Training: The Basics Photoshop
- CC Introduction to Photo Compositing
- The Art of Photoshop Compositing
- GIF creation in Photoshop
- Illustrator CC 2017 Essential Training
- After Effects CC 2017 Essential Training: Motion Graphics
- Premiere Pro CC 2017 Essential Training: The Basics
- Processing: VIDEO TUTORIALS https://processing.org/tutorials/

**Plagiarism**
Plagiarism is the unauthorized use or close imitation of someone else’s original work or ideas and it will not be tolerated. Effort should be made to change images made by others so that they will not be construed as “borrowed” or “stolen.” Work that is plagiarized will not be accepted and will result in a failing course grade and/or expulsion from the University. Additionally, if you submit work in this class that was completing in or for another class, this will be considered plagiarism. No double dipping! The issue of plagiarism becomes murky regarding digital media. There may be instances where we will be sampling and/or mining content from the web. You will know when this is acceptable, and if you have a question or are unsure -- just ask for feedback from your professor!

**American Disability Act**
The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course. If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at www.unt.edu/oda, and by visiting the ODA in Room 321 of the University Union. You also may call the ODA at 940.565.4323.

**Course Risk Factor**
According to University Policy, this course is classified as a category two course. Students enrolled in this course will not be exposed to any significant hazards and are not likely to suffer any bodily injury. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others

**Disclaimer**
The instructor reserves the right to make modifications to the course schedule, assignments, and information throughout the semester.
Preliminary Schedule of Workshops, Readings, and Assignments

Module 1: Photoshop & Digital Photography (Adopted assignment from Liss LeFleur)

Week 1 (August 31): Introduction to Computers in Art

Assigned Reading(s):

“Some trends in computer graphic art,” Computers and art by Stuart Mealing


Week 2 (September 7): Adobe Photoshop & Photoshop & Digital Photography, Collage, Compositing, Masking

Assigned Resources: LYNDA.com:
- Photoshop CC 2017 Essential Training: The Basics Photoshop
- CC Introduction to Photo Compositing
- The Art of Photoshop Compositing
- GIF creation in Photoshop

Week 3 (September 14): Adobe Photoshop & Digital Art (Print & Web)

Week 4 (September 21): Due Module 1 Project & Critique

Module 2: Illustrator, InDesign, and Promotion (Part 1)

Week 5 (September 28): Illustrator & Vectors, Branding & Typography

Assigned Resources: LYNDA.com:
- Illustrator CC 2017 Essential Training

Week 6 (October 5): Adobe InDesign & Layout, Digital Fabrication: CVAD FabLab Demo

Assigned Resources: LYNDA.com:
- InDesign CC 2017 Essential Training

Week 7 (October 12): Adobe InDesign & Design Formatting (i.e., Print, Video, & Web) / Digital Fabrication & Production: UNT The Factory & DesignWorks

Week 8 (October 19): Due Module 2 Project & Critique

Module 3: Premiere, After Effects & Promotion (Part 2)

Week 9 (October 26): Adobe Premiere / After Effects
Assigned Resources: LYNDAd.com:
- After Effects CC 2017 Essential Training: Motion Graphics
- Premiere Pro CC 2017 Essential Training: The Basics

Week 10 (November 2): Due Module 3 Project & Critique

Module 5: Final Project w/ Website Builders (Part 3)

Week 11 (November 9): Processing: Intro to Processing & Sketches

Assigned Resources: - Processing: VIDEO TUTORIALS https://processing.org/tutorials/

Week 12 (November 16): Web builders

Week 13 (November 23): Thanksgiving (No Class)

Week 14 (November 30): Due Final Project Presentations & Critique

Week 15 (December 7): Reading Day (No Classes)

Note: I reserve the right to change the course schedule, assigned readings, and assignments at will where deemed necessary.