

UNIVERSITY OF CALGARY
DEPARTMENT OF ART

UNDERGRADUATE COURSE OUTLINE

**Art (ART) 251 L01
Media Arts: Practice and Theory
Winter 2018**

Tuesday and Thursday 12:30 to 3:15; SS 018

Instructor: *Kristine Thoreson*
Office Location: *AB 648*
E-Mail: *knthores@ucalgary.ca*
Office Hours: *By appointment Mon / Wed 12:30-1:30*

Course Description

Technical instruction and creative opportunities in the media arts, in addition to examination of historical, theoretical and critical context.

Prerequisites &/or Co-requisites

N.A.

Antirequisite(s)

Credit for [Art 251](#) and [319](#) will not be allowed.

Objectives of the Course

This class is designed to introduce students to essential tools and techniques of digital image manipulation and creation and provide a foundation for later artistic work. After completing this course, students should be able to create their own original photographs, adjust and correct them as needed for specific purposes, and be able to generate creative raster-based images for a variety of purposes.

Textbooks and Readings

Required Text: Photoshop CC: Visual QuickStart Guide, by Elaine Weinmann and Peter Lourekas (Available online at U of C TFDL)

Assignments and Evaluation

Assignment	Due Date	Percentage / Criteria Graded
Artistic Research Presentation	January 16 th	15% total (Criteria A-F /18 points)
Sketchbook (details in class) points)	with each assignment	6 x 2.5% 15% total (Criteria A /3
RAW processing & resizing (Best Practices)	Jan T.B.A.	10% (Criteria A-E / 15 points)
Opacity + Conceptual Composites	Feb T.B.A.	10% (Criteria A-E / 15 points)
Realistic Composites	Feb T.B.A.	10% (Criteria A-E / 15 points)
Creative Filters	March T.B.A.	10% (Criteria A-E / 15 points)
Manual Stitching	March T.B.A.	10% (Criteria A-E / 15 points)
Open Creative: print and group critique	April 10 th	20% (Criteria A-F /18 points)

Grading Rubric: for each assignment submitted as outlined above.

In addition to engagement with the above topics and themes (with further discussion and details provided in class), the following criteria will be graded:

A) /3 Originality and Skill Development

As discussed in class, has the student engaged with the theme and the skill for each assignment? Is the idea or approach to the imagery interesting, unique? Does the student have an interesting personal point of view for each image? Has the student chosen an interesting time of day to suit the idea? Have we seen this image or approach to the topic before in class or elsewhere? Did the student put effort into making a great image that explores a topic conceptually? Did he/she advance their creative and technical skills from their previous level of ability?

0/3 = little effort apparent, little if any concept or idea behind the images / The student fails to submit the complete the digital files, and or the submission is late.

1/3 = typical, difficulty in finding a great approach for the image, no real point or idea communicated, no effort towards improvement apparent

2/3 = good effort apparent, some distracting or unresolved elements apparent, good concept beginning to appear, more work towards improvement needed

3/3 = great effort, very interesting perspective, exciting to look at and refreshing to see, strong concept or idea apparent, clear improvement or effort to improve demonstrated

B) /3 Exposure and Processing

Is the image exposed well and/or photographed using a suitable level of light as discussed in class? Has the student over or under compensated for exposure in RAW or PHOTOSHOP? Has the Student over or under processed the image in any other ways including grain, colours, filters, other techniques in RAW or PHOTOSHOP according to classroom BEST PRACTICES?

0/3= mostly black, or mostly white / The student fails to submit the complete the digital files, and or the submission is late.

1/3= very underexposed or overexposed, unsuitable conditions / level of processing chosen

2/3= a little underexposed or overexposed, better conditions / level of processing needed

3/3= just right, good details in blacks, whites and mid-tones, colours are clear and not murky, processing is well done.

C) /3 Composition / Presentation / Processing

Has the student made use of compositional / design techniques discussed in class, have they explored their chosen scene for interesting angles and opportunities? Have they constructed or presented their work with good craftsmanship and attention to neatness and detail as noted in class demonstrations? Has the student digitally cropped the image according to BEST STANDARDS in RAW or PHOTOSHOP?

0/3= little apparent effort, snap-shot like, careless and sloppy or unsuitable presentation or design concept / the student fails to submit the complete the digital files, and or the submission is late.

1/3= not composed well, a good idea but difficulty executing it, crooked or poorly executed presentation / design concept

2/3= a good composition but some aspect of it is distracting or unappealing in some way, errors or improvement needed on presentation / design concept

3/3= great composition using rule of thirds or some other visually pleasing arrangement, clean, straight, aesthetically suitable and well executed presentation

D) /3 Sharpness & Processing: Has the student understood how to focus an image and use depth of

field correctly? Has the student over or under sharpened the image in RAW or PHOTOSHOP according to BEST STANDARDS? Does the chosen area of focus help or hinder the success of the image technically and conceptually? Is the chosen area of focus easily identified, or do we have to strain to decipher what is in or out of focus in the scene?

- 0/3= Out of focus, or razor thin focus at the critical point of focus that makes it difficult to determine where the focus is, and or out of focus all over the image / the student fails to submit the complete the digital files, and or the submission is late.
- 1/3= Slightly soft focus at the critical point of focus.
- 2/3= In good sharp focus at critical point of focus but slightly shallow or deep depth so that the idea is negatively impacted
- 3/3= In good sharp focus at the critical point of focus and having a deep enough depth of field around the main object of the photo and for the idea presented.

E) /3 What critical, social or cultural context does the image relate to?

How does your specific subject matter relate to your chosen critical, social or cultural context, and how have your photographic choices helped communicate your message creatively?

- 0/3= No clear critical, social or cultural context provided. The student fails to submit the complete the digital files, and or the submission is late.
- 1/3= Some evidence of a critical, social or cultural context is offered, but little or no explanation is given as to how the subject matter relates, and or how the photographic choices have communicated the idea.
- 2/3 = A good engagement with a critical, social or cultural context is offered, the explanation is mostly complete however the subject matter may not relate as well as was thought or the photographic choices do not support the message as well as thought or intended.
- 3/3= An excellent engagement with a critical, social or cultural context is offered. The subject matter explored relates clearly to the context, and the photographic choices help communicate your message very clearly.

F) /3 Presentation Skills (Where applicable)

Does the student use an audible volume, maintain good eye contact with audience, use a moderate pace in the presentation? Does the student speak freely and confidently in their own words without reading directly from a page (cue cards may be used).

- 0/3= The student's presentation is not audible or much too loud, and or the student do not make eye contact with the audience, and or speaks much too quickly to be understood, and or reads from a page without expression and or reads from a book (not in their own words).
- 1/3= The student's presentation is difficult to hear or too loud, the student makes little eye contact, speaks too quickly or slowly, is hard to understand and or reads directly from a page / not in their own words for the most part.
- 2/3= The student's presentation is generally well done, however they could improve upon volume, eye contact, pace, or confidence, or using their own words.
- 3/3= The student speaks at a great volume, makes good eye contact throughout the presentation, keeps a moderate pace, delivers the presentation with confidence and speaks freely, in their own words.

There is no individual assignment for the course where a passing grade is essential in order to pass the course as a whole.

Writing

No portion of the course evaluation is dedicated to the grading of student writing.

Registrar-Scheduled Final Exam – No

Note: It is the student's responsibility to keep a copy of or any relevant documentation regarding each submitted assignment.

Please hand in your assignments to the online digital drop box, as described in class; note that this class does *not* use the D2L drop box for file submission; policies and procedures will be described in class.

Late Assignment Policy

*Except in highly unusual circumstances, assignments cannot be turned in late for credit. Deadlines are firm; late assignments will not be accepted without prior negotiation with the instructor, or with documented illnesses or family emergencies. Documented means a fully explanatory note from an appropriate authority, e.g., physician or counsellor. **In all cases where students do not turn in work on time without such documentation, a grade of zero will be entered into the gradebook for that assignment.***

Do not email assignments except by prior arrangement with the instructor; these must be uploaded to the digital drop box.

Additional Information

Note that presentation files (PowerPoint, Keynote, or otherwise) will not be provided to students except as shown in class. Students who wish to keep that information are urged to take notes.

*Students are required to own an external USB storage device, such as a USB flash drive or external hard drive, with at least four gigabytes of available storage, and to save their work both in their cloud storage account and on the memory key. **Losing a file due to file storage errors is not a valid excuse for not turning homework in.***

In addition, students are encouraged to purchase a drawing tablet for their computer (e.g., Wacom); lower-end models are acceptable, but students who intend to pursue further work in digital media may wish to invest in a model that will carry them through future courses. No assignment specifically depends on tablet use.

The final assignment will cost, roughly, \$30 in printing costs.

Grading Method/Grading Scale:

Percentage	Grade	G.P.V.	Grade Definition
96-100	A+	4.0	Outstanding
90-95	A	4.0	Excellent-superior performance, showing comprehensive understanding of subject matter.
85-89	A-	3.7	
80-84	B+	3.3	
75-79	B	3.0	Good – clearly above average performance with knowledge of subject matter generally
70-74	B-	2.7	
65-69	C+	2.3	
60-64	C	2.0	Satisfactory – basic understanding of the subject
55-59	C-	1.7	
53-54	D+	1.3	
50-52	D	1.0	Minimal pass – marginal performance; generally insufficient preparation for subsequent courses in the same subject

0-49	F	0	Fail – unsatisfactory performance or failure to meet course requirements.
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Studio Procedures

As this is a digital arts class, the class and homework will take place in a public computer lab. Students should therefore show those people working in other parts of the lab respect, and refrain from horseplay, loud conversation, or other disruptive activities. Being a part of this class does not grant additional rights or privileges over other students using the same facilities

Internet and Electronic Communication Device Information

Due to the size of the class, and the need to keep the class moving forward as a whole, the use of cell phones, audio players, or other portable electronic devices for any use other than as an e-reader (in cases where students have chosen to purchase that edition of the text) or as a drawing tablet is strictly prohibited: students who use these devices can expect to have them taken away for the duration of the class. Furthermore, while network access is necessary for the class, students who use the web for purposes other than class work will be asked to leave the class, and will not be permitted to return until the next class.

Students MAY use personal laptops with a recent Photoshop version installed; however, the student will be responsible for accommodating any differences between the version of Photoshop provided in the lab. Course time will not be used to assist students in resolving differences between user interfaces and/or features of various versions of the application.

Academic Accommodations

The student accommodation policy can be found at: ucalgary.ca/access/accommodations/policy.

Students needing an Accommodation because of a Disability or medical condition should communicate this need to Student Accessibility Services in accordance with the Procedure for Accommodations for Students with Disabilities ucalgary.ca/policies/files/policies/student-accommodation-policy.

Students needing an Accommodation based on a Protected Ground other than Disability, should communicate this need, preferably in writing, to the course instructor.

Academic Standing

For more information go to <http://www.ucalgary.ca/pubs/calendar/current/f.html>

Deferral of Exams/Term work

It is possible to request a deferral of term work or final examination(s) for reasons of illness, accident, family or domestic affliction, or religious obligations. Please check with Enrolment Services if any of these issues make it impossible for you to sit an exam or finish term work by stated deadlines.

For more information about deferring a final exam go to <https://www.ucalgary.ca/registrar/exams/deferred-exams>

For more information about the deferral term work go to <http://www.ucalgary.ca/pubs/calendar/current/g-7.html>
http://www.ucalgary.ca/registrar/files/registrar/deferred_termwork15.pdf

F.O.I.P.

For more information go to <http://www.ucalgary.ca/secretariat/privacy>

Writing/Plagiarism

Writing skills are not exclusive to English courses and, in fact, should cross all disciplines. The University supports the belief that throughout their University careers, students should be taught how to write well so that when they graduate their writing abilities will be far above the minimal standards required at entrance. Consistent with this belief, students are expected to do a substantial amount of writing in their University courses and, where appropriate, members of faculty can and should use writing and the grading thereof as a factor in the evaluation of student work. The services provided by the Writing Support Services can be utilized by all undergraduate and graduate students who feel they require further assistance.

For more information go to <http://www.ucalgary.ca/ssc/writing-support> or <http://www.ucalgary.ca/pubs/calendar/current/e-2.html>

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university. Visual art projects submitted for course credit must be produced by the student specifically for this class. Students must not submit projects if credit has or will be provided for it in another class. This includes re-worked assignments from previous or concurrent courses, unless permission is provided in writing by the instructor. Additionally, the student is asked to be mindful of using visual sources from the internet, ensuring that that material is not derived from any on-line or other available source, and that appropriate copyright permission is granted, when required.

For more information go to <http://www.ucalgary.ca/pubs/calendar/current/k-2-1.html>

Student Misconduct

For more information go to <http://www.ucalgary.ca/pubs/calendar/current/k.html>

Student Union

For more information go to <http://www.su.ucalgary.ca/>

Student Ombudsman

For more information go to <http://www.ucalgary.ca/provost/students/ombuds>

Lockers

The Art Building lockers are administered through the Student's Union's used bookstore, Bound and Copied. Lockers are rented on a first come, first served basis. Due to the shortage of lockers, and the high demand, students cannot hold more than one locker at a time. All of the details on renting a locker and your responsibilities can be found on the Locker Rental Agreement at

https://www.su.ucalgary.ca/wp-content/uploads/2014/08/locker_rental_agreement_2010.pdf

Lockers for all sessions can be rented through my.ucalgary.ca. Once you're in the Student Centre, click on **Other Academic Services** and choose **Locker Reservation**.

Lockers must be vacated by the end of term.

For more information go to <http://www.su.ucalgary.ca/>

Models

N.A.

Portfolios and Assignments

The Department of Art will not assume responsibility for lost or stolen portfolios or course work given to instructors for grading, or for work posted on bulletin boards in the art building.

Note - All unclaimed work will be disposed of.

Note - Studio spaces, bulletin boards and display areas need to be cleared 2 weeks after the last day of classes.

Ethics

Whenever you perform research with human participants (i.e., surveys, interviews or observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of your research plans and supervise your research.

For more information go to <http://www.ucalgary.ca/pubs/calendar/current/e-5.html>

or

<https://www.ucalgary.ca/research/researchers/ethics-compliance/chreb>

Campus Security/Safewalk

Call 220-5333 anytime. Help phones are located throughout campus, parking lots and elevators; they connect directly to Campus Security - in case of emergency, press the red button.

For more information go to <http://www.ucalgary.ca/security/safewalk>

Emergency Evacuation

For more information go to <http://www.ucalgary.ca/emergencyplan/assemblypoints>

Faculty of Arts Program Advising and Student Information Resources

Have a question but not sure where to start? The Arts Students' Centre is your information resource for everything in the Faculty of Arts. Stop by SS102, call us at 220-3580 or email us at ascarts@ucalgary.ca or artsads@ucalgary.ca. You can also visit the Faculty of Arts website at <http://arts.ucalgary.ca/undergraduate> which has detailed information on common academic concerns.

For program planning and advice, contact the Student Success Centre at 220-5881 or visit them on the 3rd floor of the Taylor Family Digital Library.

For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at 210-ROCK [7625] or visit them at the MacKimmie Library Block.