Course Description
Beginning instruction in computer imaging, animation, and interactivity as artistic processes. The course is broken down into three units, each culminating in a project. The software used will be Adobe Photoshop and Animate/Flash. Supplemental exercises will be included.
This course provides students with an opportunity to explore fundamental theories and methods of creating Computer Art and the impact of technology on 20th century art production. It introduces students to digital imaging, digital video/animation and interactive authoring which utilize hands-on contemporary art strategies. This course is West Valley College Certificate and AA/AS Degree applicable. This course may be repeated once. Credit/No Credit Option. Acceptable for credit: UC, CSU.

Course Objective Summary
Beginning to intermediate level instruction in the techniques and processes of using computers as a tool for creating fine art. Course will develop the student’s graphic visualization and computer skills. This should not be seen as a class in software instruction, but in making art with the computer. To that end, learning the basics of computer operation is necessary but incidental. We will go over the basic skills and principles of visual communication and fine art, and the fundamentals of computer graphics hardware and software. The goal is to understand the workings of the software so as to create interesting art that effectively communicates the idea or purpose at hand, and to foster the students’ understanding of the computer and software in order to produce quality work.

Student Learning Outcome: Upon completion of this course the student should be able to:
Create a simple interactive Computer Art program.
Identify the fundamental differences between Modern and Postmodern Art.

Student Responsibilities
The student is responsible for all of the material presented in class, which should be demonstrated in the work produced and the critiques of the assignments. All assignments must be submitted on the due date.
Regular attendance is crucial to develop proficiency and ensure the dissemination of information. If you should miss an assignment or demonstration, it is your responsibility to obtain that information from a classmate. More than three absences will affect the final grade. E-mail or phone me if you are going to be absent.

Student Attendance Policy (from the WVC Catalog, p. 182)
Students are expected to attend all sessions of each class. Instructors may drop students from the class if they fail to attend the first class meeting, or when accumulated unexcused hours of absences exceed ten percent of the total number of hours the class meets during the semester (9.8 hours in our case. Moreover, an instructor may drop from the class any student who fails to attend at least one class session during the first three weeks of instruction.

Additional lab time may be done at home or in the Tutoring Center Labs in the library. Understand and abide by general lab rules and policies, and back up your own work on cd-rom or USB drives. Keep a sketchbook/notebook* for your ideas and class discussion notes and make it available during class time.

Assignments
There will be 7 short pictorial projects to demonstrate and teach particular techniques. This will result in a portfolio of 7 photoshop images (5 points each, plus 15 points for project #7).
There will be one major motion-based project in Animate/Flash (15 points).
Lastly, there will be a final major project completed over a period of approximately four weeks. The project will be a motion-based interactive piece and cover content related to the design of visual information and media (10 points).
Projects must be submitted on time for critique. Late projects will be downgraded one step for each class day late.

There will be three short quizzes on the handouts, lecture subjects and readings (10 points total). Seven short exercises will be done in class or on-line using the Canvas course management system and will cover topics related to the current software units and some very basic programming. These are credit/no-credit (10 points total).
Grading
Assignments will be evaluated based on technical proficiency, implementation, and aesthetic achievement. Projects will be marked down one-half grade step for each day late. Exercises are credit/no-credit and will be completed on-line.

Grading Breakdown:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Projects (~8)</td>
<td>60%</td>
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<tr>
<td>Participation and a presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes (~3)</td>
<td>10%</td>
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<tr>
<td>Exercises (7) Photoshop, Animate/Flash</td>
<td>10%</td>
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<tr>
<td>Project 10 (Final) – Interactive generative piece/video/web</td>
<td>10%</td>
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Final Exam
The final project is due on the server at the beginning on our designated final exam time. There will be a final critique of the work on the assigned finals day (during finals week) Tues., Dec 12th from 2:00 – 4:00 p.m.

Required Text:
Download (and print) the REQUIRED reader/software notes from the Canvas website or: http://instruct.westvalley.edu/challas/55reader.pdf
Additional how-to documentation and articles for discussion may be distributed, and will utilize the Canvas course system.

Materials
Blank USB “jump” drive or cloud storage to back-up your computer work and/or blank CD-ROM (or R/W) media and/or DVD-R media. Other materials may be assigned later. Approximate cost of materials: $15.00 – 60.00

Recommended Texts:
Any good Animate/Flash CC (2015 or later) book (Visual Quickstart Guide, etc.) with an introduction to Actionscript 3.

Resources:
Fry’s or other computer retailers.
• See page in reader “Additional resources for computer art.”

Drop/Withdrawal Policy
If you wish to drop the class, you must initiate the drop process at the admissions and records office within the first four weeks. After that a “W” grade will be recorded. Excessive absences will result in an instructor initiated drop.

Plagiarism Policy
While good designers observe the world around them and often “borrow” ideas from existing designs, there is a distinct difference between borrowing and stealing! (Like the difference between paraphrasing and quotation.) Direct plagiarism and cheating on quizzes will not be tolerated.

Academic Dishonesty statement: The College’s policy on academic dishonesty covers in-class and out-of-class cheating, plagiarism, assisting another student in cheating or plagiarism, and furnishing false information. Consequences for academic dishonesty may include, but is not limited to, a failing or zero grade for the assignment/quiz/exam, suspension or expulsion from the College. For more information, please see the West Valley College Catalog.

88WVC makes reasonable accommodations for persons with documented disabilities. College materials may be made available in alternate formats if requested (Braille, audio, electronic or large print). For assistance, please contact the Disability and Educational support program at 741-2010 or 741-2658 (TTY).

Important Phone Numbers
Emergency: 911 College district police: 741-2092 Health services: 741-2027

If you have a complaint or someone has shared information with you about unlawful discrimination or sexual harassment, contact the Associate Vice Chancellor of Human Resources at West Valley-Mission Community College District, Human Resources Department, (408-741-2060). If the Associate Vice Chancellor of Human Resources is not available, contact the President at 408-741-2097.
Art 55 – Challas TTh 2:10–5:15 p.m.  Calendar – F’17  Rev. 1.0  

<table>
<thead>
<tr>
<th>week of:</th>
<th>TUESDAY</th>
<th>THURSDAY</th>
<th>Exercise:</th>
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<tbody>
<tr>
<td>1 Aug 28</td>
<td>Introduction: Photoshop intro, painting basics, brushes Pg. 12 in reader. Exercise 1</td>
<td>Paint Exercise 2 (make a brush) pg. 13; Project 1* – Fauvist self-portrait (5 pts.) Over-painting on images, pg. 14</td>
<td>1. Photoshop – Painting (pg. 12)</td>
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<tr>
<td>2 Sep 4</td>
<td>Project 1 due by end: Introduce Project 2 – Dada Collage (5 pts.) Reader pg. 15 – Simple collage how-to.</td>
<td>Copying/pasting, matting, selecting, magic eraser. pp15, 16-17</td>
<td>2. Photoshop – Brushmaking &amp; New Features (video &amp; pg.13)</td>
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<tr>
<td>3 S 11</td>
<td>Art History lecture. Reader pg. 7</td>
<td>Selections, pg. 18 Project 2 due by end Reader pg. 9</td>
<td>Read pg. 10</td>
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<tr>
<td>4 S 18</td>
<td>Project 3 – Abstract Expressionist piece (5 pts.)</td>
<td>Project 3 due by end Project 4 – POP Collage (5 pts.) Reader pg. 9</td>
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<tr>
<td>5 S 25</td>
<td>Class and taste; Simpsons episode (Sea.16, Ep.# 14), reader pg. 10 Color correction basics and layers. pp. 15-16</td>
<td>Project 4 due by end Project 5 – Graffiti (5 pts.) Reader pg. 10; Text in photoshop, pp. 20-21</td>
<td>Watch “B Movie”</td>
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<tr>
<td>6 Oct 2</td>
<td>Principles of comp. Graphics, pp. 4-5 Text basics, pg. 21 Vanishing point filter, Pg. 19</td>
<td>Project 5 due by end: Project 6 – Post-Modern Collage (5 pts.) Quiz review, pp. 4-5, 7, 9</td>
<td>3. Photoshop – Text exercise (pg. 21 &amp; drop box)</td>
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<tr>
<td>7 O 9</td>
<td>Vector tools (pg. 22); Post-modernism (pg. 11) Quiz 1– Computer basics, readings/lectures</td>
<td>Project 6 due by end Project 7* – Tromp L’oeil piece (15 pts)</td>
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<tr>
<td>8 O 16</td>
<td>Selections, copy/paste and matting review, pg 18 More color correction, and matching, cast shadows</td>
<td>Rubber stamp/healing tool; Selection options, modify, feather, etc.</td>
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<tr>
<td>9 O 23</td>
<td>Project 7* file due by end of class</td>
<td>Critique project 7 @ start of class Introduce Animate/Flash, drawing/animation basics. Pg.25; Quiz review; Project 8* – Poem/song (15 pts.)</td>
<td>4. Animate/Flash – Drawing (drop box, pg. 25)</td>
</tr>
<tr>
<td>10 O 30</td>
<td>Classic tweens, Pg. 26 Introduce Project 8* – Poem/song (15 pts.) Quiz review, pp. 4-5, 10-11</td>
<td>Quiz 2 – Photoshop, animation and art history Text in Animate/Flash, work on poem/song. Panning, zooming and fading, “camera” technique. Pg. 27, 28; Text – Break apart and distribute to layers</td>
<td>Watch “Why Man Creates”</td>
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<tr>
<td>11 N 6</td>
<td>Sound in Animate/Flash: Pg. 30–32 iTunes/Audition/Audacity Text Pg. 29</td>
<td>Shape tweens, etc.</td>
<td>5. Animate/Flash – Bouncing Ball (drop box, pg. 26)</td>
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<tr>
<td>12 N 13</td>
<td>Publish settings – Pg. 29 Exporting, correctly outputting text and audio, Project 8* due by END of class as .SWF file Animate/Flash buttons Pg. 33 Introduce Final Project – interactive piece.</td>
<td>(Last day to drop with a “W” is 11/18)</td>
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<tr>
<td>13 N 20</td>
<td>Crit. P8. Buttons and interactivity how-to, Pg. 33</td>
<td>THANKSGIVING (off)</td>
<td>6. Animate/Flash – Buttons (drop box, pg. 33)</td>
</tr>
<tr>
<td>14 N 27</td>
<td>Drag&amp;drop, etc. Library and movie clips in Animate/Flash; Pp. 34-5</td>
<td>Student Presentations: Find a prototype/example for final project. Quiz review</td>
<td>7. Final Project prototype/work in progress due on Canvas.</td>
</tr>
<tr>
<td>15 D4</td>
<td>last week of regular class Data inundation and really big numbers; Generative art and web art</td>
<td>Quiz 3 – Interactivity/review</td>
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<tr>
<td>17 D 11-13 Finals</td>
<td>Tues Dec 12*, 9:40 – 11:40 a.m. Final Critique: Final project due (10 pts.)</td>
<td>(Projects are worth 5% each. Projects (7&amp;8) with an asterisk are worth 15 % of grade. Final project is 10%)</td>
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Course Objectives

Upon completion of the course, the student should be able to:
1. Analyze the Modern/Postmodern dynamic in computer art.
2. Create a digital image for output.
3. Digitize video for multiple output formats.
4. Create a simple interactive Computer Art program.
5. Apply the elements and principles of design in finished digital images and time-based works.
6. Create a portfolio of work demonstrating formal, conceptual, and technical development.
7. Produce digital images and time-based work through various digital media input and output methods using vector or raster-based software.
8. Examine and describe contemporary approaches, language, aesthetics and emerging media in digital art.
9. Safely handle and maintain digital imaging hardware and materials.
10. Evaluate and critique digital images and time-based works utilizing relevant terminology and concepts.

Course Content

Lecture Content
1. Modern and Postmodern art movements in Computer Art.
2. Contemporary art strategies applicable to digital imaging.
3. Contemporary art strategies applicable to digital video/animation.
4. Contemporary art strategies applicable to interactive structures.
5. Elements and principles of design as they relate to digital media.
6. Concept development as it relates to digital and time-based art.
7. The use of technology to create art through various digital media input and output methods.
8. Principles and uses of vector and raster-based software in the creation of digital art.
9. Characteristics of color in additive and subtractive color systems.
10. History, contemporary trends, language, aesthetics and emerging media as they relate to digital art.
11. Group and individual critiques of digital images utilizing relevant terminology and concepts.

Lab Content
1. Develop skills for the digital input, manipulation, and output of visual media.
2. Develop skills for the digitization of time based media.
3. Develop skills for authoring a basic non-linear interactive program.
4. Create art through various digital media input and output methods using vector or raster-based software.
5. Assignments focusing on the conceptual development in project-based digital images and time-based works.
6. Group and individual critiques in oral and written formats.