

# foundations of digital imaging and visualization

// introduction to digital content creation, manipulation, transmission, and critical inspection

<b>Description</b>	<b>AET306</b>	<b>Instructor</b>	<b>neal daugherty (kneel dock-er-tee)</b>
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format: foundations			hours: By Appointment

## context and objectives

By utilizing contemporary computer graphic software, digital capture and imaging devices, and a digital vocabulary of the artistic use of technology within our culture, this course's objective is to enable the student to make educated technological and conceptual decisions on how to explore and utilize the computer and digital technology within their own creative and technical career all focused by conceptual aesthetic development.

This course will develop concepts and skills by addressing assigned conceptual problems. These problems or "project modules" will help the student creatively consider the interaction of media, imagery, composition, content, and digital manipulation methods. Weekly individual technical and conceptual growth will be applied to each module and also factored into the student's final grade. The Work Ethic and Participation module grade will be for the instructor's use and is discretionary.

Research topics and readings are to be expected. Participation in assignments and class is expected and mandatory. Expect additional work outside of the specified class time. Expect additional Internet tutorials. With the exception of the grade and attendance policies, parts of this syllabus are subject to change with advance notice, as deemed necessary or appropriate by the instructor.

## project modules

These modules will be based on lectures, technical demonstrations, assignments, research and tutorials, and a creative project. Students will collaborate together in groups and also work individually on projects. In addition to the discussions of the formal conceptual and technical content of the class, broad dialogue may occur regarding technology and art and its social and historical context. This may include the expression of thoughts, experience and concepts of contemporary and historical individuals and events. Self-expression is to be expected and explored both visually and verbally.

**Sequence and Imagery** (Adobe Photoshop basics, image editing, image resolution theory, digital image/video capture, color space, and printing): Development of basic digital image editing skills with digital exploration into both static and temporal space. - **20% your cumulative grade.**

**Vector Space and Logotypes** (Adobe Illustrator, visual synthesis, vector vs. raster space, layout design and typography basics): Exploration into vector vs. raster file manipulation, digital file formats, digital multi-tasking. - **20% your cumulative grade.**

**3D Space and Presentation** (SketchUp, Adobe Photoshop, Adobe InDesign, Adobe Illustrator): Exploration into the basics of 3D space and presentation. - **20% your cumulative grade.**

**Temporal Space and Time** (Adobe Premiere Pro, non-linear digital video editing, digital cinematography digital presentation, and transmission): Exploration into digital video, capture, editing, manipulation, transmission and presentation in technical and creative capacities. - **20% your cumulative grade.**

**Animation and Motion** (Adobe After Effects, digital rotoscoping, 2D Animation, and storyboarding): Development of traditional and digital animation skills, keyframing and motion tracking, compression theory, digital animation work flows, and practical story boarding. - **20% your cumulative grade.**

**Work Ethic and Participation** (Critical Thinking, Individual Progress, and 'playing nice with others'): Development of a good work ethic, a learned vocabulary, digital multi-tasking applied to collaborative critical thinking and developed digital technical skills. Discretionary for determination of individual growth in both technical and conceptual thinking and application. This module will be on-going throughout the semester and **will be factored into your cumulative grade.**

**Canvas and course schedule:** In this class I use Canvas - a Web-based course management system with password-protected access through UT Direct - distribute course materials, to communicate and collaborate online, to post grades, to submit assignments, and to give you online quizzes and surveys. You can find support in using Canvas at the ITS Help Desk at 475-9400, Monday through Friday, 8 a.m. to 6 p.m., so plan accordingly.

## storage, media, service requirements & recommendations

Each student will need to purchase/have available the following for the course:

Personal Laptop (From your admissions advising)

Internet Access and a Working E-mail Address

Adobe Creative Cloud Master Collection

USB Flash/Thumb drive(s) and/or Portable External hard disk drive(s)

Cloud Storage Access (Dropbox, Google Drive, etc.)

Personal Sketchbook

**\*\*backup of your data is solely your responsibility and should be done daily to avoid loss of any work\*\***

## use of e-mail for official correspondence to students

All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. The complete text of this policy and instructions for updating your e-mail address are available at <http://www.utexas.edu/its/help/utmail/1564>

## grades and grading policy

Each student will receive seven module grades for the semester. The grades will be based on completion of particular projects and assignments throughout the duration of the course. Students will be evaluated on comprehension of specific terminology, grasp of course technology, presentation, aesthetic development and conceptual growth. Collaboration with others students will be expected and factors of attendance and class participation will be extremely important to each project's grade.

Grading in a creative course is inevitably subjective, meaning that the final evaluation of the work presented is based on how the criteria for the assignments is met and on the opinion of the instructor as to the work's quality. The following offers some of the criteria used in determining grades. Grades will be based upon the criteria of Concept, Technical Skills, Participation and Work Ethics, Presentation and Craft, and Critical Thinking.

**A+/-** means outstanding work exceeding the requirements in both quantity and quality. A clear and complete understanding of techniques and processes is evidenced. Significant participation in critiques has occurred. Finished and fully developed work is innovative and well presented.

**B+/-** means good work beyond the requirements. Good understanding of techniques and processes is evidenced. Individual approach has formed.

**C+/-** means average work. Requirements are met; projects are completed on time. Regular attendance is maintained. Adequate participation in critiques and understanding of techniques and processes is evidenced.

**D+/-** means poor work. Requirements barely met, understanding of techniques and processes lacking. Skill level low.

**F** means unacceptable work. Requirements not met. Little understanding of techniques or processes.

### Grading System Scale:

<b>A</b>	= 4.00	<b>C</b>	= 2.00
<b>A-</b>	= 3.67	<b>C-</b>	= 1.67
<b>B+</b>	= 3.33	<b>D+</b>	= 1.33
<b>B</b>	= 3.00	<b>D</b>	= 1.00
<b>B-</b>	= 2.67	<b>D-</b>	= 0.67
<b>C+</b>	= 2.33	<b>F</b>	= 0.00

## class attendance policy

Class attendance is a requirement (**being 20% of your total grade**) and use of the full class period is expected. 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. **Absentee grades under 80%** 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. No late work will be accepted. No incompletes will be given. If you feel you will not be able to complete all work on time, you should ask the instructor for a grade of Q or drop before the deadline for doing so passes.

**Q drop Policy** The State of Texas has enacted a law that limits the number of course drops for academic reasons to six (6). As stated in Senate Bill 1231: "Beginning with the fall 2007 academic term, an institution of higher education may not permit an undergraduate student a total of more than six dropped courses, including any course a transfer student has dropped at another institution of higher education, unless the student shows good cause for dropping more than that number."

## **university attendance policy: religious holy days**

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

## **documented disability statement**

Any student with a documented disability who requires academic accommodations should contact Services for Students with Disabilities (SSD) at (512) 471-6259 (voice) or 1-866-329-3986 (video phone). Faculty are not required to provide accommodations without an official accommodation letter from SSD.

## **academic honesty**

*University of Texas Honor Code*

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

## **behavior concerns advice line (BCAL)**

If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.




## **emergency evacuation policy**

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following policies regarding evacuation:

- Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building.
- If you require assistance to evacuate, inform me in writing during the first week of class.
- In the event of an evacuation, follow my instructions or those of class instructors.

Do not re-enter a building unless you're given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office.

SUN MON TUE WED THU FRI SAT

29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22  Syllabus Day	23	24	25
26	27  Intro to Module One	28	29  Tech Demo // Hands-On	30	31	1

Today



February 2020

Week

Month

Agenda



SUN MON TUE WED THU FRI SAT

26	27 Intro to Module One	28	29 Tech Demo // Hands-On	30	31	1
2	3 Lecture // Workday	4	5 Lecture // Workday	6	7	8
9	10 Tech Demo // Export	11	12 Module One Due Intro to Module Two	13	14	15
16	17 Tech Demo // Hands-On	18	19 Lecture // Workday	20	21	22
23	24 Lecture // Workday	25	26 Lecture // Workday	27	28	29

SUN MON TUE WED THU FRI SAT

1 Module Two Due	2 Intro to Module Three	3	4 Tech Demo // Hands-On	5	6	7
8	9 Lecture // Workday	10	11 Lecture // Workday	12	13	14
15	16 SPRING BREAK BEGINS	17	18 SPRING BREAK	19	20	21 SPRING BREAK ENDS
22	23 Lecture // Workday	24	25 Tech Demo // Export	26	27	28
29 Module Three Due	30 Intro to Module Four	31	1 Tech Demo // Hands-On	2	3	4



Today



April 2020

Week

Month

Agenda



SUN

MON

TUE

WED

THU

FRI

SAT

29

Module Three Due

30

Intro to Module Four

31

1

Tech Demo // Hands-On

2

3

4

5

6

Lecture // Workday

7

8

Lecture // Workday

9

10

11

12

13

Lecture // Workday

14

15

Tech Demo // Export

16

17

18

19

Module Four Due

20

Intro to Module Five

21

22

Tech Demo // Hands-On

23

24

25

26

27

Lecture // Workday

28

29

Lecture // Workday

30

1

2

SUN MON TUE WED THU FRI SAT

26	27 Lecture // Workday	28	29 Lecture // Workday	30	1	2
3	4 Lecture // Workday	5	6 Tech Demo // Export	7	8 CLASSES END	9
10 Module Five Due	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6