

# ARC 2513 INTRODUCTION TO DIGITAL MEDIA

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OFFICE HOURS: Monterrey 3.3080A-1 - Tuesday and Thursday 1:00-2:30

NOTE: This Syllabus is provided for informational purposes regarding the anticipated course content and schedule. It is based on the most recent information available as of the date of its issuance. It is as accurate and complete as is possible at this time. The instructors reserve the right to make any changes deemed necessary and/or appropriate. An effort will be made to communicate any syllabus changes in a timely manner. Students are responsible for being aware of these changes.

## Catalog Description:

(2-2) 3 hours credit. Prerequisites: Concurrent enrollment in ARC 2126 and ARC 2223 or IDE 2143. Introduction to 2-dimensional image processing, as well as 3-dimensional and 4-dimensional digital design media. Addresses design skills, principles, techniques, procedures, and knowledge of how digital media impacts the design process, profession, and design culture.

## Course Goals and Objectives:

This course teaches digital methods of creating visual information, and is designed to build those skills fundamental to understanding and communicating projects on multiple scales, from a hand held object or an installation to a building. Classes will observe and discuss techniques of effective visual communication and teach the methods and details of realizing such work using the computer. Students will learn to communicate using digital tools and learn to speak the graphical language of vector, layer, raster, anchor, mask, undo, outline, point, color palette, DPI, crop, nudge, surface.... For example: Students will learn to change a PDF into a DWG, work on it in AutoCAD or in a 3D software program, then take it to Photoshop where it will be rendered and combined with other images to effectively present a solution.

The following programs will be taught to allow the design and communication to be effective and elegant:

Adobe Photoshop (raster image manipulation and creation)

Autodesk AutoCAD (detail drawings and 3D creation)

## CIDA Criteria Addressed:

- Render in any medium, manual or computer generated, that successfully communicates the design intent.
- Communicate 3D space and form, such as in perspective and models.
- Communicate through alternative presentation techniques.
- Design composition.
- Presentation of color, materials, and furnishings.

## Course Schedule:

The length of the course is approximately 5 weeks long, meeting weekly for ten hours per week. There is a considerable amount of work to be accomplished in that amount of time. In order to meet the course goals and objectives each student must be committed and ready to work. Plus you must allocate time for work at home as this is an accelerated summer course, so time management is critical.

## Participation:

As a student in this class you are expected to **actively participate** in discussions and project development. Your grade is based on attendance as well as productivity.

## Attendance:

Students are expected to come to class on time. Missing more than 15 minutes of class may be considered an unexcused absence. Three unexcused absences will be allowed in this course. It is the responsibility of the student to follow up on missed classes and complete assignments as scheduled.

## Due Dates:

Work is expected to be complete at the time announced. Students will turn in all completed work to the instructor at the beginning of class. Late work as a result of excused absences will only be accepted at the next class period. Work turned in late will be lowered one letter grade per class period. The following week the instructor will return a report back to the student concerning the grade of the assignment. If a student knows they will be unable to attend class they may turn in the work to the front office anytime before class.

**Academic Dishonesty Policy:**

The University of Texas at San Antonio regards scholastic dishonesty seriously.

*"Students are expected to be above reproach in scholastic activities. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, the submission for credit any work or materials that are attributed in whole or in part to another person (without giving due credit to that person), taking an exam for another person, any act designed to give unfair advantage to a student or attempt to commit such acts."*

(Regents Rules of Regulations Part One, Chapter VI, Section 3 Subsection 3.2, Subdivision 3.22).

Since scholastic dishonesty harms the individual students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

**Required Materials and Tools:**

- Approximately 5 CD's for assignments and backups
- 1 USB memory stick jump drive, with a minimum of 2 GB of memory Note: An Apple iPod or equivalent MP3 player may be used
- Plotter paper will be required and may be purchased with other students

**Texts and Required Readings:**

The required readings for this course come from a variety of sources. Readings will be assigned to coordinate with the project schedule. Textbook –TITLE: Commercial Design Using AutoCAD 2010 (w/CD) ,AUTHOR: Stine, EDITION:2<sup>nd</sup>,COPYRIGHT YEAR:2009. Supplemental Handouts will be given during semester.

**Grading:**

Grading on each assignment is dependent upon the amount of exploration, quality of the exploration and the completion of the assignment.

**A** Outstanding Work - Exceptional Effort and Attitude. (This is work that is complete, on schedule and shows exceptional and creative solutions to the given problem and a comprehension of project goals and objectives.)

**B** Above Average Work - Above Average Effort and Attitude. (This work exceeds the minimum requirements with a good solution and comprehension of the project goals and objectives.)

**C** Average Work - Average Effort and Attitude. (This work meets the requirements with an appropriate solution and partial comprehension of the project goals and objectives.)

**D** Below Average Work - Little Effort and Poor Attitude. (This work barely meets the minimum requirements and does not present a decent solution and no comprehension of the project goals and objectives are shown.)

**F** Unsatisfactory Work – Lack of Aptitude for Design and Lack of Work (This work fails to meet minimum requirements and no comprehension of project goals and objectives are shown.)