

DART 430-1 COURSE SYLLABUS – Spring 2015

Course Code & No. - Section: DART430 - Section 1
Course Title (Credits): Advanced Digital Darkroom: Art & Advertising (3)
Term & Year: Spring / 2015
Course Ref. No. (CRN): 10085

Instructor: Chris Lanier
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Office: HAMC
Office Hours: TR 10:00-12:45 a.m.,
and by appointment

Class Meeting Time: MW 10:00am-12:45pm
Location: HAMC, Digital Lab
Class website: <http://sncdigitaldarkroom2.blogspot.com/>

Prerequisites (from Catalog): DART 230
Corequisites (from Catalog): none

Course Description

An overview of the way Art and Advertising have informed each other. We will engage in critical readings and project work that reflects on that fertile, and sometimes conflictual, interface. A variety of software will be used, including design, layout and video editing software.

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Utilize the latest in software technology within the digital arts lab environment
2. Define a sense of personal style
3. Recognize the work of major artists within art and advertising practice
4. Learn creative expression of ideas in a variety of forms
5. Identify output options for both print and screen mediums
6. Communicate with peers and effectively critique work
7. Organize ideas and images in relation to individual work

Methods of Assessing Student Outcomes

Student outcomes are measured by multiple projects during the term. These projects will be evaluated for the student's ability to demonstrate the principles covered in lecture, demonstration and discussion.

Instructional Strategies

This class will utilize lectures and demonstrations, small groups, individual work in class, inquiry learning, and homework assignments.

Required Texts and Materials

1. 1 GB jump drive, pack of CD-Rs
2. Handouts and web URL's

Attendance

If you miss more than three (3) classes without a written doctor's excuse, your grade will drop by one letter (i.e. from an A to a B). Your grade will drop by one letter for each missed class after that. If you are tardy by more than 20 minutes or leave class early by 30 or more minutes, this will count as an absence. If you are late (less than 20 minutes) to class you will receive a late mark, every three late marks will count as one unexcused absence.

Class Requirements:

Cell phones must be turned off or set to silent mode. You must ask permission to leave the classroom once class begins.

Sanctions for Cheating and/or Plagiarism**The Honor Code**

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

Students are evaluated on their projects, participation, attendance and overall continuous development. They are guided throughout their projects in technique, structure, content, and clarity of intentions as they relate to the final product. Response to critical feedback and contribution to group critiques is required as part of the process of artistic development. Projects will be evaluated based upon the successful resolution of artistic problems including elements of technical competency, artistic innovation, structure and aesthetics.

If you attend all of the classes, and do the assignments, you will have no problem in passing this class with a decent grade. You will be expected to be in class on time and ready to work. Participation is crucial, voicing your ideas, critiquing your peers and asking questions is part of the learning process

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

Digital Arts Lab Equipment

It is possible for you to borrow a digital camera while a member of this class. We will provide you with instruction and care for the digital camera, and allow you to check it out for two nights at a time. You will be responsible for returning the camera on the specified date. You will be required to complete a responsibility contract and uphold the rules regarding the use of Digital Arts Lab equipment. You must sign this contract each time you check out equipment. Due to the amount of students and demand for the camera, it is mandatory that the equipment be returned on time. Not doing so may result in others inability to complete their projects. The outcome of such will be a loss of privileges to individuals who abuse the time parameters as outlined in the responsibility contract.

Student Responsibilities

Leaving your work on the desktop will not be safe. It is recommended that you purchase a jump drive or CD-RW to store your work.

Assignments

Assignments are due the class after they are assigned, unless otherwise noted. In the case of projects, a due date will be presented with the project instructions. You are expected to have the project and assignments completed by this due date. Projects handed in late are subject to a one-grade penalty, per day. Work must be completed prior to the start of class, otherwise it will be considered late.

There will be many opportunities for you to work during your scheduled class time. I will be available to answer questions, look at work, and discuss problems at that time. You will be able to find me in the digital arts lab or office during my posted office hours, appointments are recommended. You can e-mail questions at any time, and I will try to respond to them as quickly as possible, usually within the day.

Contacting the Instructor

I pick up voice mail at most once each day – so email is preferred. I will respond as promptly as possible.

PRELIMINARY Class Schedule (Subject to change...)

This is a preliminary schedule of subjects to be covered. As opportunities arise, I reserve the right to alter the order and to add to or subtract from this syllabus.

Week 1

Introductions, “Merchants of Cool;” logo design and Adobe Illustrator.

Week 2

Logo design continued. Importance of fonts: “Helvetica” documentary.

Week 3

Vector Character design

Week 4

Image and Layout in Illustrator; comping up an ad.

Week 5

Poster design; presentation on a poster artist/movement.

Week 6

Poster design: production of poster for a local band.

Week 7

Street art: Interventionist Advertising and Art tactics. Shepard Fairey and Banksy; screening of “Exit Through the Gift Shop.”

Week 8

Video collage and “recycled” images

Week 9

Spring Break

Week 10

Video collage and “recycled” images – continued

Week 11

Digital Projection in public spaces

Week 12

Digital Projection in public spaces (cont'd)

Week 13

Digital tutorial student presentations.

Week 14

3D design in Photoshop

Week 15

Focus groups and art that panders.

Week 16

Selling yourself: self-presentation and portfolios.

Finals Week

The Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts

Professional Preparedness

Entrepreneurial Thinking

Sustainability