

Concepts of Visual Style
AET 339
19770

Bringing ones imagination to life has never been easier.

Spring 2017
MRH 3.124
TTH 3:00 PM- 4:30 PM

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Office Hours: Wednesdays 9 am -Noon, DFA 2.4

I. Rationale:

An exploration of digital art production, where students will learn tools and techniques to create a cohesive visual universe from scratch. Projects will focus on creating concept art for games, film, the internet and new media. Students will find and develop their own visual style and create a myriad of still image pieces for their digital and print portfolio.

II. Course Aims and Objectives:

Aims

This course teaches students to manifest ideas from thought to tangible reality in a digital space. Concepts of visual style will combine tried and true principles of design with digital art making techniques. There will be an emphasis on developing personal aesthetic craftsmanship.

Specific Learning Objectives:

By the end of this course, students will:

- Develop and Refine personal artistic voice
- Understand and apply basic principles of design in a digital art context
- Work within set project deadlines and parameters
- Be able to talk about and present work with an expanded art vernacular
- Understand collaboration as an important part of the creative process
- Evaluate the relationship between art history and its relationship to the current state of digital art

III. Format and Procedures:

This course will meet twice a week. During the first meeting, there will be a lecture that will include demonstration along with discussion. During the second class of the week, there will be group learning project with discussion. The in-class projects will review and practice the material covered from the week's first class meeting. Active participation in weekly in-class group projects will be a major component of the professionalism and participation component of student grades for the course that will comprise 20% of the final grade.

IV. Tentative Course Schedule: ***This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.*

Date	Main Topic(s)	Work to do at home to be completed <u>before</u> class	Evaluation
Jan 17,19	Course Introduction. Photoshop basics.	Setup blog for class project process. “Reblog 30 images that describe the vastness of your aesthetic.”	
Jan 24, 26	Focal Point, Scale, Proportion. Collaboration.	Project 01.	Present Aesthetic Blog
Jan 31, Feb 2	Balance and Rhythm. Digital Collage and the web.	Project 02	Project 01 Due
Feb 7, 9	Line vs Texture vs Pattern	Project 03	Project 02 Due
Feb 14, 16	Color Strategy	Project 04	Project 03 Due
Feb 21,23	Value	Project 05	Project 04 Due
Feb 28, March 2	Illusion of Motion	Project 06	Project 05 Due
March 7, 9	Positive/ Negative Space	Project 07	Project 06 Due
March 14,16	Spring Break	Spring Break	Spring Break
March 21, 23	Sequential Imagery	Project 08	Project 07 Due
March 28, 30	Using Type	Project 09	Project 08 Due
April 4, 6	Character Design	Project 10	Project 09 Due
April 11, 13	Using Perspective. Discuss Final Project.	Begin Final Project (Project 11)	Project 10 Due
April 18, 20	Design for Film and Games	Work on Final Project	
April 25, 27	Design for the Web and New Media	Finish Final Project	
May 2, May 4	Presentation of Final Projects	Present Final Project	Final Projects Due

Date TBA	Digital Demo Day	Final Project Presentations	During Finals Week
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Feedback Statement (to encourage students to respond to your requests for their feedback)

During this course I will be asking you to give me feedback on your learning in informal as well as formal ways, including through anonymous surveys about how my teaching strategies are helping or hindering your learning. It's very important for me to know your reaction to what we're doing in class, so I encourage you to respond to these surveys, ensuring that together we can create an environment effective for teaching and learning.

V. My Assumptions

It is my belief that with hard work and a little bit of patience, anyone can be good at digital art. The learning curve is slower for some than others, but do not be discouraged and you will get to where you want to be. With the projects we do in this course, I advise students to make something that they can get really excited about. Think about making short-term goals for your progress, and try to learn a new skill each day. The digital art process is very iterative, in that projects build upon one another, and many steps are repeated ad infinitum. With a firm plan in place, it will be easy to create a road map for success.

VI. Course Requirements:

1. Class attendance and participation policy:

- (a) Expected classroom behavior: take notes, ask many questions, and attend class for the entire duration. Make a solid effort on each project outside of class, so that you may have many questions to contribute to the discussion.
- (b) Cell phone use, including texting, is unallowable. Keep cell phones stored during the duration of class

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.

2. Course Readings/Materials:

- (a) Recommended Textbooks:
Understanding Comics, by Scott McCloud. ISBN: 978-0060976255
- (b) Supplies needed: Laptop computer capable of running Adobe photoshop.
- (c) Other supplies: Jump Drive for external storage and data backup. Wacom tablet highly recommended, as software will be much slower to use without one.
- Note: you may check out a drawing tablet at the Foundry.
- (d) To download free student version of Maya and Unity:
<http://www.autodesk.com/education/free-software/maya>
<http://unity3d.com/>
- (e) URL for course website: animationdrawl.tumblr.com
- (f) Your own personal art production blog (tumblr preferred)
-create the first week of class, send me the link

3. Assignments, Assessment, and Evaluation

- (a) Finished Assignments should be posted to canvas in the requested format before 9:00 AM on the Due Date
- (b) Late assignments will be lose 10 points for the first day late, 20 points if 2 days late, 40 points off if 3 days late, and so on, with point subtraction doubling for each day of lateness
- (c) Preliminary information on papers or projects, with due dates, shall be posted to canvas on the date of assignment

(d) List of assignments that will impact the final grade

Project 1: Focal Point and Scale

Project 2: Balance and Rhythm Collage

Project 3: Line

Project 4: Color

Project 5: Value

Project 6: Illusion of Motion

Project 7: Positive/ Negative Space

Project 8: Comic Book page

Project 9: Type

Project 10: Character Design

Project 11: Final Project

Attendance, Professionalism and Participation MISSING MORE THAN 3 CLASSES will result in an AUTOMATIC ZERO for this grade.

(e) This course will consist of 11 projects. Other than the final project, the distribution of weight towards the final grade is even, with each project worth 7% of the final grade. Each of these projects represents an important aspect of design.

(f) Any changes in the syllabus, such as project due dates, will be announced in class as well as on canvas.

4. Use of *Canvas* in class

In this class I use *Canvas*—a Web-based course management system with password-protected access at <http://canvas.utexas.edu>—to distribute course materials, to communicate and collaborate online, to post grades, and to submit assignments. 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.

VII. Grading Procedures: Grades will be based on:

Project 1: Focal Point and Scale (7%)

Project 2: Balance and Rhythm Collage (7%)

Project 3: Line (7%)

Project 4: Color (7%)

Project 5: Value (7%)

Project 6: Illusion of Motion (7%)

Project 7: Positive/ Negative Space (7%)

Project 8: Comic Book page (7%)

Project 9: Type (7%)

Project 10: Character Design (7%)

Project 11: Final Project (10%)

Attendance, Professionalism and Participation (20%):-→MISSING MORE THAN 3 CLASSES will result in an AUTOMATIC ZERO for this grade.

IX. Academic Integrity

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.

X. Other University Notices and Policies

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>.

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. *(Note to Faculty: Details of a student's disability are confidential. Faculty should not ask questions related to a student's condition or diagnosis when receiving an official accommodation letter.)*

- Please notify me as quickly as possible if the material being presented in class is not accessible (e.g., instructional videos need captioning, course packets are not readable for proper alternative text conversion, etc.).
- Please notify me as early in the semester as possible if disability-related accommodations for fieldtrips are required. Advanced notice will permit the arrangement of accommodations on the given day (e.g., transportation, site accessibility, etc.).
- Contact Services for Students with Disabilities at 471-6259 (voice) or 1-866-329-3986 (video phone) or reference SSD's website for more disability-related information:
http://www.utexas.edu/diversity/ddce/ssd/for_cstudents.php

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>.

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.”

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.



