

AVT 180

NEW MEDIA IN THE CREATIVE ARTS

www.petzrick.com/180

Fall 2017 | AB 1022
Monday & Wednesday
12:00–1:15pm **Section 009**
1:30–2:45pm **Section 001**
3:00–4:15pm **Section 002**

Paul L. Petzrick
ppetzric@gmu.edu

COURSE DESCRIPTION

This course will investigate and present current computer technologies with special attention and focus on artistic and design applications. Emphasis is placed on employing computers for creation and research. An overview of software, operating systems, peripherals, and 2D graphics will be covered. We will focus on Adobe InDesign, Adobe Illustrator and Adobe Photoshop on the Macintosh platform. No previous computer experience is necessary.

OBJECTIVES

This course seeks to prepare students to apply basic computer skills to the creative process in order to develop artistic applications in the field of Graphic Design. Students will develop aesthetic sensibility and become familiar with design principles. While software expertise requires long periods of regular use, students will develop a good foundation for future learning and creation.

COURSE CONTENT

Digital copies of this syllabus, project sheets, the course schedule, and other content will be distributed digitally via the course website. The website will be updated with project-specific content, resources, and schedule changes (if required). Students are expected to utilize the course website to stay up-to-date on all course-related content.

Projects/assignments will test the skills and techniques taught in class. Throughout the semester, students will conduct creative research related to their projects and are expected to utilize external graphics vendors as needed. If reading/viewing assignments are given, students should be prepared to discuss these assignments during class periods. Quizzes may be given, depending on class participation. There will be a mid-term exam related to classroom instruction and discussion. A final project will reflect the technical skills accumulated throughout the course. Students are encouraged to join professional design organizations such as **AIGA** and the **Graphic Artist Guild**.

MASON CORE REQUIREMENT

This class fulfills a Mason Core requirement for Information Technology.

IT goal: The purpose of the information technology requirement is to ensure that students achieve an essential understanding of IT infrastructure encompassing systems and devices; learn to make the most of Web and other network resources; protect digital data and devices; take advantage of latest technologies; and become more sophisticated technology users and consumers. IT courses will fulfill a majority of the following learning outcomes:

1. Students will be able to use technology to locate, access, evaluate and use information, and appropriately cite resources from digital/electronic media.
2. Students will understand core IT concepts in a range of current/emerging technologies and learn to apply appropriate technologies to a range of tasks.
3. Students will understand many of the key ethical, legal and social issues related to information technology and how to interpret and comply with ethical principles, laws, regulations, and institutional policies.
4. Students will demonstrate ability to communicate/create/collaborate effectively using state-of-the-art information technologies in multiple modalities.
5. Students will understand essential issues related to info. security, how to take precautions and use techniques/tools to defend against computer crimes.

OPTIONAL TYPOGRAPHY BOOK
Bringhurst, Robert, *Elements of
Typographic Style* (any edition)

TEXTBOOKS

This course has no required text. All necessary content will be instructed in the classroom, however, it is each student's responsibility to stay caught up. Students may utilize supplemental references of their choice, such as the **Adobe Classroom in a Book** series (most recent edition, correct software version). **Lynda.com** is also highly recommended.

SOFTWARE/HARDWARE

Students need access to the Adobe Creative Suite (minimum version: CS6) outside of the classroom. Students may purchase discounted software from Mason's **Patriot Tech**, subscribe to Creative Cloud, or utilize the Computer Arts Lab (Art & Design Building, top floor). Students may use laptops, but must be prepared to transfer their work to a classroom computer when requested. Students may need to *save down* work or use markup language formats to ensure compatibility. Students may use Adobe software for the PC, however, the course will be taught on the Mac platform. Lab computers reset daily—all files saved on a lab computer (including installed fonts) will be removed.

DIGITAL PORTFOLIO

Throughout the semester, projects and assignments will be added to a digital portfolio stored on a USB drive. Two versions of each project/assignment are required: the original native file (.AI, .PSD, or .ZIP of InDesign package) and a PDF. All files (excluding packaged InDesign content) should be named using the following convention (all lower case, underscores, no spaces): avt180_last name_first initial_project/assignment# (i.e. *avt180_murphy_a_project1.zip*).

SUPPLIES

- ◆ **reliable, labeled USB drive (minimum: 8 GB)**—USB drive must be dedicated to digital portfolio only, logically organized, and formatted for use on Mac OS. Students are encouraged to purchase a new drive, as many USB drives develop problems as they age. Label must be printed, and include student's full name and G number. **Any problems with USB drive or failure to follow instructions will impact project/assignment grades.**
- ◆ portable disc space (flash drive or external drive) for working files
- ◆ drawing/note-taking supplies (sketchbook, various pencils/sharpeners, etc.)
- ◆ other materials, as assigned/required by project (varying by concept)
- ◆ DVD(s)—A non-returnable DVD(s) of all final projects/assignments must be turned in at the final class. Creative presentation of DVD (case, label, etc.) will be part of the grade. **(no paper disc labels)**

CRAFT SUPPLIES RESOURCE
Supplies are available at **Plaza Art**.
3045 Nutley St. Fairfax, VA 22031

The remaining supplies will be utilized for project presentation later in the semester (introduction to craftsmanship from a design perspective). These supplies, and their purpose, will be reviewed in class (not needed immediately).

- ◆ Super Black single-ply mounting board **(no foam core)**
- ◆ tracing paper and cover sheet for project presentation
- ◆ spray mount, double-sided tape, eraser
- ◆ 18" metal ruler, X-acto™ knives/blades
- ◆ white cotton gloves, bone folder (fine tip), cutting pad/self-healing cutting mat, very fine sandpaper **(optional)**

GRADING POLICY

The final course grade will be determined by projects/assignments (60%), the midterm (10%), the final project (10%), and participation/professionalism (20%).

Projects will be graded using the following criteria as appropriate:

- ◆ **concept**—originality, creativity and effectiveness of the solution
- ◆ **execution**—strength of work, visual impact and aesthetic beauty, and demonstration of having learned necessary technical computer skills
- ◆ **craft/presentation**—quality of overall presentation, including digital components (file organization, following submission instructions, correct display resolution, etc.) and quality of physical craftsmanship (when applicable)

Students will receive a participation grade for every class period. Failure to follow class policy will result in a *zero* grade for that specific class period.

CLASS POLICY

Your attendance, participation, and professionalism are critical to successful completion of the class. You must be on time and prepared—no exceptions. Studios are dynamic, educational environments and provide resources and learning opportunities that cannot be made up by other means.

- ◆ Students must attend all classes, arrive on time and stay for the duration.
- ◆ Students who do not arrive at the listed class start time will be marked tardy.
- ◆ Three tardies equals one absence.
- ◆ Students who arrive 20 minutes late or more will be marked absent.
- ◆ Students who leave before class dismissal will be marked absent.
- ◆ **Four or more** absences will result in a reduced or failing course grade.
- ◆ **No excused absences.** If absent, you are responsible for missed material.
- ◆ **Projects/assignments will not be accepted late.** All projects/assignments are due before class begins on the specified date.
- ◆ All lab policies must be followed, including *no food & drink in the lab*—**no open containers of food.** Beverages must be kept away from the computers.
- ◆ Students must return from breaks by the time indicated by the instructor.
- ◆ Communication devices and laptops must be on silent during class.
- ◆ Poor behavior/participation will result in a zero participation grade.

Students who frequently fail to follow class policy or violate the *student code of conduct* will have overall grade reduced and/or will be asked to leave class.

E-MAIL POLICY

- ◆ Students must use Mason e-mail only, no exceptions.
- ◆ E-mail header must include: AVT180.[three digit section number] last name, first name (i.e. *AVT180.001 Murphy, Alex*)
- ◆ E-mail should not be used as a substitute for the classroom. Significant classroom time will be dedicated to instruction and critique. If a student misses class, it is their responsibility to obtain missing material. Students are encouraged to buddy-up with other classmates in case they need help.

IMPORTANT DATES

TBD

Consortium Registration Deadline

August 28

First day of class; last day to submit Domicile Reclassification Application; Payment Due Date

September 4

Labor Day, university closed

September 5

Last day to add classes—all individualized section forms due

Last day to drop

(no tuition penalty)

September 19

Last day to drop

(33% tuition penalty)

September 29

Final Drop Deadline

(67% tuition penalty)

September 25–October 20

Midterm progress reporting period (100–200 level classes)—grades available via **Patriot Web**

October 2–27

Selective Withdrawal Period (undergraduate students only)

October 9

Columbus Day recess (Monday classes/labs meet Tuesday. Tuesday classes do not meet this week)

October 27

Incomplete work from spring/summer 2017 due (instructor)

November 3

Incomplete grade changes (spring/summer 2017) due (Registrar)

November 22–26

Thanksgiving recess

December 9

Last day of classes

December 11–12

Reading Days—Reading days provide students with additional study time for final exams. Faculty may schedule optional study sessions, but regular classes/exams may not be held.

December 13–20

Exam Period (begins 7:30 a.m.)

December 23

Degree Conferral Date The Winter Graduation Ceremony will be held of Thu December 21.

UNIVERSITY/SOA POLICY

ARTSBUS CREDIT & POLICIES

Fall 2017 **Sep 23, Oct 21, Nov 18**

You are responsible for knowing and following Artsbus policies/rules. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for important information regarding policy. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment. **If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300.** Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

VISUAL VOICES LECTURE SERIES

Fall 2017 **Aug 31; Sep 14; Oct 5, 19; Nov 11**

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Lectures are held Thursday evenings, 7:20–9:00 p.m. in Harris Theater. <http://soa.gmu.edu/visualvoices/>

STUDENTS WITH DISABILITIES & LEARNING DIFFERENCES

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide your instructor with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

CELL PHONES

In accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

COMMITMENT TO DIVERSITY

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

STATEMENT ON ETHICS IN TEACHING & PRACTICING ART & DESIGN

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to

the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

OPEN STUDIO HOURS

SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

OFFICIAL COMMUNICATION, GMU EMAIL

Mason uses e-mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

ATTENDANCE POLICIES

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

HONOR CODE

Students in this class are bound by the Honor Code and are responsible knowing the rules, as stated on the George Mason University website' Academic Integrity page (<http://oai.gmu.edu/the-mason-honor-code-2/>). "To promote a stronger sense of mutual responsibility, trust, and fairness among all members of the Mason community, and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code: **Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.** Mason's Commitment: To create an environment that is innovative, diverse, entrepreneurial, and accessible—helping you avoid accidental or intentional violations of the Honor Code."

WRITING CENTER

Students in need of intensive help with grammar, structure or mechanics in their writing should make use of the Writing Center (Robinson A116, 703-993-1200). Services are available by appointment, online and, occasionally, on a walk-in basis. The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe/Microsoft) through Training and Certification; visit itraining.gmu.edu to see the workshop schedule and sign up.