



## COURSE SYLLABUS

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Office Hours: by appointment (T/TH)

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**COURSE TITLE:** New Media in the Creative Arts  
**COURSE NUMBER:** AVT180 | 3 Credits

**DAY/TIME:** Section 005, Tues & Thurs 4:30-5:45; Room 1022  
Section 006, Tues & Thurs 5:55-7:10; Room 1022

**SESSION/YEAR:** Spring 2019

**COURSE DESCRIPTION:** New Media in the Creative Arts will show you how to use current computer technologies specific to artistic and graphic design applications.

This class will teach you **Adobe InDesign, Illustrator, and Photoshop** on the Macintosh. You do not need any prior knowledge of Adobe software to complete this class.

**COURSE OBJECTIVES:**

- Learn to use main tools such as the pen tool in Illustrator to create vector images
- Learn main tools in Photoshop to create simple yet effective collages, learn masking, layers, etc.
- Learn how to create a spread in InDesign bringing in the vector images and the collage...

Through lecture, studio and computer lab time, students will learn design principles using Adobe software on the Macintosh platform. Students will develop a series of projects from rough schematics to final presentation for their portfolio. Students will be expected to research and utilize external graphic vendors and professionals, and are strongly encouraged to join professional design organizations such as AIGA ([www.aiga.org](http://www.aiga.org)) and ADCMW ([www.adcmw.org](http://www.adcmw.org)).

**MASON CORE REQUIREMENT:**

**This course satisfies a Mason Core Foundation Requirement for Information Technology**

Information technology and computing can significantly augment humans' ability to produce, consume, process, and communicate information. Thus, students need to understand ways to use such technology to enhance their lives, careers, and society, while being mindful of challenges such as security, source reliability, automation, and ethical

implications. These factors have made it essential for students to understand how to effectively navigate the evolving technological landscape. IT courses offered in the majors may focus on disciplinary applications and concerns of information technology.

IT courses meet the following learning outcomes:

- Students will understand the principles of information storage, exchange, security, and privacy and be aware of related ethical issues.
- Students will become critical consumers of digital information; they will be capable of selecting and evaluating appropriate, relevant, and trustworthy sources of information.
- Students can use appropriate information and computing technologies to organize and analyze information and use it to guide decision-making.
- Students will be able to choose and apply appropriate algorithmic methods to solve a problem

**REQUIRED TEXT:**

**None if you come to every class and are excellent at taking notes.** Otherwise do get yourself a Photoshop, Illustrator and InDesign book for the version of the software you'll be using.

**MATERIALS:**

**Please have the following materials handy at all times:**

- Removable media for storage and archiving work (flash drive or external hard drive)
- Paper and pens/pencils for notes and sketching
- Mounting boards: 11x14 (6); 15x20 (1)
- Paper adhesive such as Spray Mount, Studio Tac or Rubber Cement
- Xacto knife with sharp blades (extra blades as well)
- Ruler

**WHAT YOU NEED TO  
SUCCEED IN THIS CLASS:**

**Do I need to buy the software?**

Buying the software for your own computer is encouraged but not required, as it is much easier to work on your projects on your own computer, use your own fonts, color palettes, etc. Keep in mind that you will need to work on assignments, homework and projects outside of class. Therefore, buying the software is highly recommended.

Patriot Computers sells Adobe software at the (cheaper) academic price. The Creative Cloud subscription, while good for only a year, will probably be the most cost-effective for you, especially if you are planning on taking more graphic design classes.

You should also know that there is a computer lab at the top of the stairs on the second floor of the School of Art building that you are free to use on a first-come first-served basis. Plan your time carefully as the lab gets full during busy periods, especially around exam time!

Note: If you buy Adobe Creative Cloud on your computer and need to also work on any machine with Adobe CS6, you will need to "save down" your work to a CS6-friendly version. The procedure to do this is different in each program.

**Can I use my PC?**

Yes, you may purchase a PC version of the Adobe software to work on your own.

**Can I install fonts on the classroom machines?**

No.

**How do I save my work on the classroom machines?**

Do NOT keep your work stored on the classroom computers, as they are cleaned periodically and there is no guarantee that your work will still be there for the next class. Keep your work on a flash drive or an online service such as Google Drive or Dropbox. I recommend using at least two methods for backing up purposes. Emailing files to yourself is highly **discouraged**.

**I need to miss class, am I going to miss anything important?**

Yes. If you have to miss class or come in late, you are responsible for reviewing the materials for what you missed.

**How do I turn in work?**

Assignments will be posted onto Blackboard. To submit work for full credit, you will need to upload your original file (Photoshop, Illustrator, InDesign) as well as an exported PDF (Portable Document Format) copy of all work onto the computer. I will go over this when things are due.

**NEVER rely on emailing your work and then downloading.** If this does not work and you do not have your work at the start of your class, you receive a zero for homework.

**What's a critique and what do I have to do?**

On days when assignments are due you are required to bring in your project (the final files required and your printed piece).

We will look at your work and point out what makes your work a success and what needs more work.

**When are Prints due? How do I print my work?**

I will announce when prints are due. The School of Art has a Print Studio (down the hall) that is available for you to print your work, however they need 48 hours lead time in order to print your work, so please keep this in mind when you are on a deadline. You are responsible for printing your own work and bringing it to class on the **START** of the appointed day.

**What do I have to do to get a good grade?**

In order to get a good grade, you need to show up to every class on time. Students are required to attend all class meetings, to arrive on time, and to stay for the duration of the class period.

Students are required to notify the professor by email if they will be absent. Students are required to send the professor their preferred email address so that the professor is able to contact them.

**Participation** is 20% of your entire class grade. You will receive the total of 20% toward the final grade if you are in class for each scheduled session and have participated in all class work. Lack of participation during any class will reduce this 20% portion of your total class grade proportionally. Failure to participate in **FIVE** of the scheduled classes will result in loss of 20% of your total grade. For each absence, a student will lose 4% of their final grade. An absence may be excused (to avoid drop of participation grade), at the discretion of the professor, if a student has an extenuating circumstance that caused the

absence, such as an illness, hospitalization, etc. In such a case, the student must provide proper documentation, such as a doctor's note, etc. in order to be excused.

**Furthermore, arriving more than 5 minutes late on 3 separate occasions (unexcused)** for class, or leaving before the end of class, will result in a loss of 4% from their final grade (considered 1 absence).

It is a student's responsibility to make up any missed information due to absences. Any of the following constitutes a "0" for participation for the class session:

1. Arriving more than 5 minutes late to class
2. Leaving before the end of class
3. Not being in class to participate
4. Taking breaks passed the time indicated by the professor
5. Cell phone ringing in class without prior authorization by the professor
6. Inappropriate behavior and/or lack of participation in class activities, to be determined by the professor. Students in violation of the student code of conduct in the student handbook will be asked to leave the class.

\*Note: deduction of 4% will only be applied after 3 occurrences.

**Note:** Failure to come to class prepared with all assignments and required materials within the first 5 minutes of class will result in a "0" for participation for that class session which will impact the student's course grade.

In order to get a good grade, you also need to follow the instructions on assignments/exercise/projects – read directions carefully.

Throughout the semester you will complete 3 projects, a midterm, and many in-class assignments and quizzes on readings and videos read or viewed outside of class. The assignments in class are to orient you to the tools and techniques used to create your projects. Projects will need to be submitted electronically in two versions: an original file (formats: .ZIP, .AI, .PSD) plus an exported PDF version. I need PDF versions in case you use fonts and/or images that I cannot access from my machine. You can easily make PDF files from all three programs we will be learning, but the procedures vary.

All assignments/exercises/projects are due **before** class begins on the specified date.

### **What if I have questions?**

Questions are encouraged! You can ask me in person or email me. Don't EVER assume anything. Clarify it with me. Give me 24-48 hours to reply. When emailing me please write your name, the class and the section you are in on the subject line. You may email me at the Gmail account as well.

### **GRADING:**

|                          |     |
|--------------------------|-----|
| Attendance/Participation | 20% |
| Assignments/Exercises    | 20% |
| Midterm                  | 10% |
| Photoshop Project        | 15% |
| Illustrator Project      | 15% |
| InDesign Project         | 20% |

Students will receive a handout for each assigned assignment/exercise/project, and must hold onto this, as it will explain the expectations and specs. All work that is incomplete or does not follow specs will have points deducted.

## **GRADING DEFINITION:**

**A:** An A is a high honor grade, which is reserved for exceptional students who have excelled in the production required for the class in either visual or written form. The work leaves little or no room for improvement. The structure is complete; the content is clear and substantial. In addition, the student has participated actively and helpfully in class critiques. The student sees many sides of an issue, integrates ideas previously learned and anticipates the next steps in the progression of ideas. The A student is an example for others to follow.

**A-:** An A- is a high honor grade, which represents work of excellence. The focus is clear. While the work is substantial there is room for slight improvement in form, content or technique.

**B+:** A B+ is an honor grade, which represents very good work- just shy of excellence. All areas of skill or knowledge have been grasped but perhaps not fully exploited. The potential for excellent work is visible. The work is complete, the focus is clear, but the work requires some refinement in form, content or technique.

**B:** A B is an honor grade, which is given to students who demonstrate a solid understanding of the assignments given and have produced work of considerable achievement. The B student is an active listener, and accomplishes more than the minimum work required. The work is good; the focus is clear, however some areas though grasped, have not been used, developed or exploited. A 'B' should be considered a high grade given to students of great potential that have specific areas to be developed.

**B-:** A B- is an honor grade, which represents essentially good work where areas of form, content and/or technique need to be more fully realized or examined. The material is understood, though the focus is not entirely clear.

**C+:** A C+ is an average grade, which demonstrates a satisfactory comprehension of the subject. C + work accomplishes the minimum requirements with only basic competency and momentary flashes of insight.

**C:** A C is an average grade, which demonstrates a satisfactory comprehension of the subject matter, accomplishes the minimum requirements, displays little initiative, communicates orally and in writing at an acceptable level, and generally has an acceptable understanding of all basic concepts. However, while there is understanding, the student has not yet found a way to make the material his or her own.

**C-:** A C- indicates work that is just acceptable. Significant development needs to occur in more than one area.

**D:** The quality and quantity of work in and out of class is below average and unsatisfactory. Several major areas of work have not been understood.

**F:** An F is a failing grade, which is given to student who have been absent from class 5 or more times and/or have not produced the work required. The work does not qualify the student to progress to a more advanced level.

**All grades are FINAL.** If any student is not receiving the grade are aiming for please speak to the professor early on in the quarter.

**LATE WORK:**

Late assignments, exercises and projects will not be accepted without valid documentation. The same goes for the midterm. If you are absent during the midterm exam, you must present valid documentation in order to make-up the exam. (Any deviation from this policy will be extremely rare and at the discretion of the professor).

Each assignment, exercise or project will have specific guidelines stated for their deadlines. Work due must be ready prior to date and time specified.

Computer crashes, failure of backing up work, forgetting work at home, not finishing on time, files erased from lab computers, and other excuses will not be accepted. If you are facing an emergency and are unavailable to be in class, you are responsible of notifying the instructor prior to the class time (in person, by phone, or email) in order to discuss a possible alternate arrangement. Students must take full responsibility for their work and deadlines.

**Deadlines and Submission of Work**

**Assignments, exercises and projects are due before the beginning of class unless otherwise indicated.** Assignments, exercises or projects not turned in at the time they are due will receive a grade of an "F." You are required to turn in all materials and files related to each project on time. **Late work will not be accepted.** You will turn in all files related to your assignments in the proper area indicated by the professor.

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**UNIVERSITY AND  
SCHOOL OF ART  
POLICIES:**

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.

**STUDENTS WITH  
DISABILITY AND  
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 me 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.

**OFFICIAL  
COMMUNICATION  
VIA GMU E-MAIL:**

Mason uses electronic 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.

**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.

**STATEMENTS ON  
ETHICS IN TEACHING  
AND PRACTICING ART  
AND 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.

**ArtsBus:**

Dates for Spring 2019: February 23<sup>rd</sup>, March 30<sup>th</sup>, April 13<sup>th</sup>

**ArtsBus CREDITS  
AND POLICIES:**

- Each student must have up to 5 AVT 300/Artsbus credits before graduation. 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. Please go to the Artsbus website: <http://artsbus.gmu.edu> "Student Information" for additional, very important information regarding Artsbus policy.
- 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:**

**Dates for Spring 2019:** January 24<sup>th</sup>, February 21<sup>st</sup>, February 28<sup>th</sup>, March 7<sup>th</sup>

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

**ATTENDANCE  
POLICY  
ABSENSES AND  
TARDINESS:**

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, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously. No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, *A Writer's Reference*.) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, "When in doubt, cite."

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

**WRITING CENTER:**

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center 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 and Microsoft) through Training and Certification; visit [itraining.gmu.edu](http://itraining.gmu.edu) to see the schedule of workshops and to sign up.

**IMPORTANT  
UNIVERSITY DATES:**

|   |                           |
|---|---------------------------|
| Martin Luther King Day (no classes)   | Mon Jan 21                |
| <b>First day of classes</b> ; last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed   | Tue Jan 22                |
| <b>Last day to add classes</b> —all individualized section forms due  | Tue Jan 29                |
| Last Day to Drop ( <b>with 100% tuition refund</b> )  | Feb 5                     |
| <b>Drop period begins with a TBD refund percentage</b>  | <b>Feb 6</b>              |
| Final Drop Deadline ( <b>TBD tuition refund percentage</b> )  | Feb 12                    |
| <b>Student Self-Withdrawal</b>  | February 13 – February 25 |
| Immunization Record Deadline  | Thu Mar 1                 |
| Midterm progress reporting period (100-200 level classes)—grades available via <a href="#">Patriot Web</a>  | Mon Feb 18 – Fri Mar 22   |
| <b>Selective Withdrawal Period (undergraduate students only) (100% tuition liability)</b>   | February 26 – March 25    |
| Spring Break  | Mon Mar 11 - Sun Mar 17   |
| <b>Incomplete work from Fall 2018 due to Instructor</b>   | Fri March 29              |
| <b>Incomplete grade changes from Fall 2018 due to Registrar</b>   | Tue April 2               |
| Dissertation/Thesis Deadline  | Fri May 3                 |
| <b>Last day of classes</b>  | Mon May 6                 |
| <b>Reading Days</b><br>Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held. | Tue May 7                 |
| <b>Exam Period</b> (beginning at 7:30 a.m.)   | Wed May 8 – Wed May 15    |
| <b>Commencement</b>   | Fri May 17                |
| <b>Degree Conferral Date</b>  | Sat May 18                |

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SoA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed), LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds after the last day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

## CLASS RULES:

- Please turn your cellphones off or set them to silence.  
**Put them away and NOT on your desk.**
- **No texting in class.** This is an hour-long class please check it after class.
- You must complete all given projects in order to pass this class.
- ALWAYS check your email for latest assignments and due dates.
- Exchange numbers or emails with two other students in case you miss class.  
Ask them to take proper notes for you.
- In case of snow or icy conditions check your emails and the art office for cancellations.
- If you miss a class, you MUST come to the next class **prepared** with all homework.  
Ask classmates for what you missed and get caught up.
- 20% of your grade is participation. If you miss 5 classes your grade starts at a B. If you miss more than 5 classes, you will fail this course.
- **In case I am late for class and/or I have cancelled class, I will send all students an email in advance. The main office will be contacted and they will place a note on the door letting students know whether I am running late or if class has been cancelled.**
- Have respect for everyone in the class.