George Mason University
Department of Art and Visual Technology
Course Syllabus

Class
New Media in the Creative Arts: AVT180-005

Instructor
Greg Eckler
Office Hours: By Appointment Tuesday/Thursday
Class meeting days and time: T/Th 9:00–10:15 a.m.

Location
Art and Design Building 1022

Course Description
New Media in the Creative Arts 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. No previous computer experience is necessary. Exploration of a range of computer applications will be stressed, and project work will incorporate skills acquired using these applications. We will focus on Adobe InDesign, Adobe Illustrator and Adobe Photoshop, and may also look at web applications. We will draw upon GMU's extensive technological resources to explore

This course satisfies a General Education Foundation Requirement for Information Technology. The purpose of the information technology requirement is to ensure that students achieve an essential understanding of information technology infrastructure encompassing systems and devices; learn to make the most of the Web and other network resources; protect their digital data and devices; take advantage of latest technologies; and become more sophisticated technology users and consumers.

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 continue to develop aesthetic sensibility and use computer tools ethically for communicative and research purposes. While advanced expertise with any of the programs we look at comes only after a year or more of daily use, students will develop a good foundation for future learning and creation.

Required Materials
Textbooks (Optional)
Adobe, A*dobe Photoshop CS6 Classroom in a Book*, Adobe Press, 2012.

Adobe, *Adobe Illustrator CS6 Classroom in a Book*, Adobe Press, 2012.

Adobe, *Adobe InDesign CS6 Classroom in a Book*, Adobe Press, 2012.

Materials
Removable media for storage and archiving work such as a flash drive, portable hard drive, or Dropbox account; paper and pens/pencils for notes and sketching; **SKETCHBOOK**; mounting board; paper adhesive such as Spray Mount or Studio Tac; Xacto knife with sharp blades; Cork-backed ruler; Self healing mat or access to cutting surface; (other materials to be determined throughout the quarter for specific assignments).

Performance Requirements, Critiques, and Class ParticipationEvaluation

Due to the dynamics of the course your attendance, participation and punctuality are critical to your successful completion of the class. You must be on time—and prepared—with no exceptions. Not being properly prepared with required assignments is considered an absence from the class. Final projects are due at the beginning of class. Projects turned after the start of class are automatically reduced 1/2 letter grade. Late projects will be docked 1 letter grade per day. If compelled to miss a class, you must email/ask me with an acceptable explanation within 12 hours to be excused. If absent, you are responsible for materials covered in class. Please "buddy-up" with a classmate for this information. Two un-excused absences will gravely effect successful completion of the course. Excessive tardiness will also affect your final grade (3 unexcused late arrivals equals an unexcused absence). Personal communication devices must be turned to "silent mode" and put away.

Final critiques may last one or two class periods. Be prepared to participate in the entire final critique. Individual and group critiques will be held at each stage of a project. Students who fail to have adequate work to present will lose a valuable opportunity to learn, which will also directly affect their grades. Students must be prepared for class to be counted as present, i.e. having all necessary supplies and computer files, and sketchbook with you. Please participate in discussions, offer considered criticism, and challenge my opinion.

Grading Scale (Overview of Grading Stadards)

Project requirements will differ. Grading on each project will be out of 100. These are the criteria that you will be graded upon:

• Deadlines

• Process & Sketches

• Class Participation/Critique

• Specs

• Concept

• Execution

The final semester grade is determined by:

• Projects (70%)

• Software mastery (10%)

• Class participation (10%)

• Attendance and professionalism (10%)

A non-returnable DVD(s) of all final projects must be turned in at the final class. Creative presentation of the DVD (i.e., case, labeling, layout & design) and menu screen will be part of the grade.

All projects should be labeled with the following naming convention. First Initial Last Name - AVT180 - Project#. (i.e. FLastname-AVT180-Project1).

Grading Scale (Overview of Grading Stadards)

A. Superior execution; maximum originality; excellent concentration and initiative; cooperative with peers; excellent judgment; superior attitude and dedication; highly imaginative, original, and experimental; very consistent in work ethic; significant improvement. "A" work is not merely competent, but daring!

B. Strong execution and originality; adequate concentration and initiative; cooperative with peers; good attitude, dedication, and judgment; imaginative and experimental; consistent in work ethic; noticeable improvement.

C. Average execution, concentration, organization, and attitude; some imagination and originality; lacks some consistency in work ethic; some improvement.

D. Poor execution and improvement; limited originality; little concentration and organization; poor judgment; evades responsibility and cooperation; lacks work ethic, concentration, organization

F. Fails to execute to minimum standards, insignificant improvement; no originality; minimum concentration and organization; evades responsibility and cooperation; no work ethic.

Course Outline

WEEK 1-4: INDESIGN, INTRODUCTION TO THE COMPUTER
Week 1 Introduction to the Course • Mac/Lab Overview • Technical Lecture: Mac OS, Intro to InDesign as a typesetting/art creation medium. • Creating documents, text boxes.

Assignment 1: Design a text-only business card, envelope, and letterhead for yourself in InDesign (it may be personal or for business). *Due week 3.*

Week 3 Critique of letterhead project, • Controlling text: size, leading, tracking, tabs, picture boxes.

Assignment 2: Using a phrase or slogan you like (it may be something you have written) create an 11" x 17" poster. The poster must be visually engaging even though you use only text. *Due week 4.*

Week 4 Critique of poster project, • Creating multi-page, multi-column documents, defining colors, master pages.

WEEK 5–7: PHOTOSHOP
The Photoshop working space, advantages and disadvantages of Raster art, learning the tools, image creation and modification, defining colors, color spaces.

Assignment 3: Photomanipulation. *Due week 7.*

WEEK 8: Spring Break

WEEK 9–11: ILLUSTRATOR
The Illustrator working space, advantages and disadvantages of vector art, learning the tools, Building simple shapes, Illustrator's text tools, importing, the pathfinder, exporting.

Assignment 4: Image Reconstruction. *Due week 11.*

WEEK 12–15: INTERMEDIATE INDESIGN, FINAL
Assignment 5: T-Magazine. Produce a final project that incorporates all three programs studied.
Final due last day of class

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.

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 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.

ArtBus

The dates for Spring 2013 ArtsBus trips are:
February 23, 2013
March 23, 2013
April 20, 2013

For AVT degree requirement - students 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

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.

January 24	Syllabus Review	
February 7	Anne Harris	MisAppearing
February 14	Dean Kessmann	Meander, Materiality, and Meaning
February 28	Kevin Wyllie	Finding reverse to go forward Learning to question fashion before we build.
March 7	Alyce Myatt	Media, Art & Money: Alyce's Adventures in the Screen(s) Trade

Important Deadlines

Last Day to Add	January 29
Last Day to Drop (No Tuition Penalty)	January 29
Selective Withdrawal Period	Feb 25 – March 29

Incomplete work from Spring 2013 due to instructor   March 29

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.

Students with Disabilities 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 Communications via GMU email

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.

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, 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.