

# DMA 100 – Digital Foundations

UNM Valencia, Digital Media Arts  
Fall 2013

updated 8-2013

Tuesday | Thursday, 1:30pm – 2:45pm

UNM Learn Enhanced Course

**Professor: Alexa Wheeler**

[alexa08@unm.edu](mailto:alexa08@unm.edu)

Campus Office Hours: W - 2:30 - 4:30 & by appointment

Virtual Office Hours: by email, text, IM, and by appointment for live chat  
\*\*see "How to Contact the Instructor" below

Office: Business & Technology Building Rm. 110A

## Course Description

This course is designed to provide students with a fundamental working knowledge of the technical, aesthetic, and conceptual aspects of creating digital artwork using a variety of tools in the Adobe Creative Suite Design Premium. Lectures, demonstrations, discussions, and other content will introduce various issues of design and design principles, as well as the software needed to accompany these problems. Assigned projects, readings, presentations, and group critiques will assist in a critical understanding better preparing the student for continued study in the digital media arts.

## Objectives

- Demonstrate excellent understanding of the foundations of digital imaging and creation as it applies to all the digital media tools by understanding major developments in graphic arts as they have occurred throughout time and developing a familiarity with the variety of media available in the graphic arts and understand the limitations and opportunities offered by these various materials and techniques.
- Develop a good working knowledge of the basics of the Adobe Creative Suite: Illustrator, Photoshop, Dreamweaver, and Flash
- Demonstrate an excellent understanding of the components of art and design (balance, unity, line, composition, color theory, visual rhythm, etc...), and use this language to discuss, debate, and create.
- Demonstrate an excellent understanding in the concepts of visual principles and design
- Enhance your ability to think visually and communicate your ideas as such.
- Perfect your ability to discuss and defend your work in relation to concepts, ideas, techniques, processes, and experiences.
- Demonstrate an excellent understanding of the components of art and design (balance, unity, line, composition, color theory, visual rhythm, etc...), and use this language to discuss, debate, and create.
- Gain an excellent working knowledge of the Mac computer and it's operating system

## Required Online Subscription

**lynda.com Online Video Tutorial Library**

**See "Class Schedule" below for which libraries to access throughout the semester**

Available free of charge to UNM students at: [lynda.unm.edu](http://lynda.unm.edu)

## Student Responsibilities/Attendance/Participation

### Student Responsibilities:

- Students must have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the TLC. Required pre/co requisite is IT 101: Computer FUNdamentals. Students that fall behind due to lack of basic computer skills will be dropped.
- Bring a USB Flash Drive (at least 4 GB) to every class. Make sure it is clearly labeled with your name on it. Always keep a back-up of ALL classwork.
- Have a UNM email to access UNM Learn:
  - o Students will access supplemental information, class agenda/syllabus, and their grades through UNM Learn at <https://learn.unm.edu>. Just enter your NetID and your password. You must set-up a UNM email account (<https://netid.unm.edu>) if you do not already have one.
- If you have a disability, please inform me of your needs as soon as possible to ensure that your needs are met in a timely manner.
- Students must access required subscription to Lynda.com to succeed.
- Cell phones need to be muted during class times. If you must receive a call, leave the lab before you answer. No phone conversations in the studio. No web browsing, email, or text messaging during lectures, demos, discussions, or critiques.
- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES!!!**

### Attendance/Participation:

- Students are required to complete all projects on time, participate in scheduled critiques/class discussions, and maintain a safe, respectable, positive lab environment.
- Students are required to attend class, arrive on time, remain present until the end of class, and be prepared for each day's work. More than three absences without prior consultation may result in a failing grade or a drop from the class. Leaving early or arriving late three times results in one absence.
- If you have not attended class for three consecutive class periods and have made no attempt to text/email/IM/contact me, you WILL be dropped.
- Students who do not attend the first week of class will automatically be dropped.
- Students will need to work a few hours each week in addition to the scheduled class times. Open lab hours will be announced

## Grading Policy

### Grading:

- Grading is based on a timely completion of course assignments, the quality of individual technical and critical development, conceptual progress, personal commitment and the ability to work in a community studio setting. Personal commitment involves regular attendance, consistent effort, completion of work, participation in critiques and class discussions, and the general willingness to try. Make each project meaningful to yourself!
- Each assignment will culminate in a critique, which will consist of pinning up your work and/or projecting your completed work in class for all to see. All due dates will be announced in the YELLOW BOX on UNM Learn, as well as on the syllabus. No full credit will be given for any late work. If an assignment is not presented on time, an automatic 0 will be issued. You will need to make arrangements with me if you are planning to make-up the work, and a fair grade will be issued once the work has been submitted, presented, and critiqued, minus an automatic one letter grade deduction.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, and incomplete may be issued.

## Grading Breakdown

### Semester Requirements:

Projects (4) 100 points 25 points each

### Make-Up/Extra Credit:

Extra Credit 10 points maximum for the semester

Points will be added up and a letter grade will be issued according to the following scale:

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

## How to Contact the Instructor

### Weekly Office Hours:

- Office Hours are held weekly on-campus and virtually.
- On campus, the office hours are W - 2:30 - 4:30 & by appointment
- Virtually, reach me any other time through email , text, IM (see below).

### Email:

- I prefer all email to be from the internal UNM Learn class email. How to email through UNM Learn is clearly explained in the "Getting Started" Learning Module. I will check this UNM Learn email regularly and will respond to all emails within 48 hours, and usually sooner.
- Although less preferred, you can email me at [alexa08@unm.edu](mailto:alexa08@unm.edu). In the Subject Line of the email, ALWAYS write your full name and class number. For example – "Laurie Anderson DMA 100"

### Instant Messaging:

If I am available to talk, I will set my status to online. You will first need to set up an account with the following services, then you can use these IM services:

#### Google Talk - "alexatoast"

Set up a Gmail account: [gmail.google.com](http://gmail.google.com)  
Email me with your gmail address: [alexatoast@gmail.com](mailto:alexatoast@gmail.com)  
I will add you & you add me to your buddy list  
GOOGLE TALK HELP: <http://www.google.com/support/talk/?hl=en>

#### Yahoo Messenger – "alexatoast"

Download Yahoo Messenger:  
Mac: <http://messenger.yahoo.com/download/>  
PC: <http://messenger.yahoo.com/download/win/>

Once successfully downloaded, open the program. Add me to your contacts by clicking on the "+" at the bottom left of the screen. My Messenger ID is – [alexatoast@yahoo.com](mailto:alexatoast@yahoo.com)

AIM (AOL instant messaging) – "alexawheeler"

Skype – "alexatoast"

Download a Skype account:

Mac: <http://www.skype.com/download/skype/macosex/>

PC: <http://www.skype.com/download/skype/windows/>

Once successfully downloaded, open the program. You can "call" me by typing – alexatoast – in the search bar.

SKYPE HELP: <http://www.skype.com/help/guides/>

### **Text:**

You can also reach me **BY TEXT ONLY** at: 505-515-1055. I WILL NOT answer phone calls and ask that you please NEVER LEAVE A MESSAGE!!! Any messages left by students will be deleted and will not constitute an attempt at communication. In the event of an absence, you will be counted unexcused if you only left a message and made no other written attempt at communication. I prefer all communication between instructor and student outside of class time to be in written format for this class. If you must reach me or have an emergency, USE: email, IM, text, or my office phone (if needing to leave a message – as a last resort) at 925-8702.

## Support Information, Resources, & Tutorials

### **Open Studio Time – Digital Media Arts Open Lab & Darkroom:**

- Located in Room 123A in the Business & Technology Building (directly in front of the current B&T open computer lab Room 123). You will need to enter the lab through the current B&T computer lab and sign-in to use the computers.
- Monday through Thursday 8:00am to 8pm
- Friday 8:00 am to 5pm

### **Support for UNM Learn:**

- o - UNM Learn help: [http://UNM\\_Learninfo.unm.edu/student/](http://UNM_Learninfo.unm.edu/student/).

### **DMA / UNM Valencia Tutoring Services:**

- We are proud to have our very own DMA tutor available for Digital Media Arts specific courses! You can walk-in or if you prefer to make an appointment during these times, please call the Learning Center at 925-8900.
- Custom tutoring services are available through The Learning Center <http://www.unm.edu/~tutor/>. Even online tutoring is available!

**Other tutorials:** I will post a number of links to video tutorials in UNM Learn for this course.

### **Instructor Support:**

- Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

### **Community Support:**

- We will have a HELP FORUM discussion board in the UNM Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.

## **Project 1: Illustrator**

### **Objective:**

Familiarize students with tools in Illustrator and the investigation into elements of design and color theory. Consider the use of color, and what it means to work within a distinct color family. Learn how to organize, manage, save, and print files. To understand what a logo is, and what elements are needed to brand a company.

### **Process:**

For this and all upcoming projects, you will be using one consistent theme throughout the work. You need to pick a theme for the entire semester, and stick with it. This project will ultimately become the logo in your banner (photoshop project). Design and illustrate a logo for either a real or fictitious company. Choose a product to market for this company, and create a package design (letterhead, envelope, business card) that incorporates the logo. Incorporate all technical requirements as listed below. Consider: How does the typography enhance the design? What graphics will really depict your company? Do the product and the packaging have a harmonious relationship? Yes? No? Why?

### **Technical Requirements:**

1. Document must be 5.5" x 5.5"
2. Use at least three of the shape tools – NO LENS FLARE!!
3. Constrain the proportions of at least 1 shape
4. Create at least 1 Object Group
5. Include at least 3 logically organized layers in your design
6. Apply strokes and fills to at least 3 objects using the Appearance Panel
7. Apply at least 1 effect to an object (or group) using the Effects in the Appearance Panel
8. Live trace at least 1 object using File>Place
9. Use text at least once (can be text on a path)
10. Gradient - optional
11. You may find the need to: refine curves, cut paths, join paths, erase paths, and add and remove anchor points as you work on these requirements for your illustration
12. Save as an Illustrator file (.ai) and also a .pdf
13. If you choose, you may turn in a "simple" logo – one that does not fulfill all of these requirements, as well as a "complicated" logo that does fulfill all of these requirements. You NEED to like this logo as it will stick with you the rest of the semester!

## **Project 2: Photoshop**

### **Objective:**

To introduce Mac OS and Photoshop. To introduce hardware: computer, printer, scanner. Familiarize students with basic tools in Photoshop and many basic elements of design and color theory. To understand the basics of concept and "series" in the visual arts. To begin digital manipulation.

### **Process:**

This project will ultimately become the banner for your Dreamweaver website. You could consider: advertising a product (yours, real, fictitious), marketing yourself (designer, artists, illustrator, landscaper, photographer), helping out a friend or family member to market their business, pick a department on our campus that needs a new look, selling an invention, publicizing an event, etc... Be creative!

## **Project 2: Photoshop, continued....**

### **Technical Requirements:**

1. Create a new document
2. Resolution of 300 pixels/inch
3. Width of 1024 pixels, and height of 225 pixels
4. Must merge at least two separate photos together – can include logo design
5. Must include at least 3 complicated selections brought in from another image(s) or source(s), including any combination of the Magic Wand tool, the Lasso tool, the Quick Selection tool, a Quick Mask, and/or the Pen tool. All three of these selections MUST be saved as Alpha Channels with your document.
6. All elements must be organized logically onto separate layers, at a minimum of 5 layers for the project, with unique naming
7. Must use at least two adjustment layers: 1 levels or curves, 1 of your choice in the Adjustments panel
8. At least 1 of the adjustment layers must not include the entire image, and must therefore be based on a selection
9. Must include at least 1 text layer
10. Use the Clone Tool or Spot Healing Brush tool - optional
11. Save your file "For the Web", Photoshop PDF, and native PSD (turn in 3 formatted files). The native PSD file MUST include all layers (no flattening) in the appropriate network folder.
12. Print one for critique – optional extra credit

## **Project 3: Flash**

### **Objective:**

Familiarize students with the tools and practices of importing, drawing, and creating shapes, artwork, and animations in Flash. To understand the basic ingredients of the interface: creating new documents, saving files, testing animations, tools overview, color palette, swatches, tweens, masks, guide layers, and layers in general. To create a basic animation in an environment.

### **Process:**

Continuing the theme of your semesters' long series, create a short animation highlighting an unusual idea behind your chosen topic. This will ultimately become a side banner animation on your website!

### **Technical Requirements:**

1. New ActionScript 3.0 document
2. A 200 x 200 stage measured in pixels (or you can animate your banner at 1024 x 225)
3. Frame rate of 24 fps
4. Animation must be from 30 seconds to 1 minute
5. Create at least 2 shapes using the Merged Drawing model that have been manipulated with the selection tool
6. Create at least 2 shapes using the Object Drawing model that have been manipulated with the selection tool
7. Create or combine at least 1 shape using the line, pen, and pencil tools
8. Create at least 1 shape, or part of a shape, by Combining Objects
9. Export your movie as a Quicktime and an SWF
10. Place 3 files in your network folder for this project: the SWF, the Quicktime, and the original Flash document

## **Project 4: Dreamweaver**

### **Objective:**

To design, develop, and publish a website with recommended design practices using Dreamweaver.

### **Process:**

For this project, you will be putting together at least a 2 page website continuing the theme you have chosen. You will use the image you made in Photoshop for Project 1 as the banner for this website. Consider the emotional use of color!

### **Technical Requirements:**

1. Create a new HTML document – can be a built-in Dreamweaver template
2. Size of the website must be 1024x768
3. Must have at least a 2 page website based on a template you create and with proper page Titles
4. Must include one editable region (content area)
5. Must include page navigation (links)
6. Must include a consistent banner and footer area. Footer area must include a copyright.
7. Must have a different content image on each of the two pages with proper ALT tags
8. Must have either a background pattern (beware!) or color
9. Must have one external link
10. Must have one email link
11. All links must be styled, and not be the Dreamweaver default blue/purple
12. Insert your flash animation in the sidebar (or banner if you chose to do so above)
13. Does not have to be uploaded live, but can be if you wish, time permitting.
14. Save in your network folder – must have good file management and “root” folder directory.

# Course Schedule

## Fall 2013:

Semester begins Monday, August 19  
Semester ends Saturday, December 7

## HOLIDAYS:

Fall Break: October 10 - 11  
Thanksgiving Break – November 28 - December 1

<b>Dates</b>	<b>Schedule</b>	<b>Online Tutorials (lynda.com)</b>	<b>Projects</b>
<b><u>Week 1</u></b>	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Review Syllabus</li> <li>• Review UNM Learn</li> <li>• Lecture</li> <li>• Equipment Overview</li> <li>• Supplies Overview</li> <li>• Lynda.com</li> <li>• Networking in the classroom</li> </ul>	Illustrator CS4 Essential Training:  <b>Chapters 1, 2, 3</b>	
<b><u>Week 2</u></b>	<ul style="list-style-type: none"> <li>• Demo – Key Illustrator Concepts, Creating Documents, Interface, Basic Drawing, Basic Path &amp; Text Editing</li> <li>• Work time</li> </ul>	Illustrator CS4 Essential Training:  <b>Chapters 4, 5, 6</b>	
<b><u>Week 3</u></b>	<ul style="list-style-type: none"> <li>• Demo – Understanding Appearances, Working with Groups and Layers, Saving and Printing</li> <li>• Work time</li> </ul>	Illustrator CS4 Essential Training:  <b>Chapters 8, 9, 16</b>	
<b><u>Week 4</u></b>	<ul style="list-style-type: none"> <li>• <b>Project 1 Critique</b></li> <li>• Work Time</li> </ul>		<b>Project 1 Due:</b> Illustrator
<b><u>Week 5</u></b>	<ul style="list-style-type: none"> <li>• Demo – Photoshop Interface, Basics</li> <li>• Work time</li> </ul>	Photoshop CS4 Essential Training:  <b>Chapters 1, 3</b>	
<b><u>Week 6</u></b>	<ul style="list-style-type: none"> <li>• Demo – Selections, Layers, Photo Manipulation</li> <li>• Work time</li> </ul>	Photoshop CS4 Essential Training:  <b>Chapters 4, 5, 6</b>	
<b><u>Week 7</u></b>	<ul style="list-style-type: none"> <li>• Demo – Photo Adjustments, Photo Retouching</li> <li>• Work time</li> </ul>	Photoshop CS4 Essential Training:  <b>Chapters 7, 8</b>	



<b><u>Week 8</u></b>	<ul style="list-style-type: none"> <li>Demo – Painting, Text, Output (printing)</li> <li>Work time</li> </ul>	Photoshop CS4 Essential Training: <b>Chapters 10, 11, 15</b>	
<b><u>Week 9</u></b>	<ul style="list-style-type: none"> <li><b>Project 2 critique</b></li> </ul>		<b>Project 2 Due:</b> Photoshop
<b><u>Week 10</u></b>	<ul style="list-style-type: none"> <li>Demo - Getting Started, Drawing, Working with Text and the Timeline</li> <li>Work time</li> </ul>	Flash CS4 Professional Essential Training: <b>Chapters 1, 2, 3, 5</b>	
<b><u>Week 11</u></b>	<ul style="list-style-type: none"> <li>Demo – Publishing and Exporting</li> <li>Work time</li> </ul>	Flash CS4 Professional Essential Training: <b>Chapters 16</b>	
<b><u>Week 12</u></b>	<ul style="list-style-type: none"> <li><b>Project 3 critique</b></li> </ul>		<b>Project 3 Due:</b> Flash
<b><u>Week 13</u></b>	<ul style="list-style-type: none"> <li>Demo – Getting Started, Dreamweaver Interface, Site Control, Creating New Documents</li> </ul>	Dreamweaver CS4 Essential Training: <b>Chapters 1, 2, 3, 4</b>	
<b><u>Week 14</u></b>	<ul style="list-style-type: none"> <li>Demo – Working with Images, Creating Links</li> <li>Work time</li> </ul>	Dreamweaver CS4 Essential Training: <b>Chapters 8, 9</b>	
<b><u>Week 15</u></b>	<ul style="list-style-type: none"> <li>Work time</li> <li>Finalize and refine all projects for final web page presentation</li> </ul>		
<b><u>Week 16</u></b>	<ul style="list-style-type: none"> <li><b>Project 4 critique</b></li> </ul>		<b>Project 4 Due:</b> Dreamweaver & Final Presentation