

# ART 200 : ART MEDIA VISUAL : FALL 2009

instructor: craig ashby  
email: craig@csun.edu  
class website: www.csun.edu/~craig/200/

## OFFICE HOURS:

mw 1215-145pm in the courtyard, by email appointment.

## OVERVIEW:

this course is a prerequisite for some upper-division non-general education studio art courses. it is a survey of the computer based electronic technology used by visual artists and designers. projects explore the creative potential of basic program options and experience how each relates to the new electronic media environment.

## SOFTWARE:

photoshop cs3, illustrator cs3, indesign cs3, imovie 08

## ASSIGNMENTS:

there will be 14 projects throughout the semester. students will generally have time to work on them during each class period, but they will often require time outside of class to complete properly. more complex projects will be given more time.

a copy of all projects will be uploaded to the class image account on the date due, the original files will be kept until the end of the semester. in addition to the shorter projects, there will be a midterm practical and final project. part of the final project will be a printed portfolio of your work throughout the semester, so keeping a copy of all projects is very important.

there will be at least 3 graded critiques during the semester.

## ATTENDANCE:

students are expected to attend all class meetings. if you do not attend the first two class meetings, the attendance policy states you have lost the right to attend this class unless you have notified the instructor that the absence is temporary. **YOU MUST FORMALLY WITHDRAW FROM THIS CLASS, IMMEDIATELY.** Failure to withdraw will result in the instructor assigning you a grade of "U" which, in computing a student's grade point average, counts as an "F".

attendance is required and is a strong determinant to the students' success in the course. each 3 non-excused absences will result in a lowered final grade by a full grade. students arriving more than 30 minutes late will be marked absent. 2 tardies will count as 1 absent.

students will be held responsible for any information and deadlines given (for instance: if a deadline for an assignment is changed in class, and the update does not make it onto the web site, the in class change stands) in class regardless of whether or not the student is in class.

lectures, demos and handouts are not repeated for absences, lates, or early leaves. if absent, late or early leave, get lecture and demo notes from students in the class. do not ask the instructor for a recap of materials covered in class during your absence.

## GRADING:

project grades will be issued on a numerical scale, based on the following criteria: strength of concept (originality), use of principals taught in class and aesthetics. each criteria is evaluated based on a point system: 10= excellent, 8= good, 6= average, 4= weak, 2= poor, 0= not shown, for a total of 30 possible points for each assignment.

final course grades are issued based on a straight percentage, broken down as follows:

45% weekly projects, 20% midterm practical, 30% final project, 15% participation.

## LATE WORK:

late project grades will be accepted for 1 week past the due date, but will be reduced by one half grade per class meeting. the midterm and final projects are mandatory and cannot be turned in late.

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## SUGGESTED/OPTIONAL TEXTS:

visual quickstart guide: photoshop cs3

visual quickstart guide: illustrator cs3

## SUPPLIES:

usb flash drive for work in progress (at least 1GB)

cd-r and/or dvd-r for backup and turning in work

optional: external firewire/usb 2.0 drive

## EMAIL:

your csun email account is considered an official means of contacting you. if you regularly use another account, please forward your csun mail to your preferred account. login to [www.csun.edu/webmail](http://www.csun.edu/webmail) and select "options," then "forwarding." input your preferred email address and click "start."

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## WEEK 01:

### MONDAY

course introduction

### chapter 01: geometry #1, linear drawing

assign project 01: my house

### WEDNESDAY

### chapter 02: geometry #2, bezier curves

assign project 02: tracing pretty shapes

## WEEK 02:

### MONDAY

### chapter 03: vectors vs pixels

### chapter 04: resizing & cropping

assign project 03: making things fit

### WEDNESDAY

### chapter 05: restoring visual information

curves and levels

assign project 04: making things look  
good

## WEEK 03:

### MONDAY

no class: labor day

### WEDNESDAY

### chapter 06: contrast, color, focus

post-production interpretation

assign project 05: making them even  
better

## WEEK 04:

### MONDAY

### chapter 07: create a realistic composite

basic techniques

assign project 06: an unlikely scene

### WEDNESDAY

continue project 06

## WEEK 05:

### MONDAY

### chapter 08: create a surrealist composite

more compositing techniques

assign project 07: surrealism

### WEDNESDAY

continue project 07

## WEEK 06:

### MONDAY

projects 07 + 08 crit

### WEDNESDAY

### chapter 09: mechanical abstraction

assign project 08: mechanical  
abstraction

## WEEK 07:

### MONDAY

continue project 08

### WEDNESDAY

### chapter 10: digital / analog

the limits of digital technology

assign project 09: blendorama

## WEEK 08:

### MONDAY

continue project 09

### WEDNESDAY

assign project 10: midterm practical  
(2 parts)

## WEEK 09:

### MONDAY

review midterm proposals/sketches

continue project 10

### WEDNESDAY

review midterm proposals/sketches

continue project 10

## WEEK 10:

### MONDAY

project 10 crit

### WEDNESDAY

logos: trace

assign project 11: the pen tool strikes  
back

## WEEK 11:

### MONDAY

idioms: extract, trace and combine

project 12: return of the pen tool

### WEDNESDAY

assign project 13: montage

## WEEK 12:

### MONDAY

continue project 13

### WEDNESDAY

no class: veteran's day

## WEEK 13:

### MONDAY

### chapter 11: indesign

assign project 14: final

(2 parts)

### WEDNESDAY

output

continue final

## WEEK 14:

### MONDAY

review final progress

continue final

### WEDNESDAY

review final progress

continue final

## WEEK 15:

### MONDAY

review final progress

continue final

### WEDNESDAY

review final progress

continue final

## WEEK 16:

### MONDAY

review final progress

continue final

### WEDNESDAY

final crit

## FINALS WEEK:

return final projects

syllabus subject to change

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## STUDENT AGREEMENT

by signing below, I acknowledge that:

1. I have been given and read a syllabus for Art 200: Art Media Visual.
2. The class attendance and grading policy have been both given to me in writing within the syllabus and verbally explained. I am aware of this policy and have been given the chance to ask any questions I have about it.
3. I agree to abide by the student conduct code as defined by the California State University at Northridge, located online at: <http://www.csun.edu/a&r/soc/studentconduct.html>
4. I realize that excessive absences may result in dismissal from this class, failure, or an "unauthorized withdrawal" (U). I will be responsible for dropping this class if I find that I am unable to attend.

Student signature: \_\_\_\_\_

Name (Please print first, middle and last): \_\_\_\_\_

Student ID #: \_\_\_\_\_

Date: \_\_\_\_\_