MAGD220 Drawing For Digital Media   Asst. Professor A. Bill Miller

Section 1 T/Th 8:00-10:45pm CA2051 – Fall 2017
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office hours: M&W 10-2pm & appt
motion capture studio: F 9-12pm

Course Description

This course is designed to help students develop drawing skills including technical drawing for 2D and 3D animation. The course content will include creation of cartoon drawings, study of realistic drawing, study of environmental drawing for cartoon stories. The major software covered in this class will be Adobe Illustrator.

Course Objectives

- Develop basic drawing skills from observation like contour and linear perspective
- Develop ability to draw with the use of digital tools
- Understand digital image types Bitmap and Vector
- Explore drawing processes in relation to animation techniques
- Explore personal voice and expression through digital drawing techniques
- Investigate historical and conceptual perspectives of digital media

Performance Objectives

A student who successfully completes MAGD220 will demonstrate the ability to:
- Create inventive solutions with assignments, projects, and software
- Create visually compelling drawings, illustrations, and compositions
- Use art, design, and digital media vocabulary terms effectively while communicating visual ideas
- Demonstrate understanding of the use of digital tools for aesthetic expression of concept

Course Units of Study & Projects

- Point-By-Point: Pen Tool Methods
- Shape Build: Shape and Pathfinder Methods
- Brush and Expand: Brush Tool and Path Modification
- Character: Use vector drawing methods and design principles in character development
- Environment: Build dynamic composition for level design and screen layout
- Interface: Develop concept for menu screen, interface elements, and branding
- Animation: Explore motion through simulated game play action

Course Policies

Student e-mail Policy

E-mail to the instructor should be treated as a formal communication and should be respectful of the student/teacher relationship. Use only your UWW e-mail and address the e-mail using your full name. E-mail to the instructor is not an instant or text message to your friend, always include a subject and mention the course number/name in the message.

D2L & Course Website

Course Website : http://www.master-list2000.com/teaching/MAGD220
D2L: http://www.uww.edu/desire2learn/
The course will involve the use of two websites for delivery of course content, gameful learning approach, and course management. The course website will contain course materials and documents including notes, links, project and assignment examples, calendar, and various other content. D2L will be used for managing our discussion forums, dropbox for submitting files, and grading of submitted work.

Academic Integrity & Digital Art

One exciting aspect of digital art is the fluidity with which an artist or designer can combine images and information from various sources. In the interest of strengthening your skills as artists and designers I encourage you to create and use your own original artwork. "Sampling" or "appropriating" work other than your own is allowed in class for educational purposes as long as you attribute all sources used, including images and text from the Internet. Cases of academic dishonesty will be handled strictly. For digital artwork, it is dishonest to present any work, in part or whole, as your own without proper citation or credit. If you have questions regarding proper or improper use of material, please ask the instructor. Any writing or discussion forum posting required in the class will equally be held to academic integrity standards.

_____University Statement

The University of Wisconsin-Whitewater is dedicated to a safe, supportive and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination and Absence for University Sponsored Events (for details please refer to the Schedule of Classes; the "Rights and Responsibilities" section of the Undergraduate Catalog; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Catalog; and the "Student Academic Disciplinary Procedures (UWS Chapter 14); and the "Student Nonacademic Disciplinary Procedures") (UWS Chapter 17).

_____Lab Protocol, Lab Hours & Printing

Each lab workstation allows you to login with your UWW NET-ID Account. The lab is shared with other courses and it is imperative that equipment is treated with respect and consideration. This includes logging out at the end of each class session and cleaning your physical workspace. All student work should be saved on external devices (flash drive, etc) and backed up regularly. You may not eat or drink in the lab.

Lab hours will be posted outside the room. The lab may be available for work time when there is not a class in session. Do not interrupt other class sessions taking place in the lab. Students may also use the General Access Labs provided by iCIT : http://www.uww.edu/icit/labs/

There is a B/W printer available in the lab for printing storyboards, sketches, notes, and other documents. Versions of project work will be printed in color. High quality digital prints can be made with Art and Design Lab Monitors by appointment (more info TBA), and the Media Lab at Andersen General Access Lab L1008. More information on campus printing can be found here: http://www.uww.edu/icit/services/ga-labs

_____Cell Phone & Surfing

Silence or turn off all cell phones during class sessions. Refrain from text messaging while class is in session. Refrain from unnecessary surfing during class sessions (facebook, etc). Class time should be spent on class related material.

_____Deadline & Critique

The requirements for course assignments and projects, critiques, work sessions, and final submission will be included on the course website. Students are responsible for having their work ready for critique and feedback as outlined in the course calendar. It will be possible to submit assignments as they are completed with feedback and assistance given during in-class work sessions. Projects will be available at specific times and will have a more specific due date. There are approximately twenty-four assignments, but all assignments do not need to be completed to successfully complete the course. There are four required projects and one that is optional. Neglecting to submit assignments or projects will severely impact the final grade in MAGD220 because you will not be awarded points for work not submitted.

In the event that a project is incomplete or not complete to your satisfaction, it should still be submitted by deadline. Deadlines and due dates will not be extended for individual students. An incomplete project will receive a lower score. All submitted work, complete or not, will be assessed according to the same objectives with the possibility to resubmit for reevaluation. All students may elect to complete, rework, or revise and then resubmit any project or assignment. Resubmitted work will be evaluated again and adjustments made to the awarded points. Project/Assignment scores may be discussed by appointment during office hours. Students unable to attend a class session where work is due may submit online through D2L.

Information on grade appeals, complaints, and grievances may be found at
http://www.uww.edu/cac/academics/gradeappeals

Students are expected to attend each class. Class sessions are comprised of technical demonstration, tutorial, exercise, critique/discussion, and project work time. In addition, class time allows for the instructor to work one-on-one with the members of the class. Students are awarded points for each class session under the attendance category for 'Communication and Collaboration'. Following department guidelines, two (2) unexcused absences are allowed per semester and all students in MAGD220 will be given attendance points that will cover those absences without penalty. An "*excused*" absence will only be granted if a student is required to participate in a University-sanctioned function, such as a field trip or other activity that requires a student to miss class (and must be accompanied by a letter from the instructor involved), or official religious holiday (Religious Accomodation). Other absences, such as family emergencies, sudden or chronic illness, family vacation, oversleeping, or other such personal issues, will be considered "*unexcused*" and will be awarded points. It is not necessary to submit doctor's notes or other documentation to the instructor as they are considered personal and private information.

It is the responsibility of the student to obtain all materials and information from a missed class. They should do so from the course website, from other members of the class, or by scheduling an appointment during office hours. *Excessive absences will result in lower point totals and lower performance in MAGD220.*

_____Course Grading

_____Criteria For Evaluation

- Level of technical execution and adherence to project specifications and requirements
- Creativity, originality, sensitivity, flexibility, and attention to detail
- Improvement in work – Progress and Grasp of Concepts
- Demonstrated ability to solve problems, work with processes introduced in assignments and projects
- Understanding and informed use of media
- Visual presentation and issues of craft, handling of media
- Degree and quality of participation through attendance, critique, and discussion
- Productive use of in-class work time
- Coming to class prepared
- Completion and submission of all assigned course projects, meeting deadlines

_____Gameful Approach

This semester, our section of MAGD 220 will operate using a gameful approach. This means that it will be a little different than most other courses. There are several characteristics of the course design that will reflect a gameful. An example of this would be that there are total points possible than a student would need to do in order to successfully complete the course. Hopefully this will give students more opportunities to decide what they are working on and how it relates to their progress in the course. One of the largest differences will be in how the coursework is evaluated. Rather than using percentages that fluctuate as work is completed, we will build points in an accumulative way. Everyone will start with 0 points and as work is completed they will gain points. A specific amount of points (listed below) will be needed to achieve a specific letter grade and percentages will not be important. It will be difficult to gauge a letter grade as the course begins moving along because everything will be based on the total amount of points you earn. To help with some of this, all of the assignments and projects will use similar rubrics for scoring and it is possible to estimate how you are doing by adding what you expect to do with what you have already done. There will be time to discuss the gameful design of the course as we go through the semester and the professor will work to answer your questions as quickly as possible.

- Communication and Collaboration:
    - Attendance
        - Students earn 10 points per class session based on their classroom activity. If the instructor for any reason cancels a class each student will receive the missed 10 points automatically.
        - 30 Class Sessions X 10 Points = 300 Points Possible
    - In Class Discussion
        - Students earn 20 points per week based on participation during critique, feedback, and discussion in class.
        - 15 Weeks X 20 Points = 300 Points Possible
    - Online Discussion
        - Students earn 20 points per week based on participation reading discussions in the online discussion forum.
        - 15 Weeks X 20 Points = 300 Points Possible
- Technical and Skill Development Assignments
    - Point-By-Point Method (6 assignments to choose from) (100 Points Possible per assignment)
    - Shape Build Method (6 assignments to choose from) (100 Points Possible per assignment)
    - Brushes and Shape (6 assignments to choose from) (100 Points Possible per assignment)
    - Technical Challenge (6 assignments to choose from) (50 Points Possible per assignment)
- Aesthetic and Design Development
    - Character Design Project (Required) (500 Points Possible)
    - Environment and Level Design Project (Required) (500 Points Possible)
    - Title Screen Design Project (Required) (500 Points Possible)
    - Interface Design Project (Optional) (500 Points Possible)
    - Animation Project (Required) (500 Points Possible)

_____Point Thresholds and Letter Grades

A	4000 Points	A-	3750 Points		
B+	3500 Points	B	3250 Points	B-	3000 Points
C+	2750 Points	C	2500 Points	C-	2250 Points
D+	2000 Points	D	1750 Points	D-	1500 Points
F	1250 Points or less				

_____**Course Bibliography & Materials**

sketchbook 9x12 wire bound,
pen, pencil, eraser, sharpener
digital media storage (flash drive, external drive, dropbox)

(Required Reading Available on Course Website)
"The Language of New Media", Lev Manovich, MIT Press, 2001
Chp. 2 – The Vocabulary or Comics, "Understanding Comics", Scott McCloud, William Morrow Paperbacks 1994
"The Aesthetics of Game Art and Game Design", Chris Solarski

(Recommended Reading)
"Digital Foundations: Introduction to Media Design with the Adobe Creative Suite"
        xtine burrough and Michael Mandiberg, New Riders 2009 http://wiki.digital-foundations.net/
"Drawing Basics for Video Game Art", Chris Solarski (available in Andersen Library)
"Vector Basic Training", Von Glitschka