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

Section 1 M/W/F 8:00-1:50pm CA2048 – Summer 2017
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online office hours: T/Th 10-2pm https://uww.webex.com

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 assigned 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

- Character: Use vector drawing methods and design principles in character development, sprite sheet
- Environment: Build dynamic composition for level design and screen layout, tile set
- 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

http://www.master-list2000.com/teaching/MAGD220
When possible, course material will be distributed through the course the course website site. This includes announcements pertaining to what we are doing in-class, course documents, exercises, links, discussions, and various other content. D2L will supplement the course website by providing a location for online discussion forums, dropbox, and regularly updated gradebook.

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.

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.

_____**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

_____Deadline & Critique

The requirements for individual course projects as well as important dates for critique and final submission will be included in project descriptions as the work is assigned. This information will also be available on the course website. Students are responsible for having their project work ready for critique and submission on the deadline dates as outlined in each project description. Projects will be evaluated after their final due date. *All projects/assignments must be submitted for evaluation in order to successfully meet the requirements of the course.* Neglecting to submit project(s)/assignment(s) will severely impact the final grade in MAGD220.

In the event that a project is incomplete, it is to the student's advantage to turn in any work that has been done. *Deadlines and Due Dates will not be extended for individual students.* Students unable to attend a class session where work is due may submit online or via email. An incomplete project will receive a significantly 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 the project *within two weeks of the original deadline*. At that time, the work will be evaluated again and adjustments made to the original recorded grade. If work for a project is not submitted by the deadline then 10 points will be deducted for every week late thereafter. Project/Assignment grades may be discussed by appointment during office hours.

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

_____Attendance & Participation

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 'Participation'. Following department guidelines, two (2) unexcused absences are allowed per semester and all students in MAGD220 will be given 'Participation' 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 according to the 'Participation' formula below. It is not necessary to submit doctor's notes or other documentation to the instructor as they are considered personal and private information. When offered as a Summer Term course, the attendance and participation schedule will be flexible based on different class meeting schedule.

It is the responsibility of the student to obtain all materials and information from a missed class. They should do so either from the course website, from other members of the class, or by scheduling an appointment with the instructor during office hours. Lectures, demonstrations, exercises, critiques, or any other classroom activity will not be repeated during class time. Missing class and working during open lab or office hours, while a good idea, will not earn a student any participation points. For each class missed beyond two, without having secured a plan for making up class work by meeting with the instructor, student 'Participation' points will negatively effect overall course performance. *Excessive absences will prevent any student from successful performance in MAGD220.*

Students earn up to 1 participation point per class session based on their classroom activity. If the instructor for any reason cancels a class each student will receive the missed 1 participation point automatically. Participation points are earned per scheduled class session in the following ways:

Participation = Attendance + Preparation + Discussion + Use of Class Time

1 Point   Attend class, Use class time efficiently, Promote ideal art-making environment
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24 Points = 3 Point Participation Per Class Session X 8 Class Sessions

_____Point Breakdown

64 Points Course Participation

        24   Participation (attendance, in-class discussion, preparedness, use of class time)

        ~~26   Weekly Reading Discussion (D2L, 2pts x 13 discussions)~~

        40   Assignments (8pts x 5 In-Class Drawing Assignments)

200 Points Course Projects

        50   Pr. 1 – Character

        50   Pr. 2 – Environment

        50   Pr. 3 – Interface

        50   Pr. 4 – Animation

264 Points Semester Total (+2 bonus points outlined in 'Attendance & Participation' above)

_____Letter Grade Equivalent

A 94-100% (2248.2-264 points)   A- 90-93.9% (237.6-248.1 points)
B+ 87-89.9% (229.7-237.5 points)   B 84-86.9% (221.8-229.6 points) B- 80-83.9% (211.2-221.7 points)
C+ 77-79.9% (203.3-211.1 points)   C 74-76.9% (195.4-203.2 points) C- 70-73.9% (184.8-195.3 points)
D+ 67-69.9% (176.9-184.7 points)   D 64-66.9% (169-176.8 points) D- 60-63.9% (158.4-168.9 points)   F <60% (below 158.3 points)

_____**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

W May 31
– Class 1
- course introduction, syllabus, lab, materials, software
- digital foundations chapter 1
– Class 2
 - drawing exercise (blind contour, contour)
- mark-making and sketches
- digital foundations chapter 2, 3
- mark-making with vector (brush, pen, line)
– Class 3
- InClass Drawing Assgnmnt (contour line and vector)
- digital foundations chapter 6
- pen tool, point-by-point, curves,
  prime point placement (glitschka)

F June 2
 – Class 4
- drawing exercise (sketching, basic shape, proportion)
- vector shape, shape build, pathfinder tool (glitschka)
- symmetry and stylization
- Intro Project 1: Character
– Class 5
- drawing exercise (positive/negative space/shape)
- basic shapes and character form (solarski)
- due: Project 1 Preliminary Sketches, Sketchbook
– Class 6
- drawing exercise (opposite hand)
- demo: scan sketches for vector build
- work session, review project guidelines
- demo: review Project 1 processes

M June 5
– Class 7
- drawing exercise (vector bullseye and starburst)
- due: Project 1 Sketches and In-Progress work
- critique: Project 1 Sketches and In-Progress work
– Class 8
- work session
– Class 9
- drawing exercise (vector texture and pattern)
- work session, preparing Project 1 for submission

W June 7
 – Class 10 –
- Project 1 Due (beginning of class)
- Critique and Discussion
- In Class Drawing Assgnmnt (brush build)
– Class 11
- Vector Color Wheel
- digital foundations chapter 4
- Intro Project 2: Environment
– Class 12
- drawing exercise (hand lettering)
- Project 2 Demo and Work Session

F June 9
– Class 13
- drawing exercise (concepting)
- Project 2 Work Session
- due: Project 2 sketches and concepts
- Project 2 In-Progress Critique
– Class 14
- open work session
– Class 15
- In Class Drawing Assgnmnt (midterm)
- work session

M June 12
 – Class 16
- drawing exercise (value and tonal drawing)
- Project 2 Due
- Critique and Discussion
– Class 17
- drawing exercise (camera app icon)
- Intro Project 3 : Interface
– Class 18
- work session and individual meetings
- Project 3 review guidelines

W June 14
 – Class 19
- In Class Drawing Assignment (gradient mesh)
- work session and individual meetings
– Class 20
- Project 3 Due
- Critique and Discussion
– Class 21
- Animation Principles and After Effects
- drawing exercise (motion and timeline)
- Intro Project 4 : Animation

F June 16
 – Class 22
- Animation Principles and After Effects
- animation demonstration, review project guidelines
- work session
– Class 23
- work session and individual meetings
– Class 24
- Project 4 final versions submitted
- Project 4 screening
- Summer Term Semester Wrap-Up