

Canisius College, Department of Communication Studies, Digital Media Arts Program
 Course Syllabus | DMA 205-Digital Graphics (3 Credits) | Fall 2005

Instructor: Ben Dunkle, 326 Lyons Hall, 888-3125, dunkleb@canisius.edu, AIM:shorbot

Office Hours: M-W 9:30pm-10:30pm, T-TR 11:30am-12:30pm

Course Time: T-TR 8:30A.M.-9:20A.M.

Course Description: Familiarizes the student with Digital Graphics techniques, file formats, and applications. Students will form effective workflow habits and create a dynamic body of graphic artwork.

We will work with various graphics formats including bitmap and vector graphics. A semester-long project featuring print and screen components will be the focus of the course.

This is a required course for all DMA majors.

Course Objective: Computers make it possible for our most ambitious visual ideas to come to life. Understanding how to use them in an efficient and technically sound manner requires experience and practice. You'll gain both in this course.

Materials: 1. Design Essentials, 4th Edition, Luanne Seymour Cohen
 2. Removable Storage Device (see http://www.canisius.edu/comm_stud/dma/equipment.asp for more details).
 3. Sketch/Idea book and drawing materials must be brought to every class. Each exercise must be accompanied by at least 2 pages of sketchbook activity. Sketchbook activity can be drawings, writings, and/or inspirational designs such as magazine ads and labels.

Grading: Students will be given Quality Points (QPs) for each assignment, out of a maximum number possible. At the end of the semester, the total QPs yield a letter grade according to the following chart:

Work	Quantity	Maximum QPs	Total	Final Grade	Total QPs
Projects	1	200	200	A	930-1000
Exercises	10 (12*)	40	400	A-	900-920
Final Exam	1	100	100	B	830-860
Sketchbook	1	100	100	B-	800-820
Paper	1	100	100	C+	770-790
Participation		100	100	C	730-760
TOTAL			1000	C-	700-720
				D	600-700
				F	<600

Grades are based on quality and effort.

*Although you will complete all 12 exercises, only the top 10 grades for your exercises are used in calculating the total Qps for the exercises.

A sketchbook is essential to document ideas, paste inspirational designs that you come across, and as an outlet for fleeting bursts of creativity. All exercises must be accompanied by sketchbook entries.

Grades of 2. This means I either can't open your files, lost your files, or see a major problem with your work. Check Blackboard constantly for your grades. As soon as you see a 2, see me so we can clear it up.

Assignments may be resubmitted until the last day of the semester for grade reconsideration, as long as the first version was handed in on time. Grades will drop by 2 QPs for every day the assignment is late. If an assignment is at all late, it CANNOT be resubmitted.

Feedback:

I will be offering comprehensive feedback on graded assignments to students who request it. If a student wants to discuss the reasoning behind a certain grade (whether good or bad), he/she should speak to me during office hours or send me an email/instant message (AIM shorbot) and I will respond promptly.

Additionally, exercises may be posted onto the blackboard discussion boards for feedback. Students' participation grades will be based partially on participation in blackboard discussion. Furthermore, DMA assisted lab hours, set up to help students with their DMA work, will be held at regularly scheduled times (see Lab hours below). Students will receive QPs for every hour they attend. More details will be available at the start of the semester.

Schedule:

Demo classes will usually feature a demonstration of the technical processes required to complete the weekly exercise. It is highly recommended that a "dry run" of the exercise be completed prior to attending Lecture classes. Lab work will be time for you to work on assignments, and have assistance from your classmates or me. Crit classes will be held on work due dates. The first 10 students to hand in their exercises will receive crits. There will often be lab work time after discussions. Projects and exercises are due on their "Work due" date BEFORE the class begins, so that they may be discussed and critiqued.

Lab hours:

Lyons hall is open from 8am until 8pm every day. If you're in Lyons you can access Lyons 312 and Lyons 122 via your swipe card. Please allow a week or so for swipe card access to be set up.

Lyons 325 (the web lab) is accessible whenever the Comm Studies office is open, generally M-F 8:30-4:30.

The DMA assisted-lab hours where Paul Visco is available to students are as follows:

Lyons 122:

Tuesday, 3-9; Wednesday, 3-6; Thursday, 3-6

Web lab:

Tuesday, 2-3

Thursday, 2-3 and 6-8

Attendance:

Attendance is mandatory for all classes. More than three unexcused absences will reduce your final grade by one step; i.e. a B+ becomes a B if 4 classes are missed, or a B- if 5 classes are missed, and so on. Lateness of more than 10 minutes is considered half an absence.

Portfolio:

It is essential that you archive all of your work so that it can be used in your portfolio. Each assignment should be saved onto Chupacabra and

backed up onto your removeable drive. I will not be archiving any student work, and Chupacabra will be erased at the end of every semester. Archiving your work is your responsibility.

Classroom conduct: During crits, students must cease all non-related computer activity. Computers will be locked and unusable at this time so that students can offer and receive criticism. Students are expected to follow along with me during demos. Talking during lectures will not be tolerated. Cell phones must be turned off during class time.