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## 142 INTRODUCTION TO DIGITAL ART

University of  
Wisconsin Oshkosh  
Art Department

Fall 2009

A/C S201  
TR 6:30–8:40 p.m.

Kevin Rau, BSA, MFA  
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Office hours:  
TR 3–5 p.m.  
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### Catalog description

An introductory level class for using Macintosh computers and Adobe software as tools in the process of both art making and design. Basic print and web skills will be covered.

### Course Objectives

- Development of basic computer and software skills as they relate to print and web publishing
- Development of fundamental design skills through visual problem-solving processes
- Investigation of typography, visual hierarchy and information architecture
- Exploration of color theory and technical aspects of color reproduction

### Required text, materials

- Text of your choosing (see *Readings* below)
- Flash drive (1 GB minimum) or portable hard drive

### Class Policies

#### *Attendance and Etiquette*

Attendance is required and will be recorded each class period. After final grades are calculated, students will be penalized one-half letter grade for each absence after two unexcused absences. In other words, an “A” student with 7 or more unexcused absences will fail this class. As the first half of each class consists of lecture and discussion of assignments and course issues, it is imperative that you arrive on time. The use of e-mail, cell phones, personal music players, and web browsers (unless so directed) is discouraged during class time.

#### *Assignments*

Various exercises and projects are assigned throughout the semester. These will consist of several pages of hand-rendered thumbnail sketches, roughs, and laserwriter output as you work through design/typographic variations. All documentation for each exercise/project should be clearly labeled and placed in a 1-inch width, 3-ring binder (process book) which will be reviewed at the conclusion of each project. The organization, content and quality of your process book is important and will impact your final grade. Do NOT use pocket inserts or sheet protectors to contain projects/exercises. Three-hole punch all pages, use dividers to separate individual exercises/assignments, and print your name clearly on the binder’s spine.

#### *Readings*

You are required to purchase any software-related book that you feel will be of benefit to you. There are a LOT of titles out there, so begin NOW to research your choice. Below is a brief list of areas of interest and accompanying software:

Print .....InDesign  
Web .....Dreamweaver  
Interactivity, Animation.....Flash  
Fine Art, Illustration, Logos .....Illustrator  
Fine Art, Photography .....Photoshop

You will present your book to the class sometime during the final two weeks of this course.

#### *Grading*

Grading for all projects is based on originality, quality and depth of research and design exploration (as reflected in your process book), craft, and verbal/written defense of final design decisions. Your final grade is based on project grade averages, participation, and commitment to this class.

### Academic Honesty Policy

UWO is committed to a standard of academic integrity for all students. The system guidelines state: “Students are responsible for the honest completion and representation of their work ... and for respect of others’ academic endeavors” (s. UWS 14.01, Wis. Adm. Code). Students are subject to disciplinary action for academic misconduct, as defined in s. UWS 14.03, Wis. Adm. Code. Specific questions regarding the provisions in and implementation of Chapter UWS 14 should be directed to the Dean of Students Office.

Be aware that this includes, but is not limited to, the acquisition and use of imagery from the web. Presenting acquired imagery as your own creation, even if it is only a part of a composition, is tantamount to plagiarism and, in most cases, illegal (copyright infringement).