“Digital design is like painting, except the paint never dries.”

– Neville Brody
Instructor
ERIKA M BALOGH

Contact Information
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Class Hours
Online Course
meetings via ZOOM
M T W 11:30 am – 1:00 pm

Office Hours
via ZOOM meetings
M T W 11:30 am – 1:00 pm
or by appointment

“Everyone is talented.”
– Laszlo Moholy-Nagy

This quote from a well-known Hungarian visionary, artist, designer, and Bauhaus professor, László Moholy-Nagy, who believed that “Everyone is talented.” I share the same philosophy that “every human being is open to sense impressions, tone, color, touch, and spatial experience. But only art – creation through the senses – can develop these dormant (hidden), native faculties towards creative action.” My ultimate goal in teaching is to provide essential knowledge, encourage and develop critical thinking skills, and stimulate natural curiosity that will guide students to succeed.

COURSE DESCRIPTION
This course explores the role of illustrator in a graphic design field with an understanding of raster (photographic) image and vector illustration as it relates to traditional and digital environment. Emphasis will be on developing an individual visual language to be utilized in the illustration process. Projects may include approaches to illustrations appearing in books, magazines, digital media and various new media.

Students will explore digital imaging and illustration techniques using two types of applications: image editing (Photoshop) and vector graphics (Illustrator).

COURSE OBJECTIVES
• develop and demonstrate technical, conceptual, and design skills as it applies to the art of illustration
• implement conceptual ideals through illustration skills and practices
• identify the relationship between illustration, image, and graphic design
• expand on problem solving techniques
• complete projects of increasing complexity
• develop critical thinking skill through peer project evaluations and class critiques

EMPHASIS WILL BE ON CREATIVE DECISION-MAKING AND PERSONAL EXPRESSION.

STUDENT LEARNING OUTCOMES
upon completion of this course, students will be able to:
• use professional language and terminology used in digital art
• learn the principles of digital imaging and illustration by using professional applications such as Adobe Illustrator and Adobe Photoshop
• develop the ability to integrate fine art techniques, such as drawing and painting, with technology
• understand basic relationships between story and image
• learn how to develop narrative art (sequential storytelling)
• understand the illustrative genre that best suits to your personal expression (genres would include children’s books, comic books, graphic novels, horror and mythical stories, science fictions, etc.)
• conduct research to explore contemporary illustrators and styles
• engage in group critiques – analyze, compare, and give constructive criticism

STUDENT LEARNING OUTCOMES - SoA Graphic Design
• SLO 1: Essential Skills & Competencies
Graduates will be able to: Demonstrate fluency in the visual vocabulary, processes, and technical skills relevant to visual communication design.

SLO 2: Critical Thinking & Creative Process
Graduates will be able to: Apply, imagine, and articulate research, human centered design solutions, innovative processes and varied visual solutions to any problem across multiple media.

SLO 3: Professional Practice
Graduates will be able to: Demonstrate the professional readiness to thrive in the creative industries. Areas of emphasis are visual communication in print, digital media, packaging design, motion graphics, interaction design, and multimedia branding with an awareness of human centered design, and emerging media.
Required Text: none

Suggested Books
The Fundamentals of Illustration
by Lawrence Zeegen
How to be an Illustrator
by Darrel Rees
Basics Illustration: Thinking Visually
by Mark Wigan
Illustration: A Theoretical and Contextual Perspective
by Alan Male

Software
Adobe Creative Cloud - Adobe CC
• Adobe Illustrator
• Adobe Photoshop

Online Learning Tools
Blackboard - general outline of the course content
OneDrive - file management and sharing
ZOOM - online meetings

Technical Assistance
• visit Blackboard Student Help Site
• submit a Blackboard Help Ticket

REQUIRED TEXT: NONE
Information will be given to students that need to be read and discussed in class. Students are encouraged to do independent research on related course topics.

TOPICS
• the principles of digital imaging and illustration
• distinguish raster/photographic imagery and vector illustrations
• Introduction to Adobe Illustrator
  • learn the basics & create digital illustration
• Introduction to Adobe Photoshop
  • learn the basics & create digital painting
• examine tools and processes while studying influential illustrators
• visual storytelling

SUPPLIES: TECHNICAL REQUIREMENTS
The objective of this course is to create class exercises and projects, while learn the fundamentals of Adobe Illustrator and Adobe Photoshop applications. Using up-to-date technology and application is required.

Each student enrolled in this course must have reliable internet connection, a laptop and/or computer with Adobe products. There will be computer lab accessible at the Edinburg and Brownsville campus for students who do not have the necessary technology and supplies.

BLACKBOARD & TECHNICAL SKILLS
A general outline of the course content will be posted on Blackboard every week. All deadlines and due dates (for projects, reading, discussion, lectures, etc.) will be announced in class in advance.

In this course students will use the learning management system called Blackboard. Use your UTRGV account to login to the course from the My.UTRGV.edu site and under applications click on Blackboard. Furthermore, students will use OneDrive for file management and file sharing and ZOOM for online meetings. You are expected to be proficient with installing and using basic computer applications and have the ability to send and receive email attachments.

COURSE STRUCTURE
Classes will be divided between lectures and lab sessions.
The instructional methods of this course will include projects, critiques, lectures, group discussions, and presentations. The lecture sessions will focus on important conceptual issues requiring students to exercise critical reasoning. The lab sessions are designed to help students become familiar with computerized software tools, while developing problem-solving skills.

PARTICIPATION IN ALL ASPECTS IS VITAL TO THE SUCCESS OF THIS CLASS AND WILL BE AN INTEGRAL PART OF YOUR FINAL COURSE EVALUATION!

Through individual and group critiques students will learn to:
• develop critical thinking skills through peer project evaluations and class critiques
• learn to analyze your own work and the work of classmates in order to recognize and solve problems
• demonstrate the ability to tolerate diverse views, dialogue effectively, and offer and receive constructive criticism
Course Prerequisites
ARTS 1311 Design I & ARTS 1312 Design II
ARTS 2313 Design Communication I
ARTS 2314 Design Communication II

Grade Breakdown
10% in class projects
80% large projects
10% participation

100% final grade

Final Grade Scale
This grade scale only applies to your final grade for the entire semester.

90% - 100% A
80% - 89% B
70% - 79% C
60% - 69% D
59% and below F

GRADING SYSTEM AND EVALUATION
The purpose of grading is to pinpoint clearly and accurately the strengths and weaknesses of the student’s performance. Your over-all grade will be based on your participation, collaboration, and professionalism during this course.

Professionalism will focus on issues of attendance, preparation, deadlines, critique participation, personal attitude & articulation - the ability to speak & write clearly about ideas/concepts presented in class.

Your final grade is composed in the following manner:
10% in-class projects, exercises & presentation
80% 4 projects
10% participation

GRADING SCALE
A superior work, all criteria have been surpassed in a distinguished manner
B very good work, all criteria have been surpassed [80 – 89]
C adequate, average work [70 – 79]
D barely meeting the above criteria [60 – 69]
F failure to meet all of the above criteria [0 – 59]

PROJECTS
Assignments will include 4 major projects.

All projects will be graded on their success in the following areas:
COMPLETENESS, TIMELINESS, AND QUALITY.

- completeness and timeliness
Projects must be turned in on the assigned date at the time specified. If a student does not turn a project in on the specified date and time they will receive a lower grade. If there are extenuating circumstances with backup information, this needs to be called to my attention.

- quality of visual and conceptual solution
Factors such as composition, inventiveness, originality, layout and craft will be considered. All projects must be the result of an ongoing sketch and research process that both the class and I have seen evolve.

Always plan ahead!

LATE WORK POLICY
All assignment deadlines and critiques will be announced in advance. Deadlines must be met to keep the course on schedule and these will contribute to the process and professionalism components of your project and to your overall class grade.

Be sure to pay close attention to deadlines - there will be NO make-up assignments or quizzes, or late work accepted without a serious and compelling reason and instructor approval.
dates to remember

June 1
semester starts, first day of classes

June 2
last day to add a class or register for classes

June 4
Census Date (last day to drop without showing on your transcript)

June 25
last day to drop (DR grade) a course or withdraw (W grade)

July 3
last day of classes

July 4
Independence Day, no classes

July 6
study day, no classes or exams without written approval of the Dean

July 7
final exams

July 8
final grades due

CLASS PARTICIPATION

Participation is critical to a positive and productive learning environment.

ATTENDANCE POLICY

Good attendance and punctuality are expected for this class and will strongly affect your grade. Roll will be taken at every class. It is expected that students will attend EVERY class. This is a performance based class and interaction with peers and the instructor cannot be duplicated outside of class. Please be on time, it disturbs the course of the class if you walk in late. Constant tardiness will affect your grade.

Absent students are responsible for having their homework in on time, missed notes/handouts, deadlines, and other pertinent materials. If need be, have someone deliver your work.

Only three unexcused absences will be allowed. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will result on automatic course failure. If there are extenuating circumstances please notify me as soon as possible.

Attendance is mandatory for the final presentation of projects and critique!

ATTENDANCE (institutional policy)

Students are expected to attend all scheduled classes and may be dropped from the course for excessive absences. UTRGV’s attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; for observance of religious holy days; or for military service. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.

CRITIQUES AND OTHER POLICIES

Students are expected to think creatively & critically as well as participate in class. As a good portion of this class is based in critique of student work, it is expected that all students will participate in this dialogue so that we may all benefit from the feedback. All comments are expected to be constructive & honest. Critique ideas, not people. No side conversations during class presentations or critiques. No instant messaging or working on computers during lectures, discussions or critiques.

Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using cellular phones or beepers, wearing or listening to earphones during critiques and presentations, making offensive remarks, sleeping, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a request to leave the class.

MANDATORY COURSE EVALUATIONS PERIOD (DATE ?)

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (https://my.utrgv.edu). You will be contacted through email with further instructions.
UTRGV institutional policies & student services

General University Policies & Services

UTRGV Student Catalog. This resource covers most policies and procedures important to students.

Links to student services
http://www.utrgv.edu/en-us/academics
http://www.utrgv.edu/ucentral/index.htm

Student Accessibility Services

Brownsville Campus
Music and Learning Center - BMSLC 1.107
(956) 882-7374 ability@utrgv.edu

Edinburg Campus
University Center 108
(956) 665-7005 ability@utrgv.edu

EQUITY STATEMENT

All persons, regardless of age, sex, class standing, ethnicity, religion, physical disability, sexual orientation, or veteran status shall have equal opportunity for performance in this course. No discrimination or harassment will be tolerated.

SCHOLASTIC INTEGRITY

As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University.

Scholastic dishonesty includes but is not limited to: cheating, plagiarism, and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts.

Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines). All scholastic dishonesty incidents will be reported to the Dean of Students.

“Plagiarism is a form of cheating. At UTRGV, “plagiarism is the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the unacknowledged submission or incorporation of it in one’s own academic work offered for credit.”

COURSE DROPS

According to UTRGV policy, students may drop any class without penalty earning a grade of DR until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the “3-peat rule” and the “6-drop rule” so they can recognize how dropped classes may affect their academic success.

The “6-drop rule” refers to Texas law that dictates that undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit.

The “3-peat rule” refers to additional fees charged to students who take the same class for the third time.

SPECIAL ACCOMMODATIONS

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) would like to receive academic accommodations, please inform your instructor and contact Student Accessibility Services (SAS) as soon as possible to schedule an appointment to initiate services. Accommodations can be arranged through SAS at any time, but are not retroactive. Students who suffer a broken bone, severe injury or undergo surgery during the semester are eligible for temporary services.

PREGNANCY, PREGNANCY-RELATED, AND PARENTING ACCOMMODATIONS

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) are encouraged to contact Student Accessibility Services for additional information and to request accommodations.
UTRGV institutional policies & student services

Student Health Services
Cortez Hall, Suite 237, Brownsville
Open: Monday - Friday
8:00 a.m. to 5:00 p.m.
Call 956 882-3896 for more information.

613 North Sugar Road, Edinburg
Open: Monday - Friday
8:00 a.m. to 5:00 p.m.
Call 956 665-2511 for more information.

Counseling and Psychological Services (CaPS)
BSTUN 2.10 in Brownsville
(956) 882-3897
EUCTR 109 in Edinburg, Edinburg
(956) 665-2574

SEXUAL HARASSMENT, DISCRIMINATION, AND VIOLENCE
In accordance with UT System regulations, your instructor is a “responsible employee” for reporting purposes under Title IX regulations and so must report any instance, occurring during a student’s time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect in an environment free from sexual misconduct and discrimination.

Contact:
• Office of Institutional Equity & Diversity at oie@utrgv.edu
• Office for Victim Advocacy & Violence Prevention at 665-8287, 882-8282, or OVAVP@utrgv.edu

STUDENT SERVICES
Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Student Services Center (U Central) for additional information.

U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email (ucentral@utrgv.edu) or telephone: (888) 882-4026.

In addition to financial aid, U Central can assist students with registration and admissions. Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Learning Center, Writing Center, Advising Center and Career Center. The centers provide services such as tutoring, writing help, critical thinking, study skills, degree planning, and student employment.

Locations are:
• Learning Center: BMSLC 2.118 (Brownsville) or ELCTR 100 (Edinburg)
• Writing Center: BUBLB 3.206 (Brownsville) or ESTAC 3.119 (Edinburg)
• Career Center: BCRTZ 129 (Brownsville) or ESSBL 2.101 (Edinburg)
• Counseling Center: BSTUN 2.10 (Brownsville) or EUCTR 109 (Edinburg)
• Advising Center: BMAIN 1.400 (Brownsville) or ESWKH 101 A (Edinburg)
  email: academicadvising@utrgv.edu  phone: (956) 665-7120
SUPPLIES REQUIRED
- sketchbook NO LINES!!!
- binder and/or folders
- USB drive (at least 8 GB) or external drive or laptop

PROCESS BOOK, SKETCHBOOK OR BINDER
You are required to maintain a detailed documentation of your process through the semester. This collection will contain your ideas, notes, sketches and research materials for each project. It will be handed in at the end of the semester for final evaluation, or reviewed during the semester. This material will be kept in a journal/sketchbook and also in a binder where handouts, syllabus and other information is kept. All entries should be dated. Take notes on class discussions and record the process of the projects. Include anything you feel pertinent to the course content outside of the classroom.

You have to bring your sketchbook, paper and pencil, and flash drive for every class!

IT MIGHT BE A GOOD IDEA TO GET THESE:
- supply box (art bin or tackle box)
- metal rulers - 24 or 12 inches long, preferably with a cork back
- black pen, sharpie
- thin, medium, and thick water based and/or alcohol based BLACK markers
- pencil and eraser
- scissors
- tracing paper
- X-acto knife
- disposable utility knife
- self-healing cutting mat, at least 9” x 12”
- black illustration board for mounting
- spray adhesive

There could be more materials to be purchased, depending on the needs of the class projects.

GRAPHIC DESIGN STUDIO NOTES
Be community-minded. DO NOT USE SPRAY ADHESIVE IN THE STUDIOS. The tables in the lab and studio are not a X-acto blade resistant, DO NOT CUT directly on top of these surfaces. Buy a self-healing mat or use a cardboard at least. Please take care of university property.

As a student, your use of software and the Internet is governed by university policies. Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. Lab fees are used to supply the printers with ink and paper. If you encounter other problems in the classroom or studio, first speak with your instructor outside of class, or talk with any graphic design area faculty member.

Do NOT use spray adhesive in the studios and the computer labs. Do NOT cut directly on top of computer desks.

NO FOOD & DRINKS in the computer labs!