

Digital ART



**REGIONAL OCCUPATIONAL PROGRAM
INSTRUCTOR: DONNA TLACHAC**

Specific Objectives – Digital ART



As a result of taking this class, you should be able to:

- Work professionally within a design team.
- Identify numerous design careers which are available.
- Evaluate designs (your work and others') for audience, meaning, and effectiveness.
- Use the elements and principles of design in a decisive fashion.
- Plan a design project according to a client's needs.
- Build a design gradually using thumbnail sketches and mockups.
- Create attractive layouts that communicate messages effectively.
- Use color to communicate ideas to others.
- Use typography effectively in a design.
- Use Adobe Photoshop to edit photographs, create artistic imagery, create illustrations, logos, and Web graphics, create publications such as advertisements and brochures.

Course Description—Digital Art



This one-year course introduces students to **contemporary media** as an extension of the **creative experience**. Covered in this survey of visual communications are **aesthetics, art criticism, art-history, art-making and self-expression**. Students analyze and compare traditional art with contemporary art and methods and use of technology in the art experience. The course includes exploring different cultural influences, historical periods and movements in art. Through lecture, research, reading materials and assigned **projects**, the course emphasizes the **elements and principles of art** in a manner that engages students. The course concludes with relative links between the **visual arts** and **professional career possibilities**.

You are Hired!



- While you are in this classroom, consider yourself an employee of an exciting new design company. I'll train you and evaluate your learning, but sometimes you'll train yourself or another student. As you gain more skills, you'll gain the confidence to take on projects for comprehensive projects as if for real clients.
- I will teach you how to be a ***professional. You will work hard, but expect to have fun, too!***
- Please remember that your job in my class is to ***learn, participate, and be productive.***

Class Outline



A course outline is available for online access. If you need a hard copy, please see the instructor. We will review the outline during the first few days of the class.

What Can I Expect From Mrs. T?



- A variety of challenging projects using different media and skills
- Clear instructions and demonstrations for using the materials and doing the projects
- Encouragement and guidance in constructively evaluating your work and your peers' work
- A clear grading policy and frequent formal or informal progress report
- Respect for your input, ideas, and personal interests
- A demonstration of how you will develop a professional digital portfolio.

What Are My Responsibilities as your teacher?



My job is to teach you professionalism, in addition to design and digital imaging software skills.

Professionalism means being respectful to yourself and others around you, and behaving in an acceptable, predictable manner.

Studio/Classroom Rules



- 1. Don't prevent me from teaching.**
- 2. Don't prevent others from learning.**
- 3. Be safe.**
- 4. Keep things clean.**
- 5. Respect those around you**

What Do the 5 Classroom Rules Really Mean Day-to-Day?



Here are some examples to show you what I mean. These are *examples*.
Use your common sense when interpreting these rules.

1. Don't prevent me from teaching.

Examples

- Don't speak while I am instructing the class.
- Raise your hand if you wish to speak, and wait for me to call on you.
- Don't interrupt when I am giving personal attention to another student.

What Do the 5 Classroom Rules Really Mean Day-to-Day?

2. Don't prevent others from learning.

Examples:

- Don't behave in a disruptive or distracting way.
- Don't engage in lengthy off-topic conversations.
- Keep the volume of your voice down.
- No singing, rapping, or other disruptive noises.

What Do the 5 Classroom Rules Really Mean Day-to-Day?



3. Be safe.

Examples:

- Don't throw, toss, flick, or roll anything across the table, floor, or classroom.
- Don't roll across the classroom in your chair.
- Use classroom materials in a safe manner.
- Don't behave in any way that threatens harm to anyone or our equipment.

What Do the 5 Classroom Rules Really Mean Day-to-Day?



4. Keep things clean.

- a. Clean up after yourself so your station is ready for the next student.
- b. Return classroom materials to the proper storage place.
- c. Don't eat messy things that can leave residue on the computers.
- d. Keep your language clean.

What Do the 5 Classroom Rules Really Mean Day-to-Day?



5. Respect those around you.

Examples

- Encourage others to be creative
- Respect work created by others
- Withhold any comments about other students' work if you cannot provide positive, constructive and professional remarks.
- Respect the classroom environment

Consequences for not following studio/classroom rules

If you have forgotten one of the school or classroom rules, I will give you a verbal reminder. Willful, severe or repetitive poor behavior will result in one or more of the following consequences:

- **student conference**
- **parent contact (telephone or face to face)**
- **seat change**
- **reduction of “professional conduct” grade**
- **loss of privileges and/or materials**
- **extra assignments**
- **in-class detention**
- **administrative detention**
- **office referral**
- **class suspension (summer school students may be dropped)**

Rewards for Good Behavior



Keeping our classroom welcoming, safe and interesting depends on everyone. Here's what I offer if you have a great attitude and behavior:

- A fun, exciting classroom where you can learn cool skills.
- I will praise you for your outstanding professionalism.
- I will treat you like a responsible adult.
- 100% of your professional conduct grade.
- The opportunity to work on real projects for school activities.

School Decorum



School Policy

- Every student must act within the rules described by the Rancho Buena Vista High School Student Handbook.

Contra behavior will not be tolerated.

Computer Policy

Computers in this classroom are for work for this class only.



- Exceptions to this policy may be made only with my permission on that specific day.
- You may not touch any part of another student's computer without my permission.
- Don't eat or drink over the computer or keyboard, or touch them with messy fingers.

VUSD Acceptable Use Policy

Use of the computers is a privilege, not a right.



District policy specifically prohibits games, chatting and downloading of software, music or videos. If you violate these rules, you will forfeit your computer privileges for a period of time. Continued violation of these rules will seriously affect your grade in the class, or worse.

- Read the Acceptable use Policy for Computer and Internet use:
- <http://www.vusd.k12.ca.us/aup.html> (English)
- <http://www.vusd.k12.ca.us/espanol.html> (Español)

Internet access is to be used for accessing class related material on various websites and for downloading clip art, photos, fonts, etc. Games, music, search bars, chat clients too often compromise the integrity of the computer system. These types of downloads typically carry Ad Ware viruses, known as Trojan horse viruses that monitor and trace your internet access and cause popup ads. **They generally destroy the computers' performance by giving priority to the websites doing the monitoring.**

Remember, you are not the only student using your workstation, so have some consideration for the others or you will suffer the consequences. There will be times when we surf the Internet as a group, by assignment or by individual requirement to research a project. If you have a special need that relates to your class work in this class, you may get special permission from the instructor.

Consequences for Violating the Acceptable Use Policy



- If you fail to respect the computer policy, you will lose your access to a computer for that day.
- This means that if you are found using the computer for anything other than our assignments **you will be asked to log off for the remainder of the period.** Consequences may include a lower grade and/or the disciplinary measures explained in the RBVHS handbook.

“Free Time” on the Computer



Students earn free time on the computers by maintaining a good grade and keeping up in class. You will be allowed free time on the computer only if you meet the following criteria:

- You have asked for and received my permission.
- You have completed that day's task.
- You have an A in the class – AND – you have completed all assignments so far in the semester.

Other Classroom Rules and Procedures



- This classroom must be a place that encourages creativity. It should be somewhere that you can feel free to express your ideas, both visually and verbally. To help achieve this, please be considerate of your classmates by respecting their work, their opinions and the computer equipment that they must use.

Attendance



Attendance

- You are expected to arrive on time for each class session. Attendance will be taken daily for both Rancho Buena Vista High School records and ROP credit.
- You need to be here every day, and on time.
- If you arrive late for class, be sure you remind the teacher that you arrived late and were present **at the end of the class** or you will be marked absent for the day.
- Excessive absences will affect your grade by lowering your accountability score, *which will lower your grade.*

Absences



Absences

- Most of the classroom instruction is teacher led hands on demonstrations that can not be recreated due to time constraints. It is very important to **be here especially on block days!**
- You are responsibility to access material that you missed due to an absence. Feel free to ask questions about this material.
- Remember to check the web site, talk to fellow students and then ask me for the details of what was missed.

How Will My Behavior in Class Affect My Grade?

- *Professional Conduct* means good behavior, including attendance, participation, and productivity. It is worth ten percent (10%) of your grade! Each student starts with 50 points per week.

I'm assuming everyone is a "good kid" so you are awarded 50 points every Monday. If your behavior in class is a problem, it will reduce your Professional Conduct grade for the week.

Tardies & Seating



Tardies

You are tardy if you are not seated in your assigned seat when the tardy bell rings. I take attendance the moment it rings. I follow the designated tardy policy of the school.

Tardies typically result in detention. I will only excuse a tardy if you receive a written pass from another teacher that has the date and time written in ink. I will usually follow up with an email to verify the excuse.

Forging a hall pass is lying and will result in appropriate consequences

Seating

I have assigned seating. Please do not move to another seat without my permission, and please do not ask for this permission before or while I take attendance.

Class Dismissal

I dismiss you from class, not the bell. Make sure you have cleaned up your area and returned any equipment, handouts or other supplies, before you leave the classroom.

Respect & Embrace Diversity!

All Are Welcome!

Every student regardless of gender, race, religion, or sexual orientation can expect a safe environment in my classroom. Any prejudicial or derogatory conversations or language will be halted immediately.

What about My Freedom of Speech?

- You do have the protection of the Constitution regarding free speech in most places in the United States. However, according to law, school is a special place. The Supreme Court has said that speech is not allowed that “materially and substantially” disrupts class. Any inflammatory speech against a group or individual will be considered disruptive to the learning environment.

Personal Electronics



- Cell phones can not be used in any classroom at RBVHS. If you use your phone inside my classroom, you will risk confiscation of your phone or detention. **This is your first warning and only warning.**
- MP3 players can be cannot be used in the classroom. Ear pieces must also be out of my sight or they will be considered “in use.”
- NOTE: The computer can not be used as a delivery device for audio/video or music in place of your MP3 player. You are not allowed to plug your ear phones (external devices) into the computers at any time.
- Cameras may be used in the classroom for class projects *with my permission.*

Student Planners & D.A. Sketch Books



- Write all your assignments down in the student planner *each day*.
- *Our content **Objectives and Vocabulary lists** are available on the white board in class.*
- The **Agenda** is available on the class Web site.
- I recommend you bring your Sketch Book/Student Planner every day

A Reminder of Good Student Behavior



A good student . . .

- Listens attentively and takes good notes.
- Avoids side conversations and is respectful to the speaker, usually your teacher.
- Uses additional opportunities to complete a project on time or to get help (lunchtime, or arranges for before or after school.)
- Comes to class prepared
- Asks questions if they don't understand something
- Works effectively, plans their work, works in a group when practical
- Participates in class discussions
- Stays on task
- Supports a learning environment, never distracting others from learning

Academic Honesty



Cheating

- If you cheat in my class there is an extremely good chance that I will catch you at it.
- Cheating means that a student is not completing an assignment, quiz or project honestly and completely. It is cheating if you do the work for someone else, or if you give your files to him/her in some way after you have completed them. It is also cheating if you simply give someone the answers to a quiz, or if you read the answers off of someone else's paper.
- It is not cheating if you help someone, but he/she must do all the actual work themselves. For example, completing tasks with the keyboard or mouse on someone else's computer is cheating, not helping. Talking that student through it so that he/she does every step him/herself is helping. In other words, hands off!
- Because they are usually both involved in the attempt to cheat, typically both the student doing the actual work and the student who did not do the work will be punished for cheating.

Academic Honesty



Lying

- Lying is not professional. It damages relationships. I give all my students my trust when the school year begins. If I catch you lying, I will be very disappointed that you chose to do so. I will no longer trust you until you earn it back. I may also respond with a consequence.

Consequences for Lying

The consequences for cheating, lying or plagiarism will include one or more of the following:

- A zero on that assignment for all parties involved. There will be no opportunity to change this assignment grade at a later time.
- A call or email home to the students' guardians.
- A referral to a counselor or Vice Principal.

Academic Honesty



Plagiarism

You will be asked to complete a number of short writing assignments in this class. These assignments must be written in your own words. ***Plagiarism is a form of cheating*** in which a student directly copies words or unique ideas from other sources. Here are just a few of the forms that plagiarism takes:

- It is plagiarism to copy an entire encyclopedia entry.
- It is plagiarism to copy an entire paragraph from a Web site.
- It is plagiarism to steal copy the design that another person has created for the Web or for print.
- It is plagiarism to copy what another student has written in his/her notebook or essay.

Plagiarism not only has its consequences at school (see below), but in the “real world” it can get you severe financial or legal penalties.

How Will Design Projects be Graded?

Whenever possible, I will provide rubrics for each **design project** that tell you what I expect for Exemplary, Proficient, Partially Proficient, and Incomplete work. In general, I consider three main areas in evaluating student's design work:

- ***Effort*** (visible in the work and/or demonstrated in class;
Spend quality time on your work!)
- ***Creativity & Ingenuity*** (how original & inventive your work is)
- ***Following Directions*** (did you explore the assignment as given?)

Often, projects have extra components such as thumbnail sketches that will also be graded.

Often, projects will be broken down into components, each component having its own due date, and no component accepted until the previous components have been turned in. Doing things in the right order means a better result. Also, when I see your work several times during a project, I can give you meaningful feedback that will probably make your work easier.

Components turned in late or in the wrong order may receive little to no feedback.

How to Get an A in this Class



- **Digital Art is a Project Based Curriculum! That means that the majority of your work will be hands – on using Photoshop or Painter on the computer.**

Use these criteria as you evaluate your own work. Just because you finish a project doesn't mean you deserve an "A". Study your work with the above criteria and determine your own grade. Combine with your grades for Exercises, Quizzes and Accountability and you'll have a good idea where you stand in the class.

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- **A/A+ = WOW!!! It is amazing! You showed initiative and originality.**
- You did something extra special.
- You went beyond all expectations.
- You broke the rules in a creative way.
- Your artisanship is exceptional!
- You created an excellent solution to the problem!
- You "out-did" the teacher on this one!
- (90 to 100 percent of points possible)
-

How to Get a B or C in this Class



- **B/B+ = It is GOOD! It is all I ask for. You were a “self starter”.**
- You did everything I requested-followed all directions the first time.
- You met all expectations-but did not push the boundaries.
- You did a very good job.
- You made good use of design elements and principles.
- You showed mastery of skills and artisanship.
- (80 to 89 percent of points possible)
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- **C/C+ = Well OK. . . It isn't up to par.**
- You did just enough to get by.
- You did minimum requirements necessary for a C-nothing more.
- You might have just thrown it together.
- Didn't care much for this project? Busy doing work for other classes?
- You showed poor quality-lacks skill.
- You didn't use elements and principles of design.
- You did not try very hard.
- (70 to 79 percent of points possible)
-

How to Get an D or F in this Class



- **D/D+ = Woops!! It is not finished.**
- You did not meet the lesson objectives.
- You did not follow directions or you did not try very hard.
- You forgot to finish it.
- You hurried through the project because you didn't plan your time very well.
- You don't show an understanding of design elements and principles.
- Your effort is low-below expectations for skills and quality.
- You didn't finish-Shall I leave your grade unfinished too?
- (60 to 69 percent of points possible)
-
- **F = Big Fat O!! It is missing. I cared but you did not care**
- Did you forget to put your name on it?
- Were you absent? It's your responsibility to check the website for assignments.
- Did you lose it or throw it away?
- I saw you working on it - but cannot find it now?
- No effort - no participation. Poor work.
- No project - no grade.
- Minimal project – minimal grade.
- (0 to 59 of points possible)

Remember the three main areas in evaluating student's design work are:



- ***Effort***
- ***Creativity & Ingenuity***
- ***Following Directions or adhering to project guidelines***

How Will My Behavior in Class Affect My Grade?



- *Professional Conduct* means good behavior, including attendance, participation, and productivity. It is worth ten percent (10%) of your grade!
- Each student starts with 50 points per week. I'm assuming everyone is a "good kid." If your behavior in class is a problem, it will reduce your Professional Conduct grade for the week.

Missing, incomplete, late work & Redo's



- **How Do I Make Up Missing or Incomplete Work?**
- You are expected to keep up with lessons and projects in class. Keep track of the course assignments and the corresponding due dates that are given on assignments. Late or incomplete work can be turned in during the *same semester* for a reduced score. If the work is late due to an *excused* absence, you will have one extra school day per day of excused absence to complete it without a reduction in grade.
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- **Late Work**
- *Late assignments* will be penalized 5% for each class day the assignment is late.
- If your work is only partly complete by the due date, especially at the grade cutoff dates, my advice is to turn in what you have so far. Then complete the remainder of the assignment. Please let me know as soon as you have submitted a late assignment. Otherwise I will not know to look for it.
- **Redos**
- If you receive a low grade on an assignment, you will have one chance to revise it for an improved grade. This will encourage you to master the subject. Please let me know as soon as you want to resubmit an assignment. There will not be redos on quizzes

How Will My Grade Be Calculated?

Grading is done on a semester basis; we start fresh each semester. Students' grades will be based on this breakdown:

- Lessons, exercises, and quick writes (20%)
- Design projects, storyboards, Thumbnails, critiques and presentations, and your final project (50%)
- Quizzes and tests (20%)
- Professional Conduct, behavior including attendance, participation, productivity (10%)

I will use the standard final grade breakdown:

- A 90-100% (Exemplary)
- B 80-89% (Proficient)
- C 70-79% (Partially Proficient)
- D 60-69% (Incomplete)
- F 59% or below (Failing)

Character Counts



Be familiar with the six Pillars of Character—

- Trustworthiness
- Respect
- Responsibility
- Fairness
- Caring
- Citizenship

They are important guides to classroom behavior.

Some Projects



- **Back to School Invitation**
- **Postcard**
- **Series of Postage Stamps**
- **Photo Retouching**
- **Photo Montage**
- **Bookmarks**
- **Greeting Cards**
- **Movie Poster**
- **CD/DVD Video Game Jewel Cover**
- **Stylized Artwork**
- **Book Jacket**
- **Web Page Design**
- **Brand logo for Shoes & Shoe Box**