



Course Title: Survey of Design and Media Arts

Course Number: MA110

Term: Spring

Number of Contact Hours: 6

Year: 2006

Course Length: 11 Weeks

Meeting Days: Tuesday and Thursday

Estimated Weekly Homework Hours: 2-3

Time: 12:00 – 2:50

Place: 180 N. Wabash, Room 234

Instructor: Lindsay D. Grace

Office E-mail: LG3311@fac.aii.edu

Course Website: <http://aii.lgrace.com>

Office Hours: As Needed

Course Description:

Students are introduced to the creative process and commercial critique. Students will gain a better understanding of the commercial art process from idea conception to delivery. Discussion will focus on analog and digital media. Students will learn industry terminology, fundamentals, and the wide variety of career opportunities. Students will be expected to employ creativity to solve a variety of art and design problems.

Required Materials:

Three ring binder

Notepad (for notes)

8.5" X 11" bound sketch book¹

Minimum 2 floppy disks, USB storage device, or comparable product for storing copies of written assignments.

Pens, pencils, markers as needed.

Technology Required:

Occasional access to a personal computer to conduct research and type assignments.

Textbook(s): None. Handouts and articles will be provided.

A study guide in the form of a course packet may be provided.

Objectives: The course will promote student's ability to:

- Understand and apply the creative problem solving process.
- Explain the computer hardware and software that relate to graphic design, animation and Interactive Media.
- Define the terms used in, and related to, graphic design, animation, and Interactive Media
- Explain current developments in technology as they relate to graphic design, animation, and Interactive Media.
- Recognize elements and principles of good design techniques in graphic design, animation, and Interactive Media.
- Understand the processes of graphic design, animation, and Interactive Media development.
- Understand and distinguish skills necessary to pursue a career in graphic design, animation, and Interactive Media.

¹ You must use an 8.5" x 11" notebook, because you will be handing in photocopied work from this sketchbook.

Weekly Schedule:

Week 1: Course Introduction
What is art?
Professional Skills

Week 2: The Creative Problem Solving Process
Art and Design Fundamentals: Process
Schedule Presentations

Week 3: Commercial Art Critique, Art Producers and Consumers
Computer Hardware Basics for the Artist
Computer Software Basics for the Artist

Week 4: The Power of Software
Midterm Review
**Article Summary due*

Week 5: Midterm Exam
History of Commercial Art

Week 6: Fundamentals of Commercial Art
Design Development Process

Week 7: History of Animation Fundamentals
Animation Fundamentals and practical application

Week 8: Animation Fundamentals and Careers

History of Interactive Media and Modern Media Fundamentals

Week 9: Interactive Media Fundamentals
Interactive Media Technology and Application

Week 10: Interactive Media Development Process and Careers in the Industry
**Critique Summary due*
Careers in Interactive Media

Week 11: Final Thoughts: Future?
Final Exam

The instructor reserves the right to rearrange the schedule depending on student needs.

Lectures, assignments, and presentations

There will be a lecture for every class that meets. During some classes there will be an in-class project to begin.

There will be 2 writing assignments. These assignments will be completed outside of class. All writing must be word processed (double-spaced in 12 point Times New Roman font), and written at the college level. The writing should be **one page** in length. Not following directions, very poor grammar or spelling errors will result in low grades. Article summaries are graded on a 1 to 50 scale. Please review the document entitled *Article and Critique Summary Guidelines* for more information.

Each student will be expected to do a single 10 minute presentation in front of the class. The presentation will be based on a topic of the student's choosing. The topic should relate directly to this course. The date of the presentation will be assigned on a first come, first serve basis. Presentations will be graded on a 1 – 20 scale. Students who inform, interest, and engage the audience will receive high scores. A well-prepared presentation is essential for success.

If a student misses a class session they should visit <http://aii.lgrace.com>. This website contains materials discussed in each class session.

Grading System:

Projects / Exercises:	150 points	(10-40 points each, 6-10 assignments)
Writing Assignments:		
Summary (1):	50 points	
Critique (1)	50 points	
Presentation:	10 points	
Quizzes (4):	40 points	(10 points each quiz)
Midterm Exam:	100 points	
Final Exam:	100 points	
Total:	500 points	

Point Score range	Letter Grade
93 and above	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
Below 60	F

If you need help on any assignment, please ask in class or through e-mail.

Course Requirements and Policies

All students must adhere to the guidelines set forth by the Illinois Institute of Art's student handbook.

Attendance:

Students are expected to attend each class and arrive on time. Any student arriving late for an exam or quiz may not be given a chance to complete it. Always be prompt. Attend lecture on time. Arrive from breaks on time.

Makeup exams and acceptance of late assignments will only be granted in the following circumstances; Medical excuse, emergencies, campus-sponsored activities.

All issues of attendance and tardiness will be handled as school policy dictates and at the discretion of the instructor.

Cheating and Plagiarism:

Any student that cheats or plagiarizes will be reported to the school administration for immediate discipline.

Late work will not be accepted.