

**MMAS 101**  
**Digital Design Principles**  
**Multimedia Arts and Sciences**  
**University of North Carolina at Asheville**

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**CLASS TIME**

Sec 001

10:50 pm - 12:10 pm TR

Zeis Hall

Room #203

Sec 002

1:45 pm - 3:00 pm TR

Zeis Hall

Room #203

**PROFESSOR**

Phillip Delacruz, M.F.A.

Assistant Professor

Office: #214 Zeis Hall

Office hours: 11:30 pm - 1:30 pm M W

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**COURSE DESCRIPTION**

An introduction to the basic principles of design and graphic visual communication. Core software skills will be taught with an emphasis on conceptual and aesthetic development. Fall and Spring.

3.000 Credit Hours

3.000 Lecture hours

**OBJECTIVES**

Through creative projects that place emphasis on visual communication, research, art & design history, and 2d digital art mediums, students will learn to connect classical design principles, aesthetics, and creative concepts cohesively to form.

- Articulate the value of the 2d multimedia arts and its potential impact on the self and others
- Recognize cultural, historical, spiritual, and/or political aspects of the 2d multimedia arts studied
- Develop, articulate, and understand the 2d computer generated imagery concepts, methods, and organizing principles
- Continued research into the traditional principles and elements of art and design

- Creative research, experimentation, problem solving within 2d digital art/design production

## **OUTLINE**

There are five projects. Prepare to take projects from conceptual idea (writings, research of references/inspiration), sketch (thumbnail to storyboard layout), development phase (the building of graphics), beta testing / feedback phase (preliminary renders presented to an audience, analyzing viewer response), onto revisions and final completed form.

2d graphics requires a lot of time to produce. Be prepared to set a minimum of 6 to 9 hours per week for homework assignments, lab production time, and for collaborative learning experiences.

- Project 1: Art and Design Research Oral Presentation
- Project 2: Exploring Similarity and Variety
- Project 3: Stable, Reversible, Ambiguous
- Project 4: Landscapes
- Project 5: Visual Metaphor Part 1 & Part 2

## **PROGRAMS COVERED**

- Photoshop
- Illustrator
- Dreamweaver (as time permits)
- Flash (as time permits)

## **REQUIRED TEXT**

- "Digital Design Basics," Amy E. Arntson, Thomson/Wadsworth Publishers, ISBN 0-15-505958-0

## **REQUIRED SUPPLIES**

- TBA

## **EVALUATION**

The following factors will be considered in determining grades:

- Class Participation with guided assignment, lecture, and homework
- Conceptual and aesthetic development, and digital art appreciation, exhibited through research and project context
- Professionalism- in relation to student conduct, interaction with others, approach to research and production
- Completion of all assignments in a timely manner
- Quiz/Exam Scores
- Rubric Scores
- Attendance (Attendance policy below)

## **GRADING**

- Project 1: Art and Design Research Oral Presentation: 12.5%
- Project 2: Exploring Similarity and Variety: 12.5%
- Project 3: Stable, Reversible, Ambiguous: 12.5%
- Project 4: Landscapes: 12.5%
- Project 5: Visual Metaphor- Part 1: 12.5%
- Project 5: Visual Metaphor- Part 2: 12.5%
- Evaluation (see above): 12.5%
- Quizzes / Exams: 12.5%
- There are no “make-ups” for failed exams or late assignments.
- The +/- grading system will be used for this course:  
A 4.0; A- 3.34; B+ 3.33; B 3.0; B- 2.34; C+ 2.33; C 2.0; C- 1.34; D+ 1.33;  
D 1.00; F 0.00

## **ASSIGNMENT TURN-IN STANDARDS**

- All projects will be uploaded to the server drop box on the “due date” specified. Late assignments will not be accepted. All assignments are due on the specified due date.
- Critiques are equivalent to exams. You are required to present your projects on the due date specified on calendar. If you miss your critique and are not able to physically present your work, it is the equivalent of a zero on an exam.
- The final critique is mandatory. Failure to attend the final critique will result in a failing grade for the course.

## **ATTENDANCE POLICY**

Having to repeat class lessons, due to absences, can set everyone back and can hinder students' ongoing learning and development. It is the absent student's responsibility to catch up if behind. Office hours are available to discuss any material missed.

- It is mandatory to attend all class sessions
- Arriving 15 minutes past the beginning of class counts as an absence
- Attending less than 75% of time allotted for class is counted as an absence
- 1 unexcused absence allowed
- 4 total absences (including 1 unexcused absence) equals a drop in final letter grade
- Each unexcused absence beyond three will lower final grade by one full letter

## **CALENDAR**

**(Subject to change)**

### **Project 1:** **Art and Design Research Oral Presentation**

#### Week 1

##### Lecture/demo/workshop

- Course Description
- Course Book
- Course Objectives
- Text and Supplies Required
- Grading / Evaluation in relation to course description
- Project 1 Description
- Discussion: “A New History for a New Medium”
- Design Elements

##### Assignments

- Homework: Pg. 3-20

#### Week 2

##### Lecture/demo/workshop

- Design Principles
- Demo: Photoshop, Scanning

##### Assignments

- Pg. 20 “In the Studio: Art and Design Research” – do look at “Gallery Profile” Sections throughout the book for examples of related Multimedia Artists to fully explore.

### **Project 2:** **Exploring Similarity and Variety** **(Jan. 18<sup>th</sup>, no classes- Martin Luther King, Jr. Day)**

#### Week 3

##### Lecture/demo/workshop

- Discussion: “Old and New Tools”
- Design Principles: Movement / Rhythm
- Demo: Photoshop- tools

##### Project 1 Presentation:

- Student 1
- Student 2

##### Assignments

- Pg. 24-38
- Pg. 38 “How To Basics”

#### Week 4

##### Lecture/demo/workshop

- Discussion: “Old and New Tools”
- Design Principles: Emphasis / Dominance
- Demo: Photoshop- Image Manipulation
- Rubric Discussion: Project 2

##### Project 1 Presentation:

- Student 3
- Student 4

##### Assignments

- Pg. 42 “How To Basics”
- Pg. 42 “In The Studio: Exploring Similarity and Variety”

### **Project 3: Stable, Reversible, Ambiguous**

#### Week 5

##### Lecture/demo/workshop

- Topic: “Digital Imaging”
- Design Principles: Closure
- Discussion: “Visual Language”
- Demo: Photoshop- Image Manipulation, optimization
- Progress review

##### Project 1 Presentation:

- Student 5
- Student 6

##### Activities

- **Exam 1**
- Project “In The Studio: Exploring Similarity and Variety” Due
- Critiques

##### Assignments

- Pg. 47-50
- Pg. 50 “How To Basics”
- Pg. 53 “Hands On Practice”

### **Mar. 22 Last Day to Withdraw**

#### Week 6

##### Lecture/demo/workshop

- Discussion: “Stable, Reversible, Ambiguous”

- Design Principles: Unity
- Demo: Illustrator- Pen Tool, Strokes, Vector

Project 1 Presentation:

- Student 7
- Student 8

Assignments

- Pg. 58 “In The Studio: Stable, Reversible, Ambiguous”
- Pg. 65 “How To Basics”
- Pg. 68 “Hands On Practice”

Week 7

Lecture/demo/workshop

- Discussion: “Mastering Color”
- Discussion: “Visual Perception”
- Progress review

Project 1 Presentation:

- Student 9
- Student 10

Activities

- Project “In The Studio: Stable, Reversible, Ambiguous”
- Critiques

Assignments

- Pg. 79-91
- Pg. 92 “How To Basics”
- Pg. 93 “Hands On Practice”

**Project 4:  
Landscapes**

Week 8

Lecture/demo/workshop

- Discussion: “Deconstruction”
- Design Principles: Continuance
- Demo: Color Manipulation

Project 1 Presentation:

- Student 11
- Student 12

Activities

- Project “In The Studio: Stable, Reversible, Ambiguous” Due
- **Exam 2**
- **Progress Reports**
- Project “In The Studio: Landscapes”

Assignments

- Pg. 95 “How To Basics”
- Pg. 99 “Hands On Practice”
- Pg. 100 “In The Studio: Landscapes”

### Week 9

(Spring Break- No Classes)

### Week 10

Lecture/demo/workshop

- Discussion: “Underpainting”
- Design Principles: Gestalt, Proportion

Project 1 Presentation:

- Student 13
- Student 14

Activities

- **Landscape part 1**

Assignments

- Pg. 103-109
- Pg. 109-114 “How To Basics”
- Pg. 115 “Hands On Practice”
- Pg. 119-120
- Pg. 120 “How To Basics”
- Pg. 127 “Hands On Practice”

### Week 11

Lecture/demo/workshop

- Discussion: “Color Theory”
- Design Principles: Similarity
- Demo: Illustrator & Photoshop-  
“Custom Swatch Libraries”  
“Adobe Swatch Exchange”  
Masking continued
- Progress review

Project 1 Presentation:

- Student 15
- Student 16

Activities

- **Landscape part 2**
- Project “In The Studio: Landscapes” Due
- Critiques

Assignments

- Pg. 133-137

- Pg. 138 “How To Basics”
- Pg. 142 “Hands On Practice”
- Pg. 142-146 “How To Basics”
- Pg. 146 “Hands On Practice”

## **Project 5: Visual Metaphor Part 1**

### Week 12

#### Lecture/demo/workshop

- Design Principles: Proximity & Visual Hierarchy
- Demo: Illustrator & Photoshop- Image, type, vector graphics, continued

#### Activities

- **Exam 3**

#### Assignments

- Pg. 147
- Pg. 148 “How To Basics”
- Pg. 149 “Hands On Practice”
- Pg. 150 “In The Studio: Stamp Design”

### Week 13

#### Lecture/demo/workshop

- Discussion: “Visual Metaphor”
- Demo: Illustrator & Photoshop- Live Paint
- Design Principles: Alignment
- Progress review

#### Activities

- Project “In The Studio: Stamp Design” Due
- Critiques

#### Assignments

- Pg. 153-168
- Pg. 142-146 “How To Basics”
- Pg. 146 “Hands On Practice”

### Week 14

#### Lecture/demo/workshop

- Discussion: “Visual Metaphor, Composition, Stylization, Craftsmanship”
- Discussion: “Aesthetic Valuing,” “Aesthetic Perception”

#### Activities

- Art Criticism Exercises
- Project “In The Studio: Stamp Design” Revision Due
- Critiques

## Assignments

- Pg. 168 “Hands On Practice”
- Project 5 Visual Metaphor Part 2

## **Project 5: Visual Metaphor Part 2**

### Week 15

#### Lecture/demo/workshop

- Discussion: “Critiquing Art”
- Discussion: “Peer Reviews”

#### Activities

- Art Criticism Exercises Continued
- Creative Brief Reviews

#### Assignments

- Creative Brief Essay
- Project 5 Visual Metaphor Part 2

### Week 16

#### Lecture/demo/workshop

- Discussion: “Conceptual Development”
- Progress review

#### Activities

- Critiques

#### Assignments

- Project 5 Visual Metaphor Part 2: Revision

### Week 17 (Finals Week)

#### Activities

- Project “Visual Metaphor” Part 2: Revised Due