

# DIGITAL ART

2011 - 2012 *Digital Art Syllabus*

Instructor: Mr. Kannofsky

Animo Venice Charter High School

Course Website: <http://www.AnimoArt.org>

Cell phone: 323-252-5280



**Composition 8**  
Wassily Kandinsky  
oil on canvas, 1923

## 1. COURSE INTRODUCTION

Digital Art is a course designed to engage art students in the use of a variety of contemporary design technologies that require unique and specialized media critical and problem solving skills. Students will begin with natural media explorations in their design journal, using brainstorming and idea generation techniques to develop projects best suited for electronic media output: media and graphic design, motion graphics and animation. Each project will use the elements of art and principles of design to structure their work around specific goals and content which in turn will be directed towards the creation of a portfolio of exemplary work as part of college and job applications. Students will design media projects for a variety of authentic experiences such as poster designs for school productions, web and print designs for local businesses and media public service announcements (PSAs) for non-profit clients.

## 2. COURSE GOALS

The primary course goals for **all students** are:

- to challenge assumptions about graphic design and its history
- to improve creativity and skill sets
- to decipher new concepts used in contemporary design
- to better understand the relevance of design in our lives
- to create a student portfolio that tracks student improvement
- to participate in public design shows

## 3. LARGE PROJECTS

	TOPIC TITLE	LARGE PROJECT	DUE
	<b>Fall Semester</b>	<b>The Foundation</b>	
1	Design in Contemporary Society	Personal Logo / Card	
2	Using the Elements of Visual Design	Posters / Digital Kandinsky	
3	Using the Principles of Visual Design	Book or CD Cover	
4	The Visual Design Process	Skateboard Deck / Website Masthead	
5	Online Portfolio & Project Re-Design	Digital PowerPoint Portfolio	
	<b>Spring Semester</b>	<b>The Portfolio</b>	
6	Design I - Identity	Non-profit logo, letterhead, etc.	
7	Design II - Design Narrative	Non-profit brochure/comic book/photography	
8	Design III - From Static to Active	Animated movie opening credits	
9	Design IV - Motion Graphics	PSA / Rotoscoping	
10	Design V – Portfolio Presentation	PowerPoint / Display	

#### 4. ONLINE LEARNING / CLASS TEXTBOOK

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- **Adobe** [http://help.adobe.com/en\\_US/Fireworks/9.0/](http://help.adobe.com/en_US/Fireworks/9.0/)
- **ArtTalk Textbook Online:** <http://www.animoart.org/textbook.html>

#### 5. SUPPLY LIST

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- **Supply List:**
  - bound sketchbook: 8 ½ x 11 or 9 x 12 only (see AnimoArt.org)
  - several white erasers
  - pencils
  - Flash Drive – 1/2 gig. Minimum
- Art supplies can be purchased at:
  - **Mittel's Art Supply** (2016 Lincoln Blvd. -1 mile north of Animo Venice on Lincoln),
  - **Dick Blick / Art Store** - <http://www.dickblick.com>,
  - **Michaels** (1427 Fourth St. - Santa Monica),
  - **Aaron Brothers** (13455 Maxella Ave., 310- 577-1040– Marina del Rey)

#### 6. CLASS EXPECTATIONS

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Students are required to follow classroom rules and procedures as well as the school wide policies for behavior. **The Five "BEs" of acceptable behavior are:**

- **BE ON TIME to class.** You should be sitting in your seat, **READY TO WORK WHEN THE BELL RINGS!!**
- **BE RESPECTFUL of others.** Listening is a skill we all need to practice. **RAISE YOUR HAND!!**
- **BE PREPARED.** Have your **REQUIRED MATERIALS WITH YOU FOR EACH CLASS!!**
- **BE RESPONSIBLE** for your environment. **USE MATERIALS WISELY!!**
- **BE ENERGIZED!!! LET'S MAKE ART!!!**

#### 7. EXTRA CREDIT

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Students have the opportunity to earn up to 50 extra credit points each semester. This equals about 3% of their semester grade. These extra credits projects are at <http://www.animoart.org>

#### 8. GRADING POLICY

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- |              |          |                        |   |   |
|--------------|----------|------------------------|---|---|
| • 100% - 90% | <b>A</b> | <b>ADVANCED</b>        | ☺ | <b>Great design skills, work ethic, cooperation</b> |
| • 89% - 80%  | <b>B</b> | <b>Proficient</b>      | ☺ | <b>Good design skills, work ethic, cooperation</b>  |
| • 79% - 70%  | <b>C</b> | <b>Basic</b>           | ☹ | <b>Basic design skills, work ethic, cooperation</b> |
| • 69% - 60%  | <b>D</b> | <b>Below Basic</b>     | ☹ | <b>Poor design skills, work ethic, cooperation</b>  |
| • 69% - 0%   | <b>F</b> | <b>Far Below Basic</b> | ☹ | <b>No design skills, work ethic, cooperation</b>    |

Progress reports will be sent home the 5<sup>th</sup> and 15<sup>th</sup> weeks, and grade reports will be sent home the 10<sup>th</sup> and 20<sup>th</sup> weeks. **Only the grade on the 20<sup>th</sup> week report card becomes permanent.**

## 9. ASSESSMENTS / GRADING PERCENTAGES

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The following is the breakdown of assessments for *each semester* and their percentages:

<b>CATEGORY</b>		<b>points</b>	<b>percentage</b>
• Final Projects (200 pts. x 5)	<b>Summative</b>	1000	50%
• Small Projects (100 pts. x 5)	<b>Formative</b>	500	25%
• Exercises / Skills (40 pts. x 5)	<b>Formative</b>	200	10%
• ArtTalk Quizzes / Exercises (50 pts. x 4)	<b>Summative</b>	200	05%
• DAJ Critiques / Journal work (100 pts. x 5)	<b>Formative</b>	500	10%
		<b>2400 pts.</b>	<b>100%</b>

## 10. PROJECT SUPPORT / LATE WORK

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Students may *redo* **FINAL PROJECTS** if they want to improve their grade. Students may only redo projects *after they have turned in their first attempt at the project on time* and received a “C”.

**Students must turn in any redone FINAL PROJECTS before Finals Week.**

## 11. OFFICE HOURS, STUDENT SUPPORT & CONTACT INFO

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Office Hours: Mondays / Wednesdays  
Email address: [jkannofsky@animo.org](mailto:jkannofsky@animo.org)  
Cell phone: 323-252-5280  
Course Website: <http://www.animoart.org>



## 12. SAFE & CIVIL SCHOOL / CLASSROOM RULES

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- 1. Students must be seated with all materials before the tardy bell rings.**
2. Students will use appropriate and respectful language at all times. No vulgar, derogatory or gang terms allowed in class.
3. No food, gum or drinks in classroom. *Bottled water is ok.*
4. Students must ask permission to leave their seat.
5. Students must follow all school rules such as keeping their *shirts tucked-in, not using electronic devices or cell phones in class, etc.*
- 6. Students must clean up their workspace at the end of class.**
- 7. Students must not waste materials.**

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### Consequences for disregarding classroom rules:

- **No warnings will be given.** If you do not follow any of these rules, you will receive one or more of the following consequences:
  - Lunch detention
  - After-school classroom clean-up
  - Discussion with parent(s)
  - Parent shadowing
  - Suspension

**Place the above syllabus in your folder.**



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# DIGITAL ART SYLLABUS - PARENT/STUDENT/TEACHER CONTRACT

By signing this form, I acknowledge that I have read and understood everything in this syllabus.

Student Name: \_\_\_\_\_

Period: \_\_\_\_\_

Student Signature: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_

**Return to instructor by** \_\_\_\_\_

**/20 pts.**

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All supplies due by: