UVU UTAH VALLEY UNIVERSITY™

Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: https://catalog.uvu.edu/

Semester: Spring
Course Prefix: ART 1400
Course Title: Graphic Computer Applications

Year: 2025
Course and Section #:01
Credits: 3

Course Description

Introduces concepts and software related to visual communication and the creation and reproduction of art. Teaches how to create and modify digital images using Adobe Photoshop. Also teaches basic design skills using Adobe Illustrator. Teaches basic page layout skills using InDesign. Covers basic software used in visual communications.

Course Attributes

This course has the following attributes:
☐ General Education Requirements
☐ Global/Intercultural Graduation Requirements
☐ Writing Enriched Graduation Requirements
☒ Discipline Core Requirements in Program
☐ Elective Core Requirements in Program
☐ Open Elective
Other: *Click here to enter text.*

Instructor Information

Instructor Name: Carlos Sanchez

Student Learning Outcomes

1   Apply basic working knowledge of Adobe Creative Suite to projects and designs
2   Use the computer as a tool to create or modify artwork
3   Work competently in the OS X operating system environment
    Use the software appropriately based on the type of art being created, specifically: Adobe
4   Illustrator: vector art; Adobe Photoshop: pixel-based art; Adobe InDesign: page layout
5   Apply basic concepts of art reproduction using the computer

Course Materials and Texts

Adobe CC

Course Requirements

Course Assignments, Assessments, and Grading Policy
Objective

The primary objective of this course is to introduce students to the potential of the computer as a creative tool. Class will be conducted through both discussion and hands-on computer work. Through a variety of projects, students will become familiar with how to create and manipulate art and/or photography two dimensionally using vector (Adobe Illustrator / InDesign) and raster (Adobe Photoshop) based computer software. The basic software experience should not only prepare students for creating artwork in your program focus but also act as a springboard to other programs, even 3-dimensional computer art and animation. When it comes to critique and grading, emphasis will be given to creativity, craft and principle of design in all assignments.

All work should be of such quality that it could be included in portfolios for advancement in the Art & Design program.

Commentary

Regardless of the computer skills attained, design/creativity is always the priority. No matter how technically proficient and image may seem, if lacks excellence in design or if the concept is poor, it will fail as a good solution. There is a great deal to learn in a limited time. Students will be instructed in the core elements of several software applications. However, instruction will be general and brief. Anything more than a cursory understanding of the application will come only through personal effort beyond the minimal course requirements.

Class Policy

Because the information covered in class is a basis for personal exploration, it is vital that students attend every class. Please make every effort to be in class on time. Information covered in class will not be repeated nor will effort be made to catch-up a tardy student. In addition, projects other than those pertaining directly to this class may not be worked on during class time. Attendance is taken. **Five absences will result in a failing grade.**

Projects will be due at a specific date and time. Work will be presented and critiqued during class whether completed or not. Late projects will automatically lose 30% of the total points. Late projects not in by the beginning of the next class period will not be accepted.

In preparation for additional education, and ultimately a profession, it is of primary importance that your work be as good as possible. That being said, any project that has been submitted on time may be redone for a better grade at any point in the term. It may be improved or solved in an entirely different manner as long as it still fulfills the assignment. A late project may be redone but the final grade will be no more than 70%. If redo's are done poorly, I reserve the right to assign a lower grade. Do not waste my time with mediocrity. Projects should be reworked based on the critique comments until they are as strong as possible. Doing this is a very important way to improve your skills, focus your creativity, and

resolve visual problems. It is also the reality of the creative industry. If you feel the redo's grade is not appropriate, an impartial group of faculty will be asked to review the piece and establish a grade. When grading projects, my personal experience, professional judgement and aesthetic preferences influence my response. When I review student projects, I consider the following:

1. Creativity: Ordinary solutions are not only dull, they are not competitive. They neither challenge nor im- prove the student's ability. Solutions should be exciting, innovative and interesting.

2. Design/Composition: Regardless of your discipline, skillful and creative use of design principles and elements are essential to communication with an audience. While most viewers cannot identify what may be right or wrong with an image, they sense when the are comfortable or uncomfortable. Design is as important as con- tent in the process of communication.

3. Craft: Skill with media is necessary to success. A good idea fails to communicate if worked poorly. I realize most of you have limited media experience, especially with the computer, and will take that into account. Work that we do in class is designed to develop some degree of comfort with the medium.

4. Appropriateness: All projects have goals and rules that need to be accomplished. It is the expectation that these will be met through your solutions. The industry requires this as will I.

Required or Recommended Reading Assignments
N/A

General Description of the Subject Matter of Each Lecture or Discussion
Assignments

5 assignments worth 100 points each Total points 500 points

All work will be given specific requirements for submission. It would be to your advantage to purchase a flash drive or portable hard drive for storing and transporting your work. Specifics to each assignment will be given at onset.

Alphabet

Using only the pen tool, color, swatches and stroke palates from Illustrator, you are to draw your full name and the upper and lower case alphabets as vector shapes. Each letter must be uniquely drawn and not copied. You must have a total of five fill colors among all the letters (please do not use gradients) and each letter must have a .5pt black outline. I will be grading on craft and smoothness of shapes.

Paint by Numbers

In Illustrator you are to reinterpret a landscape from a photograph that YOU have taken. The final image must include both manmade and organic elements. This image will be stylized and abstracted given the nature of drawing in a vector based program, but it must still be recognizable. You may use any of the drawing tools in the software application. Do not use the live paint or any outlining means. Grading will be determined by recognizability, visual interest and effective use of tools. Colors should be appropriate to the subject matter.

Photo Corrections

In Photoshop, you are to repair, color correct and edit an existing photo. You may use all the tools available to you. Scan the photo then print a before and after version of the image. Minimum size is 4X6 inches. Grading will be based on quality of work. Photos need not be well designed but an attractive photo is much nicer to look at.

Smoke and Mirrors

In Photoshop, you will combine two or more individual photographs that could work together into a single image. Con- sider context, color, lighting and resolution as you select your images. Finish size is 8X10 and must be mounted on a single piece of black matte board.

Magazine Copy

Using InDesign, you are to duplicate two pages from a magazine. It must have type and graphic elements. This will be graded on how close of a match you have made.

Required Course Syllabus Statements

Generative AI

AI programs are not a replacement for your human creativity, originality, and critical thinking. Drawing, painting, thinking, ideating, and researching are crafts that you must develop over time to develop your voice. At the same time, you should learn how to use AI and in what instances AI can be helpful to you.

The use of generative AI tools (e.g. ChatGPT, Google Bard, Dall-e, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Finding information on your topic;
- Organizing your thoughts

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Completing work that has been assigned to you.
- Composing, drawing, or digitally painting entire parts of your project including thumbnail sketches, comp sketches, or completed work.

You are responsible for the information and creative output you submit based on any AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited to stay within university policies on academic honesty.

Any student work submitted using AI tools should indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting.

Using Remote Testing Software

☒ This course does not use remote testing software.

☐ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their rights and responsibilities. In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in UVU Policy 541: *Student Code of Conduct*.

Equity and Title IX
Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation
UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.
To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a specially dedicated space for meditation, prayer, reflection, or other forms of religious expression.