ART213 Introduction to Digital Media (Digital Art & Design I)
2026
Hartwick College
Department of Art & Art History

Asst. Professor: Joseph Von Stengel
Art 213: Introduction to Digital Media (Digital Art and Design I)
Location: Anderson 129
Office: Anderson 131

Course Description
Digital Art & Design I is an introductory digital media course that teaches 21st century skills in digital communication, digital technologies, Adobe software and design thinking. This course introduces four main aspects of digital media; image manipulation and design, motion graphics, Augmented Reality and 3D design (CAD). During the term students learn the basics concepts of graphic design & image editing through the use of Adobe Photoshop software. We will create motion graphics utilizing Adobe Photoshop & Adobe Premiere and design 3D models using Tinkercad and Vectary.

Students learn how images are created through the use of composition and subject matter, and how context affects a viewer's understanding of an image. The class considers Ai's impact on digital media and design.

We will explore how images affect viewers, truth vs perception and the creation of reality. Practical considerations include creating visual media for "real world" clients, and building a database of source imagery for use in future graphic design and art projects. Digital imagery, video, the web and social media are important devices for communication across all disciplines. The information obtained in this course will be invaluable for anyone who wishes to present information in a digital format. This course is a pre-req for all upper level digital art & design courses. (EL)

Purpose
This course is not just about making students proficient with software. While this is inarguably important, our efforts will transcend the tool to reveal the greater meaning of digital media and its place in today's art & society. To this end we will consider the computer just a tool, (one of many) not a means to an end. We will also discuss the issues of working in a discipline tied to technology and the reality of creating in a medium under constant change. We will focus on 'seeing'. We will consider content and context, and of course technique.

In Class time: Will involve a combination of application demos and technical instruction, one on one help, lectures on pertinent issues within the medium, work time for projects, and critiques of projects.

Outside Class time: in addition to projects, will involve exercises and tutorials, independent research, and some reading and writing.

Learning Outcomes
At the completion of this course, students will:

1 – Have a basic understanding of graphic design.

2 – Be able to demonstrate the ability to create and manipulate images and design layouts using Adobe Photoshop Software.

3 - Have the skills and knowledge to create a motion graphic video and will be able to demonstrate video & audio editing skills.

4 – Be able to demonstrate the ability to scan, manipulate and print 3d objects.

5 – Gain a higher level of visual vocabulary

6 – Gain a basic understanding of "design thinking"

7- Understand Ai

Outcomes Assessment

1 - Six projects will be assigned during the semester. These projects will be used to assess students ability and knowledge in each area.
        a. projects are reviewed using the rubric below

2 – Projects will conclude with a group critique where students will receive input from both their peers, teaching assistants and the professor.

3 - Each student will keep a daily image journal documenting their experience throughout the semester.

Supplies
   ● 8 GB USB flash drive.

Recommended Texts (not required)
        * There are many Photoshop Books out there. Look on Amazon to find a cheap copy.
        * Resources can be found on the class blog: art-213.blogspot.com and online (try a Google search or   Youtube search for Photoshop) .

Fees
        * Studio Art fee $100 ($25 per credit)

Attendance
   ● Attendance is mandatory (with three get out of jail free cards).
   ● In the case of an excused absence, such as religious holidays or medical reasons, the student must notify the instructor **prior** to the missed class, if possible. In the case of a medical situation, the student may provide a doctor's note after the fact.
   ● In the case of unexcused absences, the first three will result in no penalty. Each absence after the third will automatically lower the student's grade one half of a letter

grade.
- Each lateness after the second will result in ¼ loss of a letter grade.

Evaluation
10% Participation (in-class and online)
10% Assignments
20% Project 1 Sticke
10% Project 2 Record Shop
10% Project 3 Movie Poster
10% Project 4 Logo
10% Project 5 Motion Graphics
10% Project 6 3d Modeling
10% Project 7 Personal Network

Grades are determined through the following Rubric: **Craftsmanship, Aesthetic, Consideration, Effort & Directions**

Craftsmanship - the quality and skill used in the creation and a presentation of your finished projects
Aesthetic - the visual appearance of the content of your finished project. Your images aesthetic quality, composition and the images content.
Consideration - this is the area that looks at the depth of your project. How does what you created function in society, what does it say (or not say)?
Effort - Did you try or not? If this comes easy to you then you really need to work hard to show effort.
Directions - all projects have specific directions on how to name files and when projects are due. following the directions makes it easier for me to work with and review your files. All projects are expected to be complete on the due date.

100-92 A = You tried very hard, handed in all the projects and assignments on time and created excellent work.
91-83　B = You tried hard and handed in all the projects and assignments on time and created great work.
82-74　C = You tried, handed in most of the projects & assignments on time and created good work.
73-65　D = You barely tried, handed in most of the projects & assignments and created good work.
64-0　　F = You really didnʹ try and didnʹ hand in much work.

Turning in Projects
1. Projects are due at the beginning of class on the scheduled critique day.
2. Late projects are due exactly one week from the critique date. Late projects will lose ½ a letter grade. Projects will not be accepted after the late date and will be assessed based on the work turned in for critique.

Critiques

1. If you are <u>late</u> or <u>miss</u> a regular critique, the project for that critique will be lowered by one letter grade.
2. Attendance at the Final critique is mandatory. Missing the final critique will result in an "3for the Final Project. NO late Final Projects will be accepted!

Expectations

- During class time, students are expected to engage in meaningful classroom participation.
- Each student is expected to complete all projects, exercises, in-class exercises and required readings. Details of the various assignments will be discussed in class and on the class Blog.

Lab Policy

- No Food and Drink (except designated area). Violation will result in the loss of lab privileges.
- Students may not install/uninstall software of any type or reconfigure hardware without the permission of the professor.
- Report computer problems to the lab assistant or professor with detailed information as to which computer and a <u>descriptive</u> explanation of the issue.
- There will be open lab hours for student use throughout the semester

Academic Adjustments and/or Modifications

Students must present <u>you</u> with an Academic Plan Letter in order to be eligible for academic adjustments.

Please be sure to include the following statement in your syllabi for upcoming courses: Hartwick College is committed to upholding and maintaining all aspects of the Federal Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Rehabilitation Act of 1973. If a student with a disability wishes to request academic adjustments, they should contact Lara Sanford, Director of AccessAbility Services at sanfordl@hartwick.edu, or AccessAbilityServices@hartwick.edu. AccessAbility Services is located on the 5th floor of Yager Hall in the Center for Student Success. Any information regarding a student's disability will remain confidential. Requests for academic adjustments should be made as early as possible.

Instructional Sequence

This class moves through three main aspects during the semester. We first explore graphic design and manipulation through the use of Photoshop. We discuss the idea of truth and the creation of reality within the digital medium. We appropriate and design images as we discuss digital as an art medium and its use in society. For the second part of the class we review and create time-based media. Students create a motion graphic utilizing Photoshop. We look at examples up on the web and discuss the creation and editing of video. The final weeks of the class review 3D design and the creation of 3D objects. We end with a discussion of interface design, traditional interaction and manipulation web templates for customization.

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Academic Dishonesty

All work created or written in this class is expected to be your own! If you are unsure about the College's policy on Academic Dishonesty please refer to the Schools web site at the following link: http://www.hartwick.edu/x12195.xml

Sex Discrimination, Harassment, and Misconduct Statement

Hartwick College is deeply committed to equal opportunity and a tolerant, supportive learning environment and thus prohibits Sex Discrimination, Harassment, and Misconduct (www.Hartwick.edu/TitleIX).

Please note that faculty and staff are <u>required</u> to report incidents of sexual misconduct and thus cannot guarantee confidentiality.

If you wish to speak *confidentially* about an incident of sexual misconduct, please contact one of the following resources: Perrella Wellness Center, Health – (607) 431-4120, or Counseling – (607) 431-4120; or Opportunities for Otsego's Violence Intervention Program – (607) 432-4855.

If you wish to report an incident to the College or have questions about school policies and procedures, please contact our school's **Title IX Coordinator**, Traci Perrin, at PerrinT@Hartwick.edu or 607-431-4293. In an emergency and to request immediate assistance contact Campus Safety at 607-431-4111.