



ARTS 2348.021 – Digital Media - Hybrid

Course Syllabus: Fall 2021

Class Meets Tuesdays 3-4:20 PM

“Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed.”

Instructor: Daniel Sanchez

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
						M-F By appointment

This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.

Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.

Course Description: 3 Credit Hours

Studio art course that introduces the potential of basic digital media manipulation and graphic creation. The course emphasizes still and time-based media.

Prerequisite(s): None.

Student Learning Outcomes:

Upon successful completion of this course, students will:

1. Apply tools and technologies used in digital media. (create a digital art project)
2. Apply the elements of art and principles of design within the realm of digital media. (create a digital art project)
3. Demonstrate creative skill in aesthetic problem solving within assigned parameters. (create a digital art project)
4. Employ discipline-specific vocabulary in the evaluation of still and time-based design problems. (verbal critiques)
5. Demonstrate an appropriate level of professional practice. (prepare for and participate in student art show) (Digital Portfolio)

Evaluation/Grading Policy:

Discussions/Homework = 5%

Creative Projects = 50%

Quizzes = 5%

Portfolio = 20%

Terminology Exams = 15%

Critique = 5%

Final Grade = 100%

A (90%-100%) **B** (80%-89%) **C** (70%-79%) **D** (60%-69%) **F** (59% & Below)

Grades will be returned to the student as follows:

All grades will be posted to the student gradebook on Blackboard within one week of the due date. Please review the tentative course outline for course due dates. A due date schedule is also posted in the Start Here folder.

Required Instructional Materials: Adobe CC 2020 Suite – No textbook Required

Publisher: N/A

ISBN Number: N/A

Software: Adobe CC 2020. We will use Photoshop, Illustrator, InDesign and Premiere Pro.

You must have access to the Adobe Creative Cloud plan to complete the assignments in this course. The plan is available for purchase by subscription at adobe.com and is also available in the Learning Commons computer labs.

Student pricing | \$19.99/month or prepay \$239.88/year

You must provide your institutional affiliation to Adobe during your purchase transaction to obtain the student discount.

Note: Please visit the [Adobe CC system requirements](https://adobe.com) link at adobe.com to view specific system requirements for your computer or laptop. Please note that Chromebooks DO NOT allow any third-party downloads and will not allow you to install any Adobe products.

Optional Instructional Materials: None.

Minimum Technology Requirements:

Students must have own personal laptop/desktop with Adobe software. Campus labs and classroom computers are available as well. Note that kiosk computers for checkout do not have Adobe software.

Daily high-speed internet access

Portable storage device such as a USB drive/thumb drive

Required Computer Literacy Skills:

Adobe processing skills

Word processing skills

Email skills

Course Structure and Overview: This is a hybrid class which means class meets once a week and all the other instructions is done online via the learning management system Blackboard. We will meet in class once a week for 1 hour and 20 minutes and the rest of the work will be online. You must have reliable internet access to complete the online portion of this class. In class meetings will be reserved for lecture, presentation activities and critiques. Students are expected to complete all the textbook assignments and creative projects as well as discussions and quizzes. Completion of a critique and terminology exam is also required. You should expect to spend a minimum of 4-6 hours a week on this course. Late work will be penalized per the late work policy. A due date assignment schedule is listed at the end of the syllabus and in the Start Here folder in Blackboard for the entire semester, please check it weekly so that you know what is due and don't miss anything. As part of the art curriculum students are also expected to participate in the Student Art Show. Furthermore, students are encouraged to participate and enter their work to local/state galleries/museums as well. Submission of quality work(s) and attendance to these events is required for this course. Artwork submissions to *Lagniappe*, the NTCC literary and art magazine, is also required. Presentations/Critiques for this class will include two digital media projects from the semester.

Communications: All teacher/student communication is to be conducted by NTCC email. I will not reply to personal email addresses. I respond to emails in a timely manner within 24 hours. You can access student email through the myEagle Portal. Make sure that you check your student email on a daily or regular basis to access course announcements and other important college announcements.

Institutional/Course Policy: The last day to withdraw with a grade of "W" is Nov 16, 2021 (16 Weeks).

Plagiarism: Avoid plagiarism. Plagiarism means the appropriation of another's work and the unacknowledged incorporation of that work in one's own work offered for credit.

All work/creative projects must be completed within the semester you are enrolled for this course. No previous work will be accepted.

If plagiarism is discovered students will receive a grade zero for that assignment. Students may also be subject to the NTCC Academic Ethics policy. If you need to use images from online or other sources, use only copyright-free images. Give credit to the artist of work you use in your layouts. Document where you find your images by pasting the URL/Website location in the Text Submission or Comments toolbar in the Blackboard assignment window.

A few examples of violations you should avoid

1. Turning in work as your own that was created in some part by someone else.
2. Turning in work that violates copyright law.

Late Work: Late work will result in less points earned. Late work will not be accepted after 3 days and will result as a zero entered in the gradebook. Ten points will be counted off each day late, up to three days. For late discussions 5 points will be counted off from final score. Late discussions will not be accepted after three days.

Hard-drive crashes and file glitches do happen but are not an excuse for late assignments. Computer issues or problems with Blackboard are not a reason for not participating in discussions or submitting projects. Plan ahead and submit your work early in the academic week. Don't procrastinate.

Attendance, Participation, Cellphones: I do not penalize you for being tardy to class nor does it reflect on your overall grade. However, anytime you miss class instruction is lost and you may fall behind in coursework resulting in lower points earned overall. In addition, if you miss 25% (4 classes) or more of the scheduled class meetings, you may be subject to being dropped from the course. You are expected to actively participate in class discussions and peer-to-peer critiques. I do not mind cellphone use but please be mindful of usage especially during lectures as they may pose a distraction to the instructor and your peers. Please take/make any calls outside of the classroom.

Attendance reward: 10 extra points awarded for 100% attendance, 5 points for 75% attendance.

Alternate Operations During Campus Closure and/or Alternate Course Delivery Requirements:

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, it may be necessary for Northeast Texas Community College to move to altered operations. During this time, Northeast Texas Community College may opt to continue delivery of instruction through methods that include, but are not limited to, online through the Blackboard Learning Management System, online conferencing, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor NTCC's website (<http://www.ntcc.edu/>) for instructions about continuing courses remotely, Blackboard for each class for course-specific communication, and NTCC email for important general information.

Additionally, there may be instances where a course may not be able to be continued in the same delivery format as it originates (face-to-face, fully online, live remote, or hybrid). Should this be the case, every effort will be made to continue instruction in an alternative delivery format. Students will be informed of any changes of this nature through email messaging and/or the Blackboard course site.

Classroom Sanitation/Masks In an effort to minimize the spread of COVID-19 masks are recommended when social distancing is not possible. Please use proper hand-wash and sanitizing techniques often and make sure high-touch surfaces are wiped down with disinfecting wipes.

NTCC Academic Honesty/Ethics Statement:

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

ADA Statement:

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to request accommodations. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations page on the NTCC website.

Family Educational Rights and Privacy Act (FERPA):

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

Tentative Course Timeline (*note* instructor reserves the right to make adjustments to this timeline at any point in the term): View each weekly folder for specific instructions. All assignments are due by end-of-day (11:59 PM) the day before class unless otherwise noted.

Instructor's Notes: HW-Homework Assignment | CP-Creative Project

Throughout the semester you *may* be assigned homework. Homework will be graded primarily as a completion grade. However, I do pay attention to detail. Homework may include quick sketches for projects, practice assignments, storyboarding etc. Most homework is for *your* planning purposes.

Unit 1 – Photo Editing and Retouching (Photoshop)

Projects (Due @end of Week 4)

1. Create a new design for US currency by using layers, composite editing, blending modes +other PS tools
2. Create a surreal landscape composite (Optional)
3. Discussion #1

Introduction to the PS Work Area, Copyright & Design

Week 1 / Due Date | Aug. 30

F2F: Aug. 25 | Syllabus, introductions, Blackboard scavenger hunt/Q&A, intro to design, elements/principles of design, copyright/fair use, set up Adobe Accounts (Portfolio)

Web: *Start Here* folder, weekly videos, introduce yourself, Copyright Quiz, Elements/Principles Quiz,

Basic Photo Corrections & Quick Fixes

Week 2 / Due Date | Sept. 6

F2F: Sept 1 | Photoshop CC Overview/scavenger hunt, create a new document/save a project, discuss first 2 projects, working color modes (begin sketching dollar bill design)

Web: Weekly videos, red eye, crop/straighten, spot healing, clone stamp, adjustment layers & other basic corrections/quick fixes...(HW 1-5, PS tutorials + currency design)

Layer Basics & Selections

Week 3 / Due Date | Sept. 13

F2F: Sept. 8 | Cont. BC&QF, layers, blending modes, making selections, non-destructive editing/masking

Web: Weekly videos, using brushes, explore brush settings, work on unit projects

Compositing & Preparing Images for the Web, Production and Printing

Week 4 / Due Date | Sept. 20

F2F: Sept. 15 | What's a composite? Complete Unit 1 projects, learn to export, Quiz 1 review

Web: Weekly videos, complete unit projects, Quiz 1

Unit 2 – Creation of Vector Graphics (Illustrator)

Projects (Due @end of Week 8)

1. Design & create a simple logo or sticker art
2. Design & create an advanced vector graphic for a t-shirt design (suggested to build onto simple logo)
3. Discussion #2

Raster vs Vector Graphics

Week 5 / Due Date | Sept. 27

F2F: Sept. 22 | Ai Interface, organize content with layers, introduce unit projects 3 & 4

Web: Weekly videos, complete a peer critique, work on unit projects, HW 6-7 (Sketch 2 designs)

Working with the Drawing Tools & Color

Week 6: Due Date | Oct. 4

F2F: Sept. 29 | Creating artwork w/ Ai brushes, pen tool, paths, color & gradients, more about layers

WEB: Weekly videos, work on unit projects

Tracing and Hand Drawing

Week 7: Due Date | Oct. 11

F2F: Oct. 6 | Scanning/uploading art, image trace (work smart) more on the pen tool, anchors, & editing paths, midterm review

Web: Weekly videos, work on unit projects

Working with Artboards

Week 8: Due Date | Oct. 18 (Midterm grades due/posted)

F2F: Oct. 13 | Organize your artwork, How to use the artboard tool and artboard panel/options, complete unit 2 projects, Quiz 2 & Exam 1 review

Web: Weekly videos, Quiz 1, Exam 1, unit projects due

Unit 3 – Desktop Publishing (InDesign)

Projects (Due @end of Week 12)

1. Design & Create a single page document (Magazine Cover)
2. Design & Create an multi-page document (Cover + Table of Contents, 3 inside page spreads, back cover)
3. TBD Group project create and design a calendar for the Art Dept.
4. Discussion #3

Document Set-up & Typographic Design

Week 9: Due Date | Oct. 25

F2F: Oct. 20 | Working in InDesign, typography table talk, fonts in magazines/newspapers/posters, paragraph styles, leading, kerning, tracking, introduce unit projects 4 & 6

Web: Weekly videos, work on projects 5-6, HW 8-9 (create thumbnail cover design + inside spreads)

Working with Pages & Master Pages

Week 10: Due Date | Nov. 1

F2F: Oct. 27 | Multipage document set up, communication design discussion, columns & column width, work on projects 5-6

Web: Weekly videos, work on projects 5-6

Graphics, Frames, Photos & Visual Design

Week 11: Due Date | Nov. 8

F2F: Nov. 3 | Using text/graphic frame tools, discuss visual hierarchy, smart design, cont. work on unit projects

Web: Weekly videos, Projects 5-6

Exporting, Publishing & Printing

Week 12: Due Date | Nov. 15

F2F: Nov. 10 | Exporting preferences, setting up bleeds and other export marks, review for quiz 3, finish up unit 3 projects

Web: Weekly videos, Quiz 3, complete projects 5-6

Unit 4 – Time Based Media (Premiere Pro)

Projects (Due @end of Week 15)

1. Create and edit a 60 second video

Discussion #4

Intro to Time Based & Motion Media

Week 13: Due Date | Nov. 22 (Thanksgiving Break 24-26)

F2F: Nov. 17 | Premiere interface, learn how to import video/audio & creating a sequence, create a timeline, B-roll, working with multiple clips, introduce unit 4 projects, what's a shot list?

Web: Weekly videos, work on unit 4 projects, HW 9-10 (Create a shot list)

Learning the Basic Tools

Week 14: Due Date | Nov. 29

F2F: Nov. 24 | Cutting, moving, SFX, adjusting color, transitions, rearranging the timeline

Web: Weekly videos, Cont. work on unit 4 projects

Working with Text & Graphics

Week 15: Due Date | Dec. 6

F2F: Dec. 1 | Create and animate text, review for Quiz 4/Exam 2, [course feedback](#)

Web: weekly videos, Cont. work on unit 4 projects, Quiz 4, Exam 2

Exporting Media

Week 16: Due Date | Dec. 6 (Final Examinations)

F2F: Dec. 8 | Presentations & critiques ()

Web: Turn in final assignments (Submit a working Adobe Portfolio URL)

You did it!

Portfolio Requirements

Design & create a digital media portfolio using the Adobe Portfolio web application. The name of your site should be your first and last name. Adobe will add .myportfolio.com as part of the domain unless you purchase a custom domain. It is not required that you purchase a site domain. Some domains may already be taken so you might need to come up with a variation. Site name example danielysanchez.myportfolio.com

This is how you will present your work to the class at the end of the semester.

Your portfolio must include the following:

3 pages: Home, About Me, My Work

The home page should include a photo of yourself and tell us what your site is about. Invite us to look at your work.

The About Me page is simply more info about yourself as an artist. What is it that you do? Photography, graphic design...etc. What are your skills, professional experience etc. This doesn't need to be extremely detailed, in fact it should be brief, but you should mention key facts about yourself.

The Work page is your space to showcase your talent. Only show completed and quality work that is yours. Do not overload this page with everything you have ever done. Work examples should be in their finished form and detail oriented. For this course you should include a minimum of 5 works.

Currency Redesign

Simple Logo Design

Advanced Vector Graphic

Magazine Cover

Inside Page Design

You are expected to apply what you have learned about design and digital media to your digital portfolio. So, that means you should think about typography, color design (web colors), and other design elements/principles as they apply to visual design such as hierarchy, balance, organization etc.

Points breakdown ____/100

Correct domain = 10

Home Page = 10

About Me Page = 10

My Work Page + 5 works = 60

Overall Design = 10

Academic Calendar 2021 – 2022

2021 Fall Semester

Faculty/Staff In-Service Monday, August 16 – Tuesday, August 17
 First Class Day (16-week, 1st 8-week, 1st 5-week sessions)..... Monday, August 23
 Late Registration Ends..... Friday Noon, August 27
 Labor Day..... Monday, September 6
 Last Day to Withdraw with a Grade of “W” (1st 5-weeks) Thursday, September 16
 First Class Day (2nd 5-week session) Monday, September 27
 Last Day to Withdraw with a Grade of “W” (1st 8-weeks) Tuesday, October 5
 Deadline for Fall Graduation Application Thursday, October 14
 First Class Day (2nd 8-week session) Monday, October 18
 Last Day to Withdraw with a Grade of “W” (2nd 5-weeks) Thursday, October 21
 First Class Day (3rd 5-week session) Monday, November 1
 Final Day to Withdraw with a Grade of “W” (16-weeks) Tuesday, November 16
 Last Day to Withdraw with a Grade of “W” (3rd 5-weeks)..... Tuesday, November 23
 Last Day to Withdraw with a Grade of “W” (2nd 8-weeks) Tuesday, November 23
 Thanksgiving Break..... Wednesday – Friday, November 24-26
 Last Class Day (16-week session) Thursday, December 2
 Final Examinations Friday, December 3 – Thursday, December 9
 Fall Graduation..... 7:00 p.m., Friday, December 10
 Offices Close at 12:00 p.m. for Holiday Break Friday, December 17

2021 December Intersession

Registration..... Wednesday, December 8
 First Class Day Thursday, December 9
 Late Registration Ends..... Monday, December 13
 Final Day to Withdraw with a Grade of “W” Friday, December 31
 Last Class Day/Final Examinations Friday, January 7

ARTS 2348.021 DIGITAL ART RUBRIC, UNIT 1
Project:
Name:

Violation of Copyright (use of non-original images or graphic elements) will result in failure for the project. All image processing must be your work.

Area of Focus For Creative Projects	Excellent High Achieving 20 points each	Average Moderate Achieving 16 points each	Below Average Poor 13 points each	Score
Assignment Specifications/ Requirements (number of layers, correct dimensions, document set up etc.) see <i>instructions</i>	Proper sizing, resolution, document set up etc. Project fully meets or exceeds graphic design requirements.	Design meets the minimum level of requirements to satisfy the assignment. Improvements should be made. Shows evidence of some requirements.	Shows minimal to no evidence of requirements or incomplete work <u>submitted *</u>	
Photoshop Technique & use of Tools Use of Layers to organize & separate different elements. Shows use and knowledge of a variety of tools and techniques. (layer blending, creating selections, masking, FX etc.)	Strong design and organization are evident. Techniques and processing are used effectively to create a visually appealing design. Graphic placement and use of layers/tools <u>demonstrates</u> exceptional visual interest.	Design composition has potential but could use more organizational techniques to create more visual interest. Design shows some use of blending techniques, effects, and limited knowledge of tools.	Little to no consideration of basic Photoshop techniques. The design may be busy/crowded and distract from the focal point. Does not demonstrate visual interest.	
Concept/Content/Theme (Clear representation through use of ideas, symbolism and creative freedom)	Strong and effective concept. Idea is communicated well. Images/graphics thoroughly address the theme/concept. Thorough evidence of imagination, creativity and thoughtfulness.	Ideas are not fully communicated. Graphic design somewhat addresses the theme/topic. Some evidence of thoughtfulness.	Weak connection to the theme/topic. Unclear – design seems random. Little to no evidence of thought, creativity. Further brainstorming of ideas is recommended.	
Design Quality (resolution, color, attention to detail, clean design) Eraser, lasso, cropping, color adjustments, stamp tool, pixilation etc.	Shows mastery/correct use of the Photoshop tools to achieve a clean design. Minor to zero quality/resolution errors. Easy to look at and take in.	The overall design is of appropriate quality but can use more work to clean up trouble areas. Evident use of tools to try and fix image/graphic imperfections.	The design lacks quality control and has a haphazard approach. Focus on use of tools is not evident	
Creativity/Design Shows original thought that is transmitted through the design. Shows good use of images, color, text & E/POD that are cohesive and work well together.	Amazing work project is well organized, unified meaning. Interesting, different, effective. Student uses a unique approach to the assignment. Excellent image editing, enhancement.	Good approach showing some creativity but could have been planned, executed and enhanced to achieve a more powerful design.	Design shows little to no creativity. Dull, lacks impact.	

***Work not submitted=0 points**

Comments:

Total: _____

ARTS 2348.021 DIGITAL ART RUBRIC, UNIT 2
Project:
Name:

Violation of Copyright (use of non-original images or graphic elements) will result in failure for the project. All image processing must be your work.

Area of Focus For Creative Projects	Excellent High Achieving 20 points each	Average Moderate Achieving 16 points each	Below Average Poor 13 points each	Score
Assignment Specifications/ Requirements (number of layers, correct dimensions, document set up etc.) <i>see instructions</i>	Proper sizing, resolution, document set up etc. Project fully meets or exceeds graphic design requirements.	Design meets the minimum level of requirements to satisfy the assignment. Improvements should be made. Shows evidence of some requirements.	Shows minimal to no evidence of requirements or incomplete work <u>submitted</u> *	
Illustrator Technique & use of Tools Use of Layers to organize & separate different elements. Shows use and knowledge of a variety of tools and techniques. (pen tool, paintbrush tool, paths, masking, FX etc.)	Strong design and organization are evident. Techniques and processing are used effectively to create a visually appealing design. Graphic placement and use of layers/tools <u>demonstrates</u> exceptional visual interest.	Design composition has potential but could use more organizational techniques to create more visual interest. Design shows some use of graphic design techniques and limited use of tools.	Little to no consideration of basic Illustrator techniques. The design may be busy/crowded and distract from the focal point. Does not demonstrate visual interest.	
Concept/Content/Theme (Clear representation through use of ideas, symbolism and creative freedom)	Strong and effective concept. Idea is communicated well. Images/graphics thoroughly address the theme/concept. Thorough evidence of imagination, creativity and thoughtfulness.	Ideas are not fully communicated. Graphic design somewhat addresses the theme/topic. Some evidence of thoughtfulness.	Weak connection to the theme/topic. Unclear – design seems random. Little to no evidence of thought, creativity. Further brainstorming of ideas is recommended.	
Design Quality (resolution, color, attention to detail, clean design) Pen, paths, anchors, color gradients, linework, attention to detail etc.	Shows mastery/correct use of the Illustrator tools to achieve a clean design. Minor to zero path/quality errors. Easy to look at and take in.	The overall design is of appropriate quality but can use more work. Evident use of tools to achieve a design that works.	The design lacks quality control and has a haphazard approach. Focus on use of tools is not evident	
Creativity/Design Shows original thought that is transmitted through the design. Shows good use of color, text, shapes & E/POD that are cohesive and work well together.	Amazing work project is well organized, unified meaning. Interesting, different, effective. Student uses a unique approach to the assignment. Excellent graphic design.	Good approach showing some creativity but could have been planned, executed and enhanced to achieve a more powerful design.	Design shows little to no creativity. Dull, lacks impact.	

***Work not submitted=0 points**

Comments:

Total:

ARTS 2348.021 DIGITAL ART RUBRIC, UNIT 3
Project: _____

Name: _____

Violation of Copyright (use of non-original images or graphic elements) will result in failure for the project. All image processing must be your work.

Area of Focus For Creative Projects	Excellent High Achieving 20 points each	Average Moderate Achieving 16 points each	Below Average Poor 13 points each	Score
Assignment Specifications/ Requirements (number of pages, correct dimensions, document set up etc.) see <i>instructions</i>	Proper sizing, resolution, document set up etc. Project fully meets or exceeds graphic/layout design requirements.	Design meets the minimum level of requirements to satisfy the assignment. Improvements should be made. Shows evidence of some requirements.	Shows minimal to no evidence of requirements or incomplete work <u>submitted *</u>	
InDesign Technique & use of Tools Use of pages, columns or grids to organize & separate different text/graphic elements. Shows use and knowledge of a variety of tools and techniques. (Type tool, Frames, paragraph styles etc)	Strong design and organization are evident. Techniques and design are used effectively to create a visually appealing design. Graphic and text placement and use of columns, demonstrates exceptional visual interest.	Design composition has potential but could use more organizational techniques to create more visual interest. Design shows some use of visual interest. Conflicts in visual weight.	Little to no consideration of basic InDesign or layout techniques. The design may be busy/crowded and distract from the focal point. Does not demonstrate visual interest.	
Concept/Content/Theme (Clear representation through use of ideas, symbolism and creative freedom)	Strong and effective concept. Idea is communicated well. Text, images/graphics thoroughly address the theme/concept. Thorough evidence of imagination, creativity and thoughtfulness.	Ideas are not fully communicated. Graphic design somewhat addresses the theme/topic. Some evidence of thoughtfulness.	Weak connection to the theme/topic. Unclear – design seems random. Little to no evidence of thought, creativity. Further brainstorming of ideas is recommended.	
Design Quality (resolution, color, attention to detail, clean design) <i>Spell check, justified/jagged text, alignment, hanging lines of text; widows, orphans etc</i>	Shows mastery/correct use of the InDesign tools to achieve a clean design. Minor to zero quality/detail errors. Easy to look at and take in.	The overall design is of appropriate quality but can use more work to clean up trouble areas. Evident use of tools to create a design that works.	The design lacks quality control and has a haphazard approach. Focus on use of tools is not evident	
Creativity/Design Shows original thought that is transmitted through the design. Shows good use of images, color, text & E/POD that are cohesive and work well together.	Amazing work project is well organized, unified meaning. Interesting, different, effective. Student uses a unique approach to the assignment. Excellent layout.	Good approach showing some creativity but could have been planned, executed and enhanced to achieve a more powerful design.	Design shows little to no creativity. Dull, lacks impact.	

***Work not submitted=0 points**
Comments: _____

Total: _____

ARTS 2348.021 DIGITAL ART RUBRIC, UNIT 4

Name: _____

Project: _____

Violation of Copyright (use of non-original images or graphic elements) will result in failure for the project. All image processing must be your work.



Area of Focus For Creative Projects	Excellent High Achieving 20 points each	Average Moderate Achieving 16 points each	Below Average Poor 13 points each	Score
Assignment Specifications/ Requirements (number of clips, correct dimensions, project export, time.) <i>see instructions</i>	Proper sizing, resolution, export and time etc. Project fully meets or exceeds video editing requirements.	Video meets the minimum level of requirements to satisfy the assignment. Improvements should be made. Shows evidence of some requirements.	Shows minimal to no evidence of requirements or incomplete work <u>submitted</u> *	
Premiere Pro Technique & use of Tools Use of timeline sequence to organize & separate different elements. Shows use and knowledge of a variety of tools and techniques. (adjustment layers, transitions, SFX, audio, color <u>etc</u>)	Strong design and organization are evident. Techniques and processing are used effectively to create a visually appealing concept. Timeline and sequence demonstrate exceptional visual interest.	Video concept has potential but could use more organizational techniques to create more visual interest in the motion depicted. Project shows some use of video editing techniques, effects, and limited knowledge of tools.	Little to no consideration of basic Premiere editing techniques. The design may have continuity errors that distract from the focal point. Does not demonstrate visual interest.	
Concept/Content/Theme (Clear representation through use of ideas, symbolism and creative freedom)	Strong and effective concept. Idea is communicated well. Motion graphics and sound thoroughly address the theme/concept. Thorough evidence of imagination, creativity and thoughtfulness.	Ideas are not fully communicated. Motion picture somewhat addresses the theme/topic. Some evidence of thoughtfulness.	Weak connection to the theme/topic. Unclear – final edit seems random. Little to no evidence of thought, creativity. Further brainstorming of ideas is recommended.	
Design Quality (resolution, color, attention to detail, <i>Continuity, jump cuts, effective transitions</i>)	Shows mastery/correct use of the Premiere Pro tools to achieve a clean design. Minor to zero quality/resolution errors. Easy to look at and take in.	The overall edit is of appropriate quality but can use more work to clean up trouble areas. Evident use of tools to try and fix motion graphic imperfections.	The design lacks quality control and has a haphazard approach. Focus on use of tools is not evident	
Creativity/Design Shows original thought that is transmitted through the design. Shows good use of, color, sound, text, edited clips & E/POD that are cohesive and work well together.	Amazing work Project is well organized, unified meaning. Interesting, different, effective. Student uses a unique approach to the assignment. Excellent image editing, enhancement.	Good approach showing some creativity but could have been planned, executed and enhanced to achieve a more powerful sequence.	Clips show little to no creativity. Dull, lacks impact.	

*Work not submitted=0 points

Comments:

Total: _____