



Course: Media Techniques **Course Number:** GR30930
Instructor: Christine Shanks
Day/Time: SP15 Monday 6-10
Prerequisites: GR20860 – Portfolio Preparation
Building: MAIN **Room:** 414
Email Address: cshanks@aii.edu

Any email must contain your name, class name, class meeting day and time.

Email me with questions and concerns! I am easy to get in contact with.

-Emails are answered during office hours times.

-The privilege of email contact can not be used in lieu of seeing me in class with work.

-If you missed a class it is YOUR RESPONSIBILITY, not mine, to look at the syllabus and/or ask another student and get caught up.

-Do not contact me w/ excuses or questions clearly answered by the syllabus or assignment sheets such as due dates, late policy, etc.

-Questions about grades can be answered in class.

Office Hours

Office Hours: <http://www.shanks-creative-education.com/contactoffice-hours.html>

Faculty schedules are on the 3rd floor across from registrar offices, you can find my room numbers there

Website: <http://www.shanks-creative-education.com/>

E-class Site: <https://mycampus.artinstitutes.edu/portal/server.pt>

Contact Hours: 4 Per Week
Instructional Contact Hours: **Lecture:** 22 Hrs **Lab:** 22 Hrs
Academic Credits: 3 Hrs
Course Length: 11 Weeks

Course Description:

Students explore the use of a variety of wet and dry media and their grounds; building confidence and skill with direct approaches, in studio and assigned projects.

Institutional Learning Objectives:

- Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field.
- Use research and information literacy skills to effectively locate, select, and evaluate needed information.
- Apply ethical responsibility and integrity to personal and professional situations.

Program Objectives:

- Understand & practice the characteristics of basic design elements such as: line, shape, volume, space, value, texture, color, scale/proportion, unity, contrast, repetition/variation, & rhythm.
- Identify, analyze, & apply the critical thinking process to the design challenges of specific problems.
- Apply appropriate software solutions to design problems.
- Exhibit knowledge of color theory & perception.
- Apply knowledge gained through research into design trends & styles to appropriate design assignments.
- Integrate design concepts with materials, skills, & technology.
- Develop the ability to critique, defend, & support the integrity of a chosen project.
- Demonstrate craftsmanship (organization, neatness, precision).
- Develop a professional work ethic.
- Assess personal strengths & weaknesses.
- Identify, select, & use various media & styles to achieve desired results.

Competencies/Learning Objectives:

1. Understanding of chemistry and materials (safe handling).
2. "Comping" & "Sketch" media & grounds (wet & dry mediums).
3. Archival materials & finish quality grounds (wet & dry).
4. Under and over layered approaches to image building.
5. Ink, paint, mixed techniques for "printed" results.
6. Experience in "expressive" use of mixed media.
7. Presentation & "application" methods & materials.

Required Text:

Robin Williams Handmade Design Workshop: Create Handmade Elements for Digital Design
-Robin Williams, Carmen Sheldon
Available in library

The instructor will suggest various reference materials to support this class such as illustration annuals and Communication Art magazine. The internet has amazing free tutorials

You are also responsible for researching techniques. We have some great books in the library on transfers, stamps. Carving, etc. Also the Ebrary has some surprising titles.

Suggested Text:

The instructor will suggest various reference materials to support this class such as illustration annuals and Communication Art magazine.

There are a lot of great books in our library, the LAB books for collage, the hand made type books, etc. Including the books below:

Digital Alchemy: Printmaking Techniques for Fine Art, Photography, and Mixed ...

By Bonny Pierce Lhotka

[Preview the book here](#)

Image Transfer Workshop: Mixed-Media Techniques for Successful Transfers

By Darlene Olivia McElroy

[Preview book here](#)

Fabulous Fabric Art with Lutradur:
For Quilting, Papercrafts, Mixed Media Art: 27 Techniques & 14 Projects Revolutionize Your Craft Experience!

-Lesley Riley

[Preview the book here](#)

Technology Needed:

Potential Optional use of computer: Photoshop, Illustrator and/or InDesign. Photographs of final work

Instructional Materials and References:

As assigned and chosen for your project. You must participate in at least 1 demo each week 1-6, which means buying supplies required.

Teaching Strategies:

Studio set-ups, reference, and student-generated researching provide basis for media applications and exercises.

Requirements for Successful Completion:

Attend class, turn in assignments and progress weekly

[See Web](#)

Policies/Grading

LATE WORK:

If your final Assignment is LATE:

1 week = minus 1 letter grade from your course grade

2 weeks = minus 2 letter grades from your course grade

More than 2 weeks late course failure

Work must be handed into E-class:

- Sized correctly
- On Time
- Named correctly

Other Assignment Policies:

All required assignments must be handed in properly to pass the class

No work may be handed in after the last day of class

Excuses not accepted

Emergencies require a note

Students not meeting requirements require meeting with the Director

GRADING

You do not get grades, you earn them

- Do not expect to receive a specific grade based on your previous courses
- All assignments that show significant effort may be redone for a better grade by the final class
- No extra credit
- Grade grubbing and bullying will be documented, it will not produce a positive outcome
- Students are responsible for reading and following policies, outlines and course information
- Students can not pass the course with a D based on the quality of their work

Grades will be reduced for:

- Being continually unprepared
- Not having progress on assignments weekly for professor to view
- Not making progress during class work time
- Lateness
- School Attendance Policy

ASSIGNMENT REQUIREMENTS

Follow Professor Instructions for individual assignments

- Name: lastname-firstinitial-assignment# or name
- Put in proper location in E-class
- Size correctly
- Native layered files or sketches may be required and can be asked for on an individual basis, failure to produce required work results in Plagiarism research

Grading/Method of Evaluation

Grades will be calculated on the following percentages (%):

A 95-100	C+ 78-79			
A- 90-94	C 74-77			
B+ 88-89	C- 70-73			
B 84-87				
B- 80-83 3%				
Seriously consider your dedication				
<table border="1"><tr><td>D+ 68-69</td></tr><tr><td>D 60-67</td></tr><tr><td>F 59-0</td></tr></table>		D+ 68-69	D 60-67	F 59-0
D+ 68-69				
D 60-67				
F 59-0				

Why did I get a specific grade?

A is

- 1) Meets and exceeds all course requirements and competencies.
- 2) Projects are of exceptional quality and craftsmanship.
- 3) Design solution is resolved, innovative, creative, beyond minimal assignment requirements
- 4) Demonstrates consistent weekly progress on project.
- 5) Portfolio quality. No changes. An A- may need a small change

B is

- 1) Meets all course requirements and competencies.
- 2) Projects are of above average quality and craftsmanship.
- 3) Design solution is resolved, creative, goes beyond minimal assignment requirements
- 4) Demonstrates consistent weekly progress on project.
- 5) Portfolio quality with only minor revisions.

C is

- 1) Meets all course requirements and competencies.
- 2) Projects are of average quality and craftsmanship.
- 3) Design solution is resolved and meets the minimal requirements of the assignment.
- 4) Demonstrates consistent progress on project.
- 5) Not portfolio quality needs revisions to be included.

Evaluate Your Commitment

D requires serious changes and is

- 1) Does not meet all course requirements and competencies.
- 2) Projects are below average quality and craftsmanship.
- 3) Design solution is not resolved (**a D is not a passing final grade in my class**)
- 4) Demonstrates inconsistent progress on project.
- 5) Not portfolio quality needs major revisions to be included.

F requires serious changes and is

- 1) Does not meet all of course requirements and competencies.
- 2) Projects are lacking in quality and craftsmanship.
- 3) Design solution is unresolved and does not meet the many requirements of the assignment.
- 4) Does not demonstrate progress, not portfolio quality

Grading/ Plagiarism

PLAGIARISM:

PLAGIARISM can be **VISUAL** or **WRITTEN**. See the school's policy for consequences. ****NOTICE** I actively look for plagiarism intentional and unintentional in all student work. You may be asked to supply materials to prove work you claim is yours actually is.

Plagiarism is **putting your name on or implying that another person or company's work or idea is your own**. Appropriation in fine art collage is a grey area, often with collage people do not assume the artist created all the imagery or text used in the collage, since they are obviously from multiple sources.

Avoid plagiarism = make your own work!

Inspiration is not plagiarism as long as you make the ideas you gain from others YOUR OWN. **Inspiration is like our digestive process. You take something in, process it, and it comes out as something completely different!** If your work does not resemble that process, you have possibly plagiarized.

Plagiarism can be using another person's work or idea as your own by:

- Using it "as is"
- Manipulating it by changing color, cropping, Live Tracing, redrawing, manipulating with software, etc. (see [Shepard Fairey Associative Press incident](#))
- Basing your idea or work around theirs, new content, color, words, etc. but the "outline" or "foundation" is someone else's.
- "Referencing" or "Appropriation" are a very fine line, you must acknowledge you are walking it and create a new dialog and purpose to bring the image or idea into a new light, therefore making it your own. This is not easily done. Read this article [Glaser wrote about Fairey](#)

Stock Images:

- May only be used if the assignment allows it, see professor instructions
- All stock must be from a reputable stock sites, that legally sell and license the work.
- Any stock used may only be used according to its individual license outlined by the company or creator.
- If stock is used it must be documented, student must clearly state via caption or description that the work is not theirs. Failure to cite stock work deceptively leads viewers to believe the student has created the imagery.

Templates:

- Must be altered and customized so they no longer look like the template, imagery and other content items must be changed to fit your design.
- Templates should only be a coding foundation

See article by [Jacob Cass of Just Creative](#)

Academic Integrity Policy:

The Art Institute of Philadelphia recognizes that any form or degree of academic dishonesty challenges the principles of truth and honesty, which are among the cornerstones of the college. Consequently, the college treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized.

Acts of academic dishonesty include but are not limited to the following:

1. The illegitimate use of materials in any form during a quiz or examination.
2. Copying answers from the quiz and/or examination of another student.
3. Plagiarizing or falsifying materials or information used in the completion of any assignment.
4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.
5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.
6. Intentionally interfering with any student's scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.
7. Stealing and submission of another student's work as your own.
8. Aiding or abetting any of the above.

The Art Institute will impose the following sanctions when a student is found to have committed any of the above infractions:

- 1st offense = failure of class *
- 2nd offense = suspension for two (2) quarters
- 3rd offense = expulsion

* EXCEPTION: Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.

A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit academic dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

Policies/Strategies

Teaching Strategies:

Lecture beginning of each class, then studio work and in-class assignments. This course will be taught from the following perspectives to give as much probability to the learning experience as possible - lecture, demonstration, reading, and hands-on assignments.

Student Strategies:

Students are expected to participate in the learning process by being responsible for their education. This includes managing time, reading, utilizing resources and behaving in a professional manner.***

Use the links, texts and other resources from the syllabus and also on the web

READ your syllabus and assignment carefully and follow directions

Research all ideas thoroughly, be informed about subject matter, concept and complete sketches

Know how to use your software, use tutors and books and videos from online library

Listen carefully when I am speaking, student's found not paying full attention to my lecture will not have questions answered later and will miss important information.

PROFESSIONAL EXPECTATIONS

-Abusive, disrespectful, harassing or other unprofessional behavior will be reported.

Student may be removed from class.

-Talking, internet use or other distracting behavior during class will result in removal of student from classroom.

Students are expected to:

-Want to learn, want to improve, want to study their major

-Stay for the full class

-Actively participate in learning (taking notes, completing exercises and assignments, paying attention, researching topics, raise their bar)

-Meet the standards for a college level student outlined by professor's syllabus and school

Attendance Policy: See new policy here <http://www.shanks-creative-education.com/course-policies.html>

Accommodations: If you are a student who has needed for a reasonable accommodation based on a documented disability, please contact the instructor privately either before or after class to discuss the accommodation. This request ideally should be made prior to the seating of the second class of the quarter. In order to receive a reasonable accommodation, you must have the appropriate documentation on file with the Student Support and Disabilities Coordinator, Eileen Alexander. Eileen may be reached at 215-405-6424 or by e-mail at epalexander@aii.edu.

Assignment Breakdown:

Research and Weekly In-Class Demos	30%
Final Project which includes your organized proposal week 2 and week 6	70%
	100%

Instructor Availability Outside of Class:

See office hours and email above

Date of Final Review:

Week 11

Estimated Homework Hours: 4-8

Estimated Technology Hours: 4

Topical Outline of the Course:

Week 1: Review of types of paints, sprays, etc. Visit Blick for Q and A and inspiration. Visit Book Store for sit down chats and looking at books for inspiration

RESOURCES:

See texts above and internet, as well as resources below

Inspirational site

<http://printpattern.blogspot.com/>

<http://cbaillustration.blogspot.com/>

Example of testing and recording info when working with new materials. This helps you remember how you achieved a look and how to recreate it:

<http://www.joggles.com/lutradurtutorial.htm>

Great site for learning and exploring techniques

<http://www.squidoo.com/mixed-media-techniques>

<http://cupofarttea.wordpress.com/>

HOMEWORK:

*** PDF and printed Proposal (See assignment sheet below)**

Typed proposal with sketches uploaded to ecompanion
Bring PRINTED copies to class for discussion.

*** Materials for Week 2 (See Process Info Sheets)**

Bring materials, you should have something to work on for the class, such as research, sketching, or your own process, and you should be engaged in demo. See below for printed supplies

ACRYLIC TRANSFER – Printed in Service Bureau or Classroom

- **Paper Transfer (works on many surfaces)** FREE black and white laser print out of your designs or color laser copies from service bureau.

OTHER SUPPLIES:

-scissors -straight edge -colored pencils -Clear Acrylic (Golden Soft Gel Acrylic) -rubber brayer	-wide variety of paint brushes - Wood, fabric, water color paper, etc. to transfer on -wood spoon
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Week 2

Transfer Lecture

See book *Image Transfer Workshop from Library* for complete list for specific projects you could do

DEMO: Transfer processes like tape, xylene marker, acrylic, water, transparency, etc.

HOMEWORK: Lazertran and Digital Alchemy/Purell transfers supplies

LAZERTRAN – Printed in Service Bureau

- **Lazertran (works on many surfaces)** please have a 7.5x10 inch file ready with images to print at the beginning of class on Lazertran paper. In Photoshop apply colorspace to your image by going to Edit>Convert to Profile>check flatten>use drop down menu and choose Adobe RGB 1998
- Wood, fabric, water color paper, etc. to transfer on
-Turpentine (NO TURPENOID or TURP ALTERNATIVES)

Digital Alchemy Printed by ME:

You will need:

- Layout a 7.5x10 page with images no smaller than 4x4, if you only want one design it helps to have doubles of it in case you mess up. In Photoshop apply colorspace to your image by going to Edit>Convert to Profile>check flatten>use drop down menu and choose Adobe RGB 1998
- Upload your 300dpi page with no layers as a tiff to ecompanion WEEK 3 Doc Sharing area by **MONDAY**. Name file lastname_wk3 so I know I am printing it for this demo.
- I also need to collect \$4 from you today or next class, this is the **cost for 1 sheet**. If you want more than one sheet (recommended) please identify this in the document description when you upload to Doc Sharing.

DUE: Proposals assigned week 1, to be reviewed in class during work time

HOMEWORK: Work on your final project ideas and tests

Upload work to Ecompanion by MONDAY

Bring materials for in class work even if you are not working on the demo

Don't forget to record the things you did in your experimentations on the back of your pieces

An Example of what I mean by weekly experimentation tests and recording, also see Rachel Hershey and my example shown in class:
<http://www.joggles.com/lutradurtutorial.htm>

Week 3:

Digital Alchemy Transfers and Lazertran Demo.

Discussion of concerns for applying to various media. Discuss various finishes. Discuss differences between

See book Digital Alchemy from Library for complete list for specific projects you could do

<http://www.digitalartstudioseminars.com/DigitalArtStudioSeminars/Store.html>

Digital Alchemy transfer to metal, wood, and other surfaces. Purell paper transfer. Discussion of concerns for applying to various media. Discuss various finishes.

Discuss what students need to for week 4 screenprint, lutradur and clay demos. Review of NODIVISION Crash Course for home screen printing

HOMEWORK: Work on your final project ideas and tests
Bring materials for in class work even if you are not working on the demo

Don't forget to record the things you did in your experimentations on the back of your pieces

Bring supplies listed in week 4 for Stamping, Screenprinting or Lutradur. If you are interested in Lutradur \$4 a sheet I can print the pieces for you but you must coat them ahead of time with Digital Ground. Upload images to Week 4 Doc Sharing, prepared as Lazertran file

Week 4: YUDU, Lutradur, Stamping/Carving and Clays, Lumi Dye

Discuss materials for pinhole needed. Here is a great tutorial to build a really useful pinhole camera out of foamcore, balsa wood, really anything you can cut easily.

Bring 35mm film and be sure to lightproof your pinhole camera by using cardboard or foamcore to make it or lining the inside with some other non-reflective light safe material. Cereal boxes are good cheap cardboard, spray paint the shiny side black.

I will provide the metal pinhole sheet from a #9 sewing needle, steel wool and extra film reels.

HOMEWORK: Work on your final project ideas and tests

Bring materials for in class work even if you are not working on the demo

Don't forget to record the things you did in your experimentations on the back of your pieces. We will discuss your experiments and info for midterm week 6 and show all work

Week 5: REVIEW PROPOSALS

Pinhole Photography

Finish assembling our pinholes by adding spools and lens and we'll go shoot. Since we are doing this with 35mm that stays in its canister you can take your film to any 35mm film development like CVS, specifically tell them NOT TO CUT YOUR FILM! If they can not do that find another developer

Lumidye – to participate you need t-shirt, paper, fabric, wood. \$5, inverted grayscale photo on transparency, black illustration (like for screenprinting) or solid objects like leaves and other interesting shaped items

<http://lumi.co/>

Homework:

Final Project Research Due Week 6:

A PDF of your typed proposal and sketches should be uploaded to the ecompanion class online through your MYAICAMPUS account. Bring printed copies to class for discussion. Upload to Week 6

See Assignment sheet below

Bring in all demo images completed for grading and midterm crit

Don't forget to record the things you did in your experimentations, we will share them in class.

Bring materials for your own final project work in class, all future weeks are in class work time on whatever you want to work on

Week 6: **More Processes demoed, possibilities monoprinting, solar plate printing (need sunshine for this), Shrink Films, Yupo, Student Demos, etc.**

Inclass work time and discussion of **FINAL PROPOSAL, individual meetings**

More processes like monoprinting etc. Student demos, material sheets to come as these will be demos presented to the class based on student interest

Due: Progress on Final

Homework: Work on Final Project
Bring materials for in class work

Week 7: Inclass work time and discussion

Due: Progress on Final

Homework: Work on Final Project
Bring materials for in class work

Week 8: NO CLASS MEMORIAL DAY HOLIDAY

Week 9: Individual meetings and work time. We will discuss final project presentations as a group, bring all work you have so far

Inclass work time and discussion

Light Tent Photo Demo

Same as Week 7

Week 10: Individual meetings and work time

Light Tent time for photos of your finished pieces!!!!

Due: Progress on Final

Homework: Complete Final Project Presentation

Week 11: Portfolio presentation = Final Project formally presented both pieces and their graphic design presentation must be complete their presentation together should be well thought out.

Your printed board should include good photo reproductions of any 3D work, a paragraph about the processes you explored, some test information, your graphic design project laid out and professionally presented. **DO NOT sloppily cut out tags and labels for the board. Print as one sheet or neatly display individual elements. Bring final pieces to the crit.**

A PDF of your graphic design work and photographs of final pieces should be uploaded to the ecompanion class online through your MYAICAMPUS account

Intellectual Property

Course materials prepared by the instructor, together with the content of all lectures, are the property of the instructor. Video and audio recording of lectures and class time without the consent of the instructor is prohibited. Permission to make such recordings may be granted by the instructor on a case by case basis and will be done so in writing, on the condition that these recordings are used only as a study aid by the individual making the recording. Unless explicit permission is obtained from the instructor, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Syllabus and all of its Contents and Supplements are the intellectual property of the instructor and may not be used without consent and proper citation.

ASSIGNMENTS

Weekly Research

You will be graded on your experimentation and research of process that you explore for your final project through in class demos and out of class work on your own. This is 30% of your grade. Research entails creating a collection of experiments, notes on what you did, images, etc. for your final. The collections should include weekly work in class and at home.

Research: Check out the resources pages from my website, see the Media Courses and Resources areas. See my Facebook group and blogs as well, all are linked from my website.

There is no 1, 2, 3 directions for working with any medium, especially traditional media. Therefore experimentation is very important and it should be recorded weekly.

PROPOSAL Due week 2

Organized proposal outlining 2 projects you will complete in class. The proposal consists of:

- Sketches of project ideas and any graphics of typography you have in mind
- Written proposal that addresses:
 - At least 2 Graphic Design projects you would like to complete in class. These should be comprehensive projects like you would make for portfolio class. Such as book covers for a series of at least 3 books, package design with hand made logo and type plus branding, etc.
 - The type of imagery you might use for the class
 - The type of mediums you are interested in for your projects

A PDF of your typed proposal and sketches should be uploaded to the Eclass FOR GRADING (Dropbox Wk 2). Bring printed copies to class for discussion)

Proposal Guidelines

Mediums: You are not limited to the processes shown in demos!!!!!! Use this class to explore your own handcrafting ideas. Have you had an artsy design project brewing but not had time? USE IT!

Think about at least **3 different mediums** like Lazertran, carving, pinhole photography, tape transfer, etc. you would like to explore during the quarter. You will be required to participate in all class demos (see course outline for week we will be exploring each medium). This means bringing your images and materials for that demo to create your own image during class. You will be checked off weekly for class demos.

Remember to think about why you are using the media. If you are using Lazertran to create clear labels, it may not be the best option since there are now great clear label papers you can put through a printer. However, if you use it for iron on full color designs, for melting seamlessly with wood, ceramic or cooking into glass then you've chosen the right material for the job.

Final Project/s: Think about at least **2 graphic design projects** you would like

to work on for the quarter. Something you can create images for like book covers, wine labels, packaging for a product, etc.

Think about how you want to create imagery, photography, collage, illustration, digital and traditional or a combination of a few. You do not have to create new imagery, maybe just reimagine imagery you already have as a new graphic design piece.

Your proposal, Due week 2, should be very well organized, thought out and researched.

Due Week 5 Final Project Research Due Week 6: You will present in class and discuss ideas. This will consist of bringing your material tests, sketches, idea boards, etc. for group discussion. Bring all your in-class finished projects you did for the demos.

Your final project proposal is due, this is a refined version of the one you wrote week 1, it should clarify and nail down what you want to do. Also it should outline how you will incorporate your final works into a graphic design presentation format. For example will you use your collages as backgrounds for branding maybe for a business card and as texture in hand made type for letter head and labels? Or will you use the relief stamps you've created as a logo? Maybe create type from objects you've created? The sky is the limit.

Where do you want this project to go? Make 1 big cohesive project or a couple smaller cohesive works. Fill in gaps in your portfolio. Make good use of the handcrafted techniques and marry them with digital design.

You are not limited to the processes shown in demos!!!!!! Use this class to explore your own handcrafting ideas. Have you had an artsy design project brewing but not had time? USE IT!

Maybe your ideas have changed based on the past 5 weeks of experimentation but that's ok. Finalize your ideas NOW and begin final works on your project.

Your research will continue to develop as you work out ideas during the process of creating your final. This is a way to make a plan so you are not overwhelmed but the possibilities but of course it is subject to change as you work.

A PDF of your typed proposal and sketches should be uploaded to the ecompanion class online through your MYAICAMPUS account. Bring printed copies to class for discussion. Upload to Week 6 Dropbox

Bring in all demo images completed for grading and midterm crit.

Don't forget to record the things you did in your experimentations, we will share them in class.