

Advanced Digital Media

Fall 2025, ART. 4301-001

Madison Branch, MFA – Instructor of Art

Class Dates/Times: M/W 11:00 am– 1:50 -pm

Class Location: ARC 141 (Media Lab)

Office Hours: by appointment, or immediately before/after class

Email: mbranch@uttyler.edu

*Classes begin Aug. 25, 2025 and end Dec. 13, 2025

Course Description:

This course is a continued study of the applications of digital media, expanding on the principles and technology introduced in Beginning Digital Media. This course will utilize a variety of mediums and technology as students explore how digital technology applies to design concepts and resulting artworks.

Course Prerequisites: ART 1311, ART 1312, ART 3300

Student Learning Outcomes:

1. Technical Proficiency: Students will be able to create technically proficient works of art.
2. Conceptual Proficiency: Students will be able to create conceptually proficient works of art.
3. Interpretation of Artworks: Students will be able to explain how formal or conceptual elements function in works of art.
4. Historical Context: The student will be able to contextualize works of art in relation to art history or contemporary practices.
5. Document Works: Students will be able to document works of art for the purpose of archiving, application, and presentation.
6. Disseminate Research: Students will be able to disseminate research through exhibition participation.

Course Content:

Students will be expected to create a body of work related to digital media and its incorporation into 2D or 3D artwork. Critiques will be held throughout the course in order to provide feedback and monitor student's progress in their exploration. No late work will be accepted, and grades will be lowered for missing critiques. Smaller exercises and assignments may be implemented throughout the course of the semester depending on the needs of the students.

Required/Recommended Textbooks: None.

Office Hours & Email Etiquette

I am here to help you and I want each of you to do well in this course! Though I do not have set office hours, I am always happy to meet with you immediately before or after class. If those times do not work for you, please feel free to contact me to schedule another meeting time.

The best way to contact me is through email or the Canvas Inbox. I will check and respond to emails during the workweek, Monday through Friday, 8 am - 5 pm. I will do my best to answer promptly, but please allow 24 hours for a response. If you contact me through email, please use formal email etiquette and use your UT Tyler student email address if you wish to get a response.

Attendance:

Because this class requires daily participation, your attendance is vital; in-class participation is also a part of your final grade. Three absences are allowed, excused or unexcused; each absence after three will result in a drop of the student's letter grade. Punctuality is as important as attendance, and students must stay for the duration of the class. A tardy of more than ten (10) minutes equals one-half of an absence. The same standard applies to a student leaving a class early. Missed demonstrations and lectures will not be repeated; it is your responsibility to make up for any missed class time. Students who anticipate being absent from class due to religious observance should inform the instructor in writing by the end of the second week of class. Faculty should initial the request to indicate approval. Critiques are especially important class dates; absences during critiques will result in the loss of one letter grade on the assignment being critiqued.

Grading:

Students will receive grades and feedback related to the body of work they create for this course. Artworks will be presented to the class in the form of a critique, where participation is required. Works will be graded based on the student's use of digital elements, concept, craftsmanship/technical proficiency, and originality.

Class participation will factor into the student's grade. Class participation includes active engagement in class discussions, demonstrations, and critiques. Students are expected to attend art events on and off campus outside of class meetings times (gallery openings, guest lectures, demonstrations, etc.).

Success in this class is dependent on work outside of the class. You will be expected to work two to three times as much outside of class as in class. Class time will not always be devoted to working on major assignments; class time will be used to discuss the tools necessary to complete your major assignments. Some work days will be scheduled throughout the semester, but outside work WILL be required.

Plagiarism of any kind, including the use of AI, will not be tolerated in this course. If you are caught plagiarizing or using AI in a project, you will receive a zero for that assignment.

*Poor attendance and participation and non-adherence to deadlines will result in a lowered grade.

Numeric to Letter Grade Translation: 100 – 90% = A, 89 - 80% = B, 79 - 70% = C, 69 - 60% = D, 59 - 0% = F

Critiques:

Critiques will be scheduled throughout the semester for the discussion of completed and in-progress work. During critiques, class participation is extremely important and will be a part of your final grade. Critiques are a time when students can receive and provide constructive, formal criticism to their peers, as well as work on developing a vocabulary to effectively communicate their ideas to others. Failure to attend/participate in critiques may result in a lowered grade.

Evaluation of Assignments:

Each student will create a body of work throughout the semester, which will be evaluated by assessing the following criteria:

- Completion of the work
- Cohesion of the body of work
- Technical skills
- Design skills
- Quality of the finished work
- Effort
- Craftsmanship
- Overall growth and development (improvement in skill)
- Experimentation
- In class participation

Breakdown of Grading:

Course Proposal: 5%

Midterm Critique: 15%

Final Critique: 15%

Final Body of Work/Final Portfolio: 65%

Remember, teachers do not give a grade; students earn them!

Important Dates:

August 25 – First day of class

August 29- Course Proposal due on Canvas

September 1 – Labor Day, No Class Meeting

September 8– Census Date

October 8 – Midterm Critique

November 3– Last day to withdraw

November 24-28 – Thanksgiving Holiday

December 3 – Final Critique

*Note: Critique/Presentation dates are subject to change.

Cell Phone:

Cell phones must be silenced during class time. Texting and phone usage will not be allowed during critiques and class lectures; the use of these devices during this time will result in a loss of points in participation grades. You may listen to personal music in class with headphones on days when you are working on your assignments. Music must be quiet enough for you to hear any announcements or important information given during class time.

Canvas:

This course utilizes Canvas. You will find all course materials on our Canvas site, including the syllabus, course calendar, and all assignments. Additional materials can be found on this site as well. All course announcements will be communicated through Canvas, so please check the site frequently.

Camera Usage:

Throughout the course, you will be expected to provide your own images for major and minor assignments. The department has a variety of cameras that are available for you to check out during the semester. If you need to use a camera, check the camera out in the main office with the administrative assistant, Mrs. Andrews. Once you are finished with the camera, clear the memory card of the photos that you have taken and return the camera to the office. The use of these cameras is a privilege, so make sure to use them appropriately.

Classroom Etiquette/Media Lab Access:

The studio classrooms are used by various students throughout the week. Students should practice good classroom etiquette by helping to maintain a clean studio space. Students must clean up their area before leaving the studio and make sure that all the tools that have been used are returned to their proper place. Please notify the instructor if any tools are broken so that they can be replaced for studio use as soon as possible. Students should not work in the studio while other classes are in session. Students have access to the media lab during the posted lab hours. If additional media lab time is needed, students must obtain special permission from the department chair.

Safety:

While working in the studio areas, students will be using various tools and equipment that can cause serious injury. Students must be aware of their surroundings at all times and should not use any tool without proper instruction of its use and approval for use by the instructor. The following safety procedures should be practiced while working in the studio:

1. Wear appropriate clothing—no loose clothing or jewelry, close-toed shoes only, long hair must be pulled back
2. Never use a tool that you are not trained on
3. Children and non-registered students are not allowed in the studio at any time
4. Food and drink are not allowed in the studio at any time
5. Know the location of the SDS sheets, fire alarms, emergency exits, eyewash stations, first aid kits, etc., in the studio

Facility Access & Studio Safety Training:

Studio facility access is for enrolled students only. Students are required to use appropriate safety equipment (PPE) and practice safe operation procedures when using any hazardous equipment or materials. All students must successfully complete the safety training(s) and quizzes on Canvas and complete an Art Safety Agreement before after hours access to the complex is granted. Failure to adhere to the terms of the Art Safety Agreement will result in the loss of studio facility access.

Personal Protective Equipment (PPE):

For your safety, you must follow all safety requirements established by the department and university. It is required that you provide your own Personal Protective Equipment for use in studio areas. This equipment includes: dust mask with at least a N95 rating and attached filter, safety glasses, ear protection, gloves, closed-toe shoes, and appropriate clothing. Failure to use this equipment while working may result in the loss of studio privileges.

Materials and Chemicals:

Any additional materials or chemicals not included on the course material list must be approved by the faculty member in charge of the area where the chemical (material) will be used prior to the material/chemical being brought into the studio. Students are responsible for notifying the studio technician of any new materials/chemicals the day they are brought to the studio in order to insure that the appropriate safety data sheet is on file and in the SDS binder.

Labels for any new, approved chemicals brought into the art studios must include the following information when they are transferred to a new container or if the original chemical label is damaged: Name of chemical, date chemical was opened, and any basic hazards associated with the chemical. Labels are located in each studio and must be filled out and adhered to the container immediately.

Student Resources and University Policies

Please see the Getting Started & UTT Syllabus module in Canvas for a full list of student resources and university policies.

*This syllabus is subject to change

**See UT Tyler's academic calendar for all important dates.

***Important dates for exams and assignments will be posted on Canvas, announced in class, and stated on handouts.