



GDES 242 Digital Imaging 1 Spring 22
Core Course

Location and Time by Section:

Sec 01 GB G219 / Zoom Hybrid
ST 3:30–4:45pm

Sec 02 GB G219 / Zoom Hybrid
ST 2–3:15pm

Class Zoom Link: On Moodle

Instructor: Claire Giddings

Office: G319

cgiddings@auk.edu.kw

Zoom Office Hours:

MW 3:15-6:15 pm

By email appointment ONLY

No in-person or in-office meetings

Office Hours Zoom Link: On Moodle

The professor reserves the right to adjust the syllabus requirements and change other aspects of the course as necessary, in the interest of a better learning experience for the class. Changes will be announced in class, posted to class email list and Moodle.

AUK Mission Statement

The American University of Kuwait is a liberal arts institution dedicated to teaching, learning, and scholarship. The University offers programs that provide students with the knowledge and skills necessary for lifelong learning and professional success. AUK enriches society by fostering an environment that encourages critical thinking, effective communication, personal growth, service, and leadership.

Art and Graphic Design Department Mission Statement

The Art and Graphic Design Department degree program offers a balance of theory and practice in the art and science of visual communication. The program cultivates cultural and aesthetic sensibilities while emphasizing critical thinking, analysis, and problem-solving through the teaching of design history, methodology, and technologies to produce designers capable of producing meaningful designs in a diverse global community.

Catalog Course Description

This course enhances student capabilities in digital image manipulation, vector graphics creation, layout design and time-based media.

Course Goals

In this class, students will take their technical skill set a step further, which will allow them to utilize the full capabilities of the software packages they use, demonstrate advanced skills in creating and dealing with both vector and bitmap graphics, as well as layout design.

Course Learning Outcomes

Upon successful completion of the course, students will be able to:

1. Create highly sophisticated vector graphics in Illustrator
2. Demonstrate highly sophisticated selection, photo enhancement and photo manipulation techniques
3. Create and control brushes, graphic styles, symbols and actions that will streamline their design process
4. Combine vector graphics, bitmap images and text into professional quality layouts in InDesign

Course Delivery/Methodology

For this studio course we will be meeting 2 days per week and will follow the hybrid model. The hybrid model of education combines traditional classroom experiences and virtual online elearning synchronous course delivery. The online course delivery will be through Zoom, and a link will be posted on Moodle. The additional classroom with screen will require one student to access the Zoom link on the podium computer. Please note the first week of classes (26 Sept – 30 Sept) will be conducted **online** only. Starting October 3, we will shift to the hybrid model, whereas students will alternate between studying online and on campus. Please refer to the email from the Registrar's Office for the alternating schedule (based on if the last digit in your student ID is even or odd).

Material will be presented through lectures, readings, videos, presentations, and demonstrations for technical exercises. All course material will be posted on Moodle, which can be accessed at <https://lms.auk.edu.kw/>. All assignments must also be submitted through Moodle.

You will be completing the following evaluations for this course: project and exercise photo submissions, project group critiques, short papers and presentations, forum discussions and critiques, and quizzes. There may be class time to work on some of these projects, but expect to work approximately four to six hours a week outside class time to complete the project and/or homework. To successfully

complete this course, you must engage in course activities and submit work by due dates and times.

Required Readings

You will be reading different lessons and articles which are posted on Moodle.

Supplemental Readings

Additional supplemental readings may be offered, check Moodle for updates.

Required Materials

- A dedicated and quiet space for elearning, with camera and audio fully functional
- Flash drive (or external hard drive preferred 1TB+) to carry images and projects. Cloud space is desirable too.
- Note/sketch book and pens/pencils to take notes and sketch ideas
- Adobe Creative Suite Subscription, download Illustrator, Photoshop, and InDesign (other apps as needed) (adobe.com)
- Preferred: Access to a color printer

Evaluations and Grading TK

Evaluation Type	Weight
Participation	5%
Illustrator Project	25%
Photoshop Project	25%
InDesign Project	25%
Lessons	20%
Total	100%

Project/Exercise Evaluation Questions

1. Research/Analysis/Process:

Did the student research the subject matter and explore more than one solution in the planning stage? Did the student follow all steps identified in the assignment directions and show work at all critiques?

2. Concept:

Is the message clear and effective? Did the student challenge himself/herself? Is the solution beyond the obvious and the clichéd?

3. Execution:

Are the creative principles and technical aspects covered in the class used effectively? Did the student create work that is aesthetically successful? Did the student solve the creative problem?

4. Presentation & Craftsmanship:

Did the student present his or her work to the class on the due date? Did the student clearly present his/her objectives to the class during critique? Is the assignment clean and neat? Is there an overall attention to detail?

Project/Exercise Evaluation Criteria

Technical:

- a) Understanding and ability to use techniques demonstrated in class.
- b) Ability to follow all directions given.
- c) Attractive, clean, and professional work.

Creative:

- a) Demonstration of creative thought.
- b) Other criteria may apply depending upon the project. Failure to follow project instructions, lack of required elements will result in point deductions specified for each project.

There will be multiple projects assigned to correspond with the course material (due dates listed in Moodle) that will be done throughout the semester. The topics will be assigned and discussed in detail in class. Expect to work approximately four to six hours a week outside class time to complete the projects and/or homework. These projects are to be completed outside of class time, so it is your responsibility to organize your time, materials, and logistics (printing, place to work, transportation, etc.) as needed. Projects need to be complete and ready for critique/presentation at the **beginning of class time** on their respective due date. Failure to submit a project, or absence at the critique, will result in an "F" grade for that project.

For the Final Illustrator, Photoshop, and InDesign projects, there are multiple Project Updates (dates listed in Moodle) in which you are to post your updates to the

corresponding Project Forum on Moodle. The object is to gain peer evaluations in a contemporary setting. You may also make use of Microsoft Teams as a conversation/ collaboration tool for discussion. Participation is mandatory and will be factored in as part of your final grade.

All written assignments will be handed in via "Turn-It-In" online through Moodle. Online submission via "Turn-It-In" will scan your paper/presentation for plagiarism. Any paper not handed in on time (i.e.before the start of class time) is given a "D" grade. There will be no exceptions.

AUK Official Grading Scale

Letter Grade	Percentage	University Points
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	0-59	0.0

- A excellent: exceptional work, exceeded expectations
- B good: went beyond assignment requirements
- C satisfactory: assignment requirements met
- D needs improvement: assignment requirements not fully met
- F unacceptable: minimum assignment requirements not met

GRADES ARE NOT NEGOTIABLE

Course Policies/Student Responsibilities

AUK Attendance Policy

Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of "W." Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of "FN" (failure for non-attendance).

Course Attendance Policy

Attendance is mandatory. Due to the nature of the course content and structure it is in your own best interest to attend class. This is a studio class, meaning that the class will almost completely focused on producing visual work. For this reason, it's necessary that you bring new work to every session. Tardiness, not being prepared for class, excessive breaks and/or leaving class early will be counted as class absences. You are allowed five "free" absences. If you miss more than FIVE days of class, you FAIL the course with an FN (please see the AUK Academic Catalog). An absence may be excused only under special circumstances with verified documentation (hospitalization, death in the family, etc.). If there are extenuating circumstances for an absence, it is in your best interest to contact the instructor beforehand as soon as possible.

Tardiness

Since the class generally begins with announcements, new information, critiques, etc., tardiness is inconvenient, annoying, and disruptive to the rest of the class. Students arriving late, take excessively long breaks, or leave early without the instructor's permission, will be marked for 1/3 class missed. If you miss half the class you will be marked for 1/2 class missed. Students remain fully responsible for everything that transpires in any class they miss. You must have your camera on in order to be marked present.

Course Policies

1. If you miss six days of class, you will fail the course.
2. Students arriving late, take excessively long breaks, or leave early without the instructor's permission, will be marked for 1/3, 1/2, 2/3 class missed.
3. Students may not leave a classroom or Zoom meeting and re-enter without permission.

4. Students must have cameras on during online class or they will be considered absent.
5. Students who attempt to attend class without all required materials and/or completed homework may be dismissed from class and marked absent.
6. Students who miss class for any reason are responsible for all homework and assignments missed AND for making sure that they are caught up and ready to participate in class when they return (See Late and Missing Work and Make-Up Work Policies below).
7. Please note that any written assignments will be submitted to Turnitin.com.
8. Cheating and plagiarism will not be tolerated. (Plagiarism is grounds for dismissal from the University. See the Student Handbook regarding Academic Honesty.)
9. Students may not use their mobiles during class.
10. Cleaning up is something you do before leaving the studio/classroom.
11. Recording Zoom sessions is strictly prohibited.
12. Disruptive or disrespectful behavior will not be tolerated.

Late and Missing Work Policy

Late assignments will go down one letter grade for each day late. It is the student's responsibility to make sure that work is submitted on time.

Make-Up Work Policy

Students who miss an assignment deadline for an excusable reason will have one week to make it up without penalization. If the assignment is not turned in within one week, the grade will go down one letter grade for each day late.

Extra Credit Work Policy

Students can do up to three extra credit projects, where they go to an artist's talk or guest lecture, participate in a workshop, or visit an exhibition during the current semester. The project requires writing 3 or 4 paragraphs or more that describe the who, what, where, and when of the event. The instructor may provide additional requirements. Each project can receive up to 5 extra credit points. Total extra credit points will be added to the participation grade.

Email Communication

Please be sure to write your full name and indicate which class and section you are taking (GDES 242, MW/TIME section) when you send me an email. If you have a question, please **check the syllabus first** and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. I respond to emails within 24 hours of receiving them; if I do not respond within 24 hours, please

re-send the email. Please note I normally respond during these working hours: 12-3, STU. Emails sent on weekends will be responded to on Sunday. Make appointments for office hours via email. Appointments are mandatory for office hours.

ELEARNING Policy

The eLearning will provide synchronous and asynchronous forms of instruction through Moodle Platform and the embedded Zoom to facilitate virtual sessions.

- Zoom can be used across devices such as Windows or Mac based desktops or laptops (tablets and smartphones not recommended)
- Please note that cameras for students and faculty are **mandatory** throughout the online course during the synchronous sessions. This means that the camera remains on throughout the duration of the synchronous course for students and faculty. Faces of people cannot be blurred out
- AUK's existing grading scale will apply to the eLearning assessment
- In order to ensure that students' virtual engagement is as close to inclusive of an all-rounded university experience, all administrative services including student support services such as the tutoring services, writing center, student advising, counseling, student life, and the university library will be online, and will fully support students and faculty at all times.
- Effective eLearning requires the following:
 - Steady internet connection
 - Computer or laptop (tablets not recommended). Phones can be used ONLY as a backup
 - Microphones and headsets
 - Cameras
 - A **quiet** space (Not in a car, or in a cafe, in front of a TV, near loud pets, etc.)
 - A space that promotes learning (proper seating, lighting, space to take notes, remove distractions)
 - Relevant software updated to the latest version
 - Relevant equipment charged and ready to use
 - Access to cloud file storage for backup
 - Other requirements as indicated by the instructor

Code of Conduct for Elearning

Student Code of Conduct and Code of Academic Honesty and Integrity will be applied, in addition to the following specific to virtual classes:

- Video-recording of class sessions (by Instructor and/or student) is prohibited

- The privacy of the session is to be maintained (no other members of the household to be available during the session). Find a quiet space with no distractions (not in a car, in a cafe, near loud pets, in front of a TV, etc.)
- Dress Code applies to virtual classes. All participants in the virtual class should ensure proper attire and setting (blurred background can be used to accommodate settings)

Netiquette

- Be on time to Zoom meetings and make sure you attend and participate regularly
- Check your AUK email and Moodle regularly to receive all relevant announcements and communication
- Be professional and careful with your online interaction. Proper address for faculty is by formal title such as Professor or Dr. unless invited by faculty to use a less formal approach
- When writing, ensure to use formal, respectful, professional language and double-check spelling/grammar function before sending/posting. This applies to emails, typing on Zoom chat, posting on discussion boards, assignments, or any other form of writing you will complete within the context of this course
- Check the discussion board frequently and respond appropriately and on subject
- Cite all quotes, references, and sources
- Capitalize entire words only to highlight a point. Otherwise, capitalizing is generally viewed as SHOUTING!
- Do not dominate discussions and allow other students to post or join in
- It is not appropriate to forward someone else's messages or emails without their permission
- Be careful when using humor. The absence of face-to-face cues can cause humor to be misinterpreted as criticism or flaming (angry, antagonistic criticism)
- Recording Zoom sessions is prohibited

Online Elearning/Hybrid Course Policies/Student Responsibilities

Pre-Requisite Skills

- Communication using email
- Reading documents online
- Accessing internet websites
- Use of Zoom

- Viewing videos online
- Posting on the discussion board
- Uploading documents to Moodle and OneDrive (WeTransfer recommended as well). Use descriptive file names (course number_your last name_file description)
- Proficiency with Microsoft Word and PowerPoint
- Proficiency with art and design software and materials as needed ([adobe.com](https://www.adobe.com))

Technology Requirements

To participate in one of AUK's online courses, you need this technology:

- A computer/laptop capable of running Windows 10 or later, or MAC OS
- Please note: other electronic devices such as tablets or phones may function for attending Zoom sessions. However, they are **not recommended** for typing (assignments, discussion board, using chat feature etc.). In addition, during some Zoom sessions, you may be asked to collaborate on a Google doc, which would be easier to do when using a laptop or desktop computer
- The latest version of Firefox, Chrome, Microsoft Edge, Internet Explorer, or Safari
- Microsoft Office Suite or a compatible Open Office Suite
- Adobe Acrobat Reader or other applicable PDF reader
- Adobe Creative Suite Subscription ([adobe.com](https://www.adobe.com))
- High speed internet access
- Webcam or other built-in camera on laptops, tablets, or phones
- Microphone or other built-in microphones on laptop, tablets, or phones
- Paper and pen/pencil
- Relevant equipment for the assignment (digital camera, etc)

Browser Compatibility Check

It is the student's responsibility to ensure that the browser used to access course material on his/her computer/electronic device is compatible with AUK's learning management system, Moodle. Problems in this area need to be discussed with faculty at the time of occurrence.

Technology Issues

All assignments must be submitted through Moodle. However, you may experience trouble submitting an assignment due to technology or internet issues. If such a situation does arise and you are unable to submit your assignment through Moodle, please send me an email at cgiddings@auk.edu.kw and include the **completed**

assignment. Please make sure that you email me the assignment **before** the deadline as this documents that you did finish everything by the due date and time, but that you just had a technology issue. This will ensure that your assignment will be accepted, and you will not receive a late penalty. Once the technology or internet issue is resolved, please upload the assignment to Moodle. In rare cases where the files are too large, use OneDrive and/or WeTransfer. In general, always be sure to frequently save your files and keep backups of your assignments.

Code of Academic Honesty and Integrity

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal, and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at www.auk.edu.kw. Any question of interpretation regarding the code of academic honesty and Integrity shall be reported to the appropriate academic dean. The Code shall be reviewed annually at the discretion of the academic deans. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

Plagiarism

The term "plagiarism" includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one's own work. Plagiarism also includes handing in a paper to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person's academic work as one's own.

Cheating

The term "cheating" includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when not approved by the instructor, looking at and/or copying text, notes or another person's paper during an examination when not permitted to do so. Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This includes but is not limited to giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic semester; giving or selling a

term paper, report, project or other restricted written materials to another student.

Academic Support

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: tutoringcenter@auk.edu.kw.

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: writingcenter@auk.edu.kw

Disability Accommodations

AUK provides equal and inclusive educational environment in order to enable all students to meet and perform requisite academic standards and to participate in the opportunities and activities of its community. If you believe you can benefit from accommodations for a learning, physical, or mental health disability, [click here to book a session through the Counseling Center/Disability Services Booking Page](#), to ask about disability services at AUK, initiate an accommodation plan, or receive disability services. You can also email counseling@auk.edu.kw if you need assistance in booking a session.

Syllabus Changes

There may be changes to the schedule and syllabus during the semester. When this happens, I will inform you in class and over email.