



University of Colorado
Denver

**ARCH 3801: Intro to Digital
Media Undergraduate
Architecture College of
Architecture & Planning
University of Colorado Denver
COURSE SYLLABUS**

Instructor Name: Maria A. Delgado de Leon

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Term: Summer 2017

Class Meeting Days:

Section 001 – Tuesday/Thursday

Class Meeting Hours: 01:00-3:45 p.m.

Office Hours Days: Tuesday/Thursday

Office Hours: 04:00-5:00 p.m.

Set up office hours through: starfish.ucdenver.edu

Computer Lab Location: 1250 14th St, Suite 460

COURSE OVERVIEW

I. Welcome!

Welcome to Digital Media! In this course, you will create a movie of self-generated design work. Mass communication occurs through media. This digital, self-expressed movie is an avenue to communicating a self-defined message. You will include the highest quality of digital final presentation images to represent your design process and creative nature.

II. University Course Catalog Description

Introduces Building Information Modeling (BIM) systems as a means to integrate and optimize design processes and building systems in the professional practice of architecture. Topics include creation of simulated, complex, three-dimensional environments in support of the architectural design studio sequence.

III. Course Overview

The major topic of this course is to design and 3D print a lamp shade. You will maintain a digital collection of work

through the means of a video and InDesign portfolio. In this video, you will learn how to digitally present your design process. To succeed in this course, students must participate hands on during class. The course material builds on itself; therefore, complete and submit all assignments on time. Do not miss class, unless a dire emergency occurs.

IV. Course Goals and Learning Objectives

Course Goal:

Develop an increased understanding of graphic design principles as an avenue to communicate one's design intent by the end of Summer 2017 semester using Adobe Suite, Rhino and Rhino software tools.

Goals Dissected:

Goal: Explore creativity, through graphic design principles Goal:

Increase technical computer literacy: Use software tools Goal:

Communicate design process: graphically, written, oral

Learning Objectives:

By the end of the semester, students will be able to:

1. Understand graphic design principles to develop a visual style to connect your video concept story thematically.
2. Explore creativity and challenge your 3D modeling skills by 3D modeling a walkway in Rhino.
3. 3D Print the lamp shade and take images of it in the photo room.
4. Create diagrammatic drawing to represent design process.
5. Export drawings from Rhino and fine-tune line drawings (floor plans, section, elevation, site plans, perspectives) in Illustrator to perfect line weight and add entourage to create high-quality presentation drawings. Students learn to understand how drawings (floor plans, section, elevation, site plans, and perspectives) are connected.
6. Render using Rhino to generate high quality exterior rasterized images (still frames and multiples) of the walkway to emphasize light and highlight perspective of the buildings in its context.
7. Post produce rasterized Rhino renderings in Photoshop to add entourage (people, trees, birds) to populate an image.
8. Compile all images into one movie using Premiere Pro. Utilize motion graphics. Each student will self-critique their peers' mid-term and final project to exercise constructive criticism.

V. Course Prerequisites

There are no pre-requisites for this course.

VI. Course Credits

Three (3) course credits

VII. Required Texts and Materials

You will need to have access to the following computer programs: Adobe Suite (Illustrator/InDesign/Photoshop/Aftereffects/PremierPro), Rhino, SketchUp, VRay. You will have 24 access to the computer lab, which is equipped with all of the software you will need. IMPORTANT: I strongly encourage working in the school computer lab on all assignments.

IKEA - black Hemma Floor lamp – \$16.99

IKEA – clear, Ledare LED light blub – \$4.99

Inworks – black, resin – \$25-50 dollars depending on lamp design

VIII. Supplementary (Optional) Texts and Materials

Lupton, E., & Phillips, J. C. (2015). *Graphic Design the New Basics: Second Edition, Revised and Expanded.*

ISBN-10:

161689332X ISBN-

13: 978-

1616893323

Lupton, E. (2014). *Thinking with type.* Chronicle Books.

ISBN-13: 978-1568989693

ISBN-10: 1568989695

Samara, T. (2005). *Making and breaking the grid: A graphic design layout workshop.* Rockport Publishers.

ISBN-10: 1592531253

ISBN-13: 978-1592531257

If you work outside the computer lab you can purchase the Adobe Creative Cloud for students at US 19.99/mo.

<http://www.adobe.com/creativecloud/buy/students.html>

IX. Course Schedule

A live active course schedule is loaded on Canvas. Schedule is subject to change because of guest speakers or any other potential reason. You will be notified if any changes occur through canvas.

***All assignments due Sunday at 11:59 p.m. unless otherwise noted.**

Modules on Canvas will be published and unpublished per week.

EVALUATION

X. Rubrics

All rubrics are linked to each assignment on Canvas. Each rubric will be distributed with assignment distributions.

You may be selected to leave a video copy for display on the second floor. You will also be required to submit all assignments electronically on Canvas.

XI. Basis for Final Grade

Below is a list detailing the main assessment categories and their respectable percentage.

Assessment	Percent of Final
Attendance/Participation	10%
Quizzes	10%
Assignments (drop lowest assignment grade)	60%
Final Project	20%
Total	100%

Below is the grading scale.

Scale (%)	
94-100	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0 - 59	F

XII. Grade Dissemination

Graded tests and assignments in this course will be returned via the Canvas course

shell. You can access your scores at any time within the Canvas gradebook.

CU Denver utilizes web grading which is accessed through [UCDAccess](#). All web grading information can be found at www.ucdenver.edu/student-services/resources/registrar/faculty-staff/

XIII. Starfish

You also will have the opportunity to participate in three scheduled "performance surveys":

- o **1st weeks**--No-Show Alert to notify non-attending students; (Date - *TBD*)
- o **5th weeks**--Early Alert, just when we've always done it; (Date - *TBD*)
- o **9th weeks**--Post-Midterm Alert to encourage students who show signs of failing the course to choose to work harder or to withdraw before the deadline. (Date - *TBD*)

COURSE PROCEDURES

XIV. Course Policies: Grades

Attendance Policy: Attendance will be marked every day on Canvas. Attendance is worth 10% of the overall class grade. Four **unexcused** absences will lead to a Failing "F" course grade.

UC Denver Student Attendance and Absences Policy:

http://www.ucdenver.edu/faculty_staff/employees/policies/Policies%20Library/OAA/StudentAttendance.pdf

Late Work Policy: There are no make-ups for in-class assignments such as writing, quizzes, the midterm, or the final exam, activities, etc. **NO LATE WORK accepted.** If you are having technical issues uploading your assignments on Canvas immediately call the Canvas help line at (303) 315-3700.

Extra Credit Policy: There is only one extra credit assignment opportunity: attending the 3D printing lecture on April 13th. You must write a 400-500 word write-up about what you learned from the speaker/event function.

Grades of "Incomplete":

Students have up to one semester to complete course requirements. Your instructor is the final authority on whether you qualify for an incomplete. Incomplete work must be finished within the time allowed or the grade will automatically be recorded as an "F" on your transcript.

Rework/Resubmit Policy: You cannot rework/resubmit assignments.

XV. Course Policies: Technology and Media

Email: You may email me at the official university email. I will do my best to respond within 24 hours. However, you should receive a response before the next class session. If you are having technical support issues contact the Canvas help line at (303) 315-3700.

Canvas: Canvas will house all course material.

Laptop and Mobile Device Usage: In class you must use the computer desk top you are assigned.

XVI. Course Policies: Student Expectations Civility:

My commitment is to create a climate for learning characterized by respect for each other and the contributions each person makes to class. I ask that you also commitment to the instructor and your peers.

The Student and Community Counseling Center (located in Tivoli 454)

The Student and Community Counseling Center is located in Tivoli 454 and provides cost-free and confidential mental health services to help students manage personal challenges that impact emotional or academic wellbeing. You can learn more at the Center at <http://www.ucdenver.edu/life/services/counseling-center> or by calling 303- 556-4372.

Campus Assessment, Response & Evaluation (CARE)

The Campus Assessment, Response & Evaluation (CARE) Team, was created at the University of Colorado Denver and Anschutz Medical Campuses to address the health and safety needs of students as well as the campus community. If you have immediate concern about the behavior or safety of a student at CU Denver, help by making a referral to the campus Assessment, Response & Evaluation (CARE) Team. The CARE team's purpose is to promote a safe productive learning, living and working environment by addressing the needs of students, faculty, and staff. If you or a classmate are in need of help, please submit a concern at <http://www.ucdenver.edu/care> or call 303-352-3579.

Professionalism: NO cell phones allowed in class. No taking photos using Instagram or snap chat of instructor or other students during class session, unless noted by Instructor. Mobile devices must be silenced during all classroom and office hour meetings. Those not heeding to this rule will be asked to leave the classroom immediately so as to not disrupt the learning environment. Side conversations while other students or the instructor is speaking/presenting is disruptive to student learning. Those students not heeding to this rule will be asked to leave the classroom immediately so as to not disrupt the learning environment.

Electronic Cigarettes (e-cigarettes): The use of e-cigarettes is distracting in the classroom environment not only to the instructor but to other students. The use of e-cigarettes during all classroom activity is prohibited. Any student who does not comply with this rule will be asked to leave the classroom immediately so as to not disrupt the learning environment. Pursuant to the Auraria Campus Smoking Policy, the use of e-cigarettes indoors and within twenty-five (25) feet of any entrance is strictly prohibited.

http://www.ucdenver.edu/faculty_staff/employees/policies/Policies%20Library/Admin/S%20Smoke-Free.pdf

Late Arrivals: A late arrival or early departure of 15 minutes will constitute as an absence for the day.

Writing Center: You will be expected to create an account with the Writing Center to have your written work reviewed.

<http://www.ucdenver.edu/academics/colleges/CLAS/Centers/writing/Pages/TheWritingCenter.aspx>

Religious Observances: If students intend to miss a normal class schedule to observe a holy day of their religious faith the instructor must be notified in electronic writing (email/Canvas) in the first week of the semester. And reminded the class period before the absence.

UNIVERSITY POLICIES

XVII. Access

Disability Access: The University of Colorado Denver is committed to providing reasonable accommodation and access to programs and services to persons with disabilities. Students with disabilities who want academic accommodations must register with Disability Resources and Services (DRS) in Academic Building 1, #2116, Phone: 303-315-3510 , Fax: 303-315-3515. I will be happy to provide approved accommodations, once you provide me with a copy of DRS's letter. Note: DRS requires students to provide current and adequate documentation of their disabilities. Once a student has registered with DRS, DRS will review the documentation and assess the student's request for academic accommodations in light of the documentation. DRS will then provide the student with a letter indicating which academic accommodations have been approved.

XVIII. Academic Honesty

Student Code of Conduct: Students are expected to know, understand, and comply with the ethical standards of the university, including rules against plagiarism, cheating, fabrication and falsification, multiple submissions, misuse of academic materials, and complicity in academic dishonesty. For suggestions on ways to avoid academic dishonesty, please see the Academic Honesty Handbook: http://www.ucdenver.edu/faculty_staff/faculty/center-for-faculty-development/Documents/academic_honesty.pdf

Plagiarism is the use of another person's ideas or words without acknowledgement. The incorporation of another person's work into yours requires appropriate identification and acknowledgement. Examples of plagiarism when the source is not noted include: word- for-word copying of another person's ideas or words; the "mosaic" (interspersing your own words here and there while, in essence, copying another's work); the paraphrase (the rewriting of another's work, while still using their basic ideas or theories); fabrication (inventing or counterfeiting sources); submission of another's work as your own; and neglecting quotation marks when including direct quotes, even on material that is otherwise acknowledge.

Cheating involves the possession, communication, or use of information, materials, notes, study aids, or other devices and rubrics not specifically authorized by the course instructor in any academic exercise, or unauthorized communication with any other person during an academic exercise. Examples of cheating include: copying from another's work or receiving unauthorized assistance from another; using a calculator, computer, or the internet when its use has been precluded; collaborating with another or others without the consent of the instructor; submitting another's work as one's own.

Fabrication involves inventing or counterfeiting information—creating results not properly obtained through study or laboratory experiment. Falsification involves deliberate alteration or changing of results to suit one's needs in an experiment or academic exercise.

Multiple submissions involves submitting academic work in a current course when academic credit for the work was previously earned in another course, when such submission is made without the current course instructor's authorization.

Misuse of academic materials includes: theft/destruction of library or reference materials or computer programs; theft/destruction of another student's notes or materials; unauthorized possession of another student's notes or materials; theft/destruction of examinations, papers, or assignments; unauthorized assistance in locating/using sources of information when forbidden or not authorized by the instructor; unauthorized possession, disposition, or use of examinations or answer keys; unauthorized alteration, forgery, fabrication, or falsification of academic records; unauthorized sale or purchase of examinations, papers, or assignments.

UC Denver has a license agreement with Turnitin.com, a service that helps detect plagiarism by comparing student papers with Turnitin's database and Internet sources. Students who take this course agree that all required papers may be submitted to Turnitin. While students retain copyright of their original course work, papers submitted to Turnitin become part of the Turnitin's reference database for the purposes of detecting plagiarism.

Complicity in academic dishonesty involves knowingly contributing to or cooperating with another's act(s) of academic dishonesty.

XIX. Important Dates to Remember

Academic Calendar: Link to the university's current Academic Calendar provided below so students can track the deadlines for withdrawing from the course and so on.

<http://www.ucdenver.edu/student-services/resources/registrar/Documents/AcademicCalendars/downtown/Spring/AcademicCalendarSpring2016.pdf>

XX. Syllabus

Changes Policy:

This syllabus is subject to change. Students will be notified when changes occur. Canvas will have the real-time updates.

Last Updated: 06/06/2017