ARCH 3801.001: Introduction to Digital Media
Undergraduate Architecture
College of Architecture and Planning
University of Colorado Denver
COURSE SYLLABUS

Instructor Name: Maria A. Delgado de Leon
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Instructor Phone: (970) 391-2460
Instructor Email: maria.delgadodeleon@gmail.com
Website: mariadelgadodesign.com
Term: Spring 2016
Class Meeting Days: Monday/Wednesdays
Class Meeting Hours: 02:00-3:15 p.m.
Office Hours Days: Monday/Wednesdays
Office Hours: 01:30 -2:00 p.m.
Computer Lab Location: 1250 14th Street, Suite 460

COURSE OVERVIEW

I. Welcome!
Welcome to Digital Media! In this course, you will create a portfolio of your self-generated architecture work. Media means to mass communicate. This digital, self-expressed portfolio is relevant to your personal and professional goals because it is an avenue where you can communicate to graduate schools and/or in job interviews, your highest level of digital final presentation drawings 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 develop a digital collection of work through the means of a portfolio. The college encourages this portfolio act as a "living document" for you to update throughout your architecture student design career. 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 as an avenue to communicate one’s own design intent by the end of fall 2015 semester with Adobe Suite, Sketch-Up and Vray software tools.

Goals Dissected:
Goal: Develop a graphic design style: Explore creativity, through graphic principles
Goal: Increase technical computer literacy: Use software are 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 graphic style to thematically connect their portfolio concept from beginning to end.
2. Model an existing house designed by (TBD) Architects in Sketch-Up.
3. Explore creativity and challenge 3D modeling skills by altering the skin material on the buildings.
4. Post produce line drawings (floor plans, sections, elevations, site plans, perspectives, axonometric) in Illustrator to perfect line weight and add entourage to create high quality presentation drawings. Students learn to understand how drawings (floor plans, sections, elevations, site plans, perspectives, axonometric) are connected.
5. Post produce rasterized images in Illustrator to add entourage (people trees birds) to liven an image.
6. Render using VRay to produce high quality exterior images of the building to emphasize light and highlight perspective of the buildings in its context.
7. Post produce rasterized VRay renderings in Photoshop to add entourage (people trees birds) to populate an image.
8. Print and bind the portfolio for distribution. Each student self-critique’s 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), Sketch Up, VRay. You will have 24 access to the computer lab, which is equipped with all of the software you will need. There is one required book for this course titled *Graphic Design the New Basics*: Second Edition, Revised and Expanded. ISBN information included.


VIII. Supplementary (Optional) Texts and Materials

ISBN-10: 1568989695

ISBN-10: 1592531253

IX. Course Schedule
The schedule should include the sequence of course topics, the preparations or readings, and the assignments with due dates. For the readings, give page numbers in addition to chapter numbers to help students budget their time. Exam dates should be firmly fixed, while dates for topics and activities may be listed as tentative. Notify students in writing if the syllabus is revised.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon Jan 18</td>
<td>NO SCHOOL – MLK Day</td>
<td></td>
</tr>
<tr>
<td>Wed Jan 20</td>
<td>Syllabi/Survey/Gestalt Principles</td>
<td>read pg. 98-116</td>
</tr>
<tr>
<td>Mon Jan 25</td>
<td>InDesign - Point/Line/Plane/Rhythm/Balance</td>
<td>Collect Past Work</td>
</tr>
<tr>
<td>Wed Jan 27</td>
<td>InDesign – Layout/Grids/Pattern/Taxonomy/Text</td>
<td>Rhythm/Balance</td>
</tr>
<tr>
<td>Mon Feb 01</td>
<td>InDesign – Layers/Transparency/Hierarchy</td>
<td>Layouts/Text</td>
</tr>
<tr>
<td>Wed Feb 03</td>
<td>InDesign – Set up: Cover/Statement/Context/End</td>
<td>Layers/Trans/Hierarchy</td>
</tr>
<tr>
<td>Mon Feb 08</td>
<td>InDesign – Resume/Project Description (notepad)</td>
<td>Writing Center</td>
</tr>
<tr>
<td>Wed Feb 10</td>
<td>InDesign – Present Themes</td>
<td>Submit theme pg. 1-8</td>
</tr>
<tr>
<td>Mon Feb 15</td>
<td>Sketch Up - Import Drawings/Scale/Views/Model Site</td>
<td>Keyboard Shortcuts</td>
</tr>
<tr>
<td>Wed Feb 17</td>
<td>Sketch Up - Floors/Glazing/Mullions</td>
<td>Site Set</td>
</tr>
<tr>
<td>Mon Feb 22</td>
<td>Sketch Up - Walls/Skin</td>
<td>Push Pull</td>
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</tbody>
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**EVALUATION**

**X. Final Assignment**

FINAL Hard Copy Portfolio – The final hard copy portfolio will be 8.5x11 pdf printed in color and bound at:

ABC Imaging
742 Kalamath St
Denver, CO 80204-4403
United States
p: 303.573.5757

You may be asked to leave your portfolio for display on the second floor. You will also be required to submit an electronic version of your portfolio on Canvas.

FINAL Presentation – For the final presentation you will be required to visit a local participating architecture firm and have the architect review the portfolio you created in
class portfolio. *Specific project proposals and rubrics will be released to detailing project objectives.

XI. Basis for Final Grade
Below is a list detaining the main assessment categories and their respectable percentage weighting.

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Percent of Final Grade</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Sketch-Up</td>
<td>10%</td>
</tr>
<tr>
<td>Portfolio Progress</td>
<td>10%</td>
</tr>
<tr>
<td>Portfolio Development</td>
<td>40%</td>
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<tr>
<td>Final Portfolio</td>
<td>30%</td>
</tr>
</tbody>
</table>

Below is the grading scale.

<table>
<thead>
<tr>
<th>Scale (%)</th>
<th>Grade</th>
</tr>
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<tbody>
<tr>
<td>93-100</td>
<td>A</td>
</tr>
<tr>
<td>90-94</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
</tr>
<tr>
<td>84-86</td>
<td>B</td>
</tr>
<tr>
<td>80-83</td>
<td>B-</td>
</tr>
<tr>
<td>77-79</td>
<td>C+</td>
</tr>
<tr>
<td>74-76</td>
<td>C</td>
</tr>
<tr>
<td>70-73</td>
<td>C-</td>
</tr>
<tr>
<td>67-69</td>
<td>D+</td>
</tr>
<tr>
<td>64-66</td>
<td>D</td>
</tr>
<tr>
<td>60-63</td>
<td>D-</td>
</tr>
<tr>
<td>0 - 59</td>
<td>F</td>
</tr>
</tbody>
</table>

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/](http://www.ucdenver.edu/student-services/resources/registrar/faculty-staff/)

COURSE PROCEDURES

XIII. Course Policies: Grades
**Attendance Policy:** Attendance will be marked every day on Canvas. Attendance is worth 10% of the overall class grade. Four attendances Will students get points for attendance? 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](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. Assignments turned in late will be assessed a penalty: a half-letter grade if it is one day late, or a full-letter grade for 2-7 days late. Assignments will not be accepted if overdue by more than seven days. 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 one of the lecture series or approved school function. You must write a 150 word write-up about what you learned from the speaker/event function. If extra credit is granted, the additional points are added to the "Mid-term Portfolio" portion of the semester grade. You cannot earn higher than 100% on the "First Midterm" portion of the grade; any points over 100% are not counted.

**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 "I" will automatically be recorded as an “F” on your transcript.

**Rework/Resubmit Policy:** You cannot rework/resubmit assignments that are competed during class time. If you choose to rework/resubmit assignments outside of class, that is entirely optional. All assignments that are reworked must be approved by the instructor beforehand. You must also meet with the teacher outside of class to discuss what errors were made and identify how you fixed them. The reworked assignments may be rewritten for a revised grade: half credit for each rubric line item at the teachers discretion.

**XIV. Course Policies: Technology and Media**

**Email:** You may email me at the official university email. I encourage the primary source of communication be through Canvas. I will do my best to response within 24 hours. However, you should receive a response before the next class session. If you are having technical support emails Contact the Canvas help line at (303) 315-3700.

**Canvas:** Canvas will house all course material. It is also should be the primary form of communication between students and teacher.
**Laptop and Mobile Device Usage:** If you are using a laptop in the course, you must bring it to class every session to be able to discuss your work. The laptop must also be have all the latest programs uploaded on it before the second day of class.

**XV. 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 make a similar 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](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](http://www.ucdenver.edu/care) or call 303-352-3579.

**Professionalism:** 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/Smoke-Free.pdf](http://www.ucdenver.edu/faculty_staff/employees/policies/Policies%20Library/Admin/Smoke-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](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**

**XVI. 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.

**XVII. 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](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.

XVIII. 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.

XVIII. Syllabus Changes
Policy:
This syllabus is subject to change. Students will be notified when changes occur.