

art 2931c: digital imaging

3 credits: /Prerequisite: art 1803C

Course Syllabus: SPRING 2007 /Room: NORMAN G5141 /Meeting Time: M W 8:30a - 11:30a

Instructor: *Kat Fowler* /e-mail: kfowler1@ufl.edu

Course site: <http://www.katfowler.com/digitalmedia.html>

Office: FAC 302c /Office Hours (subject to change): W 4-5pm

course description

This course emphasizes the aesthetic, technical, and conceptual practices of image making (illustration and photography) using digital media and provides an introduction to the theory and application of color. Aesthetic, technical, historical, and conceptual issues will be addressed through lectures, demonstrations, exercises, projects, and readings. Students are evaluated based on their contribution to the class discussions, critiques, and their aesthetic, technical, and conceptual development.

objectives

Students will demonstrate understanding of the following principles and techniques through studio assignments:

- Two-dimensional Imaging Concepts (including Composition and Aesthetics)
- Color Theory Concepts and Terminology (Analog and Digital/Screen and Print/Color Systems)
- Application of software for digital imaging (students should achieve an intermediate knowledge of Adobe Illustrator and Photoshop)
- Scanning and Printing
- Digital Imaging Concepts and Terminology
- Image Creation
 - Image compositing
 - Collage
 - Montage
 - Digital drawing/illustration
- Research Methods
- Project Development

topics

Historical references, background, and contemporary concepts of digital imaging – including:

- digital photography and illustration.
- Color Theory (including simultaneous contrast, analogous, and complementary, concepts of color)
- Pragmatics of color, including different color systems (cmyk, rgb, pantone) and their appropriate application
- Importing, scanning, and editing digital images
- Creation, manipulation, and output of digital images

required materials

1/ Textbook: *Launching the Imagination Comprehensive (2-D, 3-D and 4-D) with CD-ROM* by Mary Stewart

2/ 1 GB Flash Drive (Mac Compatible) for storage of materials

3/ 8.5 x 11 Bound Drawing Book/Notebook

4/ Access to Software: Adobe Photoshop and Illustrator

note: all software is available in the UF CIRCA Computer Labs (Access to a digital camera would be very helpful)

Assignments:

While the course emphasis is on the technical and aesthetic aspects of digital image making, it is important to note that this is a means to an end. The nature of successful image making relies on outside research and experimentation. Each project may need more than a single experiment. Each project requires a typed statement outlining the process choices, concept, influences, and research.

assignment deadlines

All assignments are due on their respective due date. No extensions will be granted.

sketchbook

You are required to keep a sketchbook, for generating ideas and directions. For the research portion of the assignments, you will need to go to the library and find imagery that inspires you. Each project will first be worked through using the sketchbook. Initial sketches will then lead to the actual computer work. You are required to turn in the sketchbook on the last day of class. It should contain sketches for each of the projects and at least 50 images of researched images from the library or on-line source. Your sketch book is part of the grading criteria for each project, it is mandatory. The sketchbook is also a good place to keep demo notes and procedure steps.

course structure

This course will consist of four major projects. During the course of each project, there will be opportunities for introductory lectures/demonstrations, in-class work periods, and discussions or informal critique (as a class, in small groups, and individually). Two quizzes covering basic imaging terminology, all of which will be covered in the readings, well in advance of each quiz. At the conclusion of each project there will be a formal critique in which the work will be discussed. Critiques will provide an opportunity to use formal imaging vocabulary, see mistakes and find solutions to them, and recognize effective imaging strategies already present in the work. You are also required to give one 10 minute presentation on a digital artist of your choice. At the beginning of each class you should be prepared, at your station with any required research/images or other materials necessary for that class period. You are responsible for taking notes during demonstrations. Some class periods may be reserved for completing projects and/or critique. On those days, go to your station and begin working, do not wait for instruction.

Outside of class: Each student is expected to spend 6-9 hours per week working on each assignment, reading the text book, researching directions for assignments or working in your sketchbook.

grading and evaluation

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress. You will receive grades on all assignments and receive a progress report at midterm. This report will evaluate progress, note strengths and areas for improvement. Your overall grade will be based on your understanding of the information and ideas discussed, and your formal, technical, and conceptual progress as demonstrated in projects and exercises, and professionalism during the course.

Students will be evaluated through exercises, participation, research, presentations, and technical proficiency with the various software applications, their aesthetic application, and problem solving.

grading scale

A 100–90: superior work, all criteria have been surpassed in a distinguished manner

B+ 89-86: very good work, all criteria have been surpassed

B 85-80: above average work

C+ 79-76: adequate, average work

C 75-70

D+ 69-66: barely meeting criteria

D 65-60

E 59–0: failure to meet criteria

Points

Project 1 - 100 points each /Project 2 - 100 points each

Project 3 - 200 points each /Project 4 - 250 points each

Quizzes (2) - 50 points each /Participation - 50 points

Presentation - 100 points /Sketchbook - 100 points

Total Possible Points: **1000**

expectations for class participation

Participation by all members is critical to the success of this studio. Participation is a given and includes contributing to ongoing discussions and critiques, suggests alternative ways of approaching projects, along with a thoughtful process and strong work ethic. On critique days it is imperative that everyone participate. Active participation in critiques will result in a better final project. Participation is part of the grading criteria for each project, it is mandatory!

attendance

Good attendance and punctuality are expected for this course and will strongly affect your grade. Only three (3) unexcused absences will be allowed. Every unexcused absence beyond this will lower your grade by a letter grade. A total of seven absences, excused or unexcused, will result in you receiving a grade of "E" for the class. Excused absences include religious holidays, a verifiable death in the immediate family or with a doctor's note.

- Roll will be taken promptly.
 - Late arrivals will be marked tardy, leaving early will be marked as a tardy.
 - It is your responsibility to see that the record is corrected from an absence to a tardy if you are late.
 - If you arrive to class without the proper materials or research needed for that class this will be considered an unexcused absence.
 - Excessive absences will be reflected in your final grade.
 - If you miss more than 7 class meetings you will fail the course.
 - Changes to the course calendar, demonstrations, or classroom critiques demand your presence; compensatory work of another kind cannot be accepted in lieu of missed instructions in this area.
- general university policies and services

uf student guide

This resource covers most policies and procedures important to students - <http://www.dso.ufl.edu/stg/> accommodations for students with disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office.

The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Disability Office -- <http://www.dso.ufl.edu/OSD/>

contacts for university counseling services

Includes personal, academic, crisis and career services. Dial 392-1575.

<http://www.counsel.ufl.edu/>

contacts for student health care center

Dial 911 for medical emergencies.

Dial 392-1161 for urgent after-hours medical questions.

Dial 392-1171 for after-hours mental health assistance.

<http://www.health.ufl.edu/shcc/>

safety and security

University Police Department - <http://police.ufl.edu/>

Dial 911 for emergencies.

Dial 392-1111 otherwise.

reading days

The two days prior to the start of examinations in the fall and spring semesters, generally a Thursday and Friday, are designated reading days. No classes or exams are held on these days. Instead, students are encouraged to use these days for study and review.

twelve-day rule

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.
absences for religious holidays

Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

honesty policy

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, plagiarism, bribery, misrepresentation, conspiracy, or fabrication.

<http://www.dso.ufl.edu/judicial/academichonestystudent.html>

computer use and acceptable use policy

All faculty, staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

<http://www.circa.ufl.edu/computers/>

<http://www.cio.ufl.edu/aupolicy.htm>

disruptive behavior

Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as "member(s)" of the University], who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate disciplinary action by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. A detailed list of disruptive conduct may be found at <http://www.aa.ufl.edu/aa/Rules/1008.htm>

Be advised that you can and will be dismissed from class if you engage in disruptive behavior.

Turn cell phones COMPLETELY OFF before entering class!

critical dates on the university calendar

<http://www.reg.ufl.edu/dates-critical.html>