COURSE IDENTIFICATION

Course Title: Foundations Digital Imaging and Design

Description and Prerequisites

This is a required course for all art majors, providing them with a foundational knowledge of digital media and an understanding of working with the elements and principles of art and design.

Textbooks and Required Materials

There is no required textbook.

Students must have Adobe Creative Suite 6 and a digital camera capable of uploading photos to a computer.

COURSE OUTCOMES & OBJECTIVES

Outcomes	Objectives
Knowledge	
Understand the history, current issues, and direction of the artistic discipline	Gain a fundamental understanding of digital imaging and media and its history, theory, and criticism.
Place works in the historical, cultural, and stylistic contexts of the artistic discipline	
Use the technology and equipment of the artistic discipline	Acquire knowledge of technologies and equipment of digital imaging and media.
Skills	
Use the elements and principles of art to create artworks in the artistic discipline	Demonstrate increasing ability to utilize key concepts in the discipline of art and design in order to create and develop media productions.
Create artwork that demonstrates perceptual acuity, conceptual understanding, and technical skill	
Analyze and evaluate works of art in the artistic discipline	Develop skill in applying knowledge of media theory and criticism to products n the discipline.
Synthesis	
Produce artworks demonstrating technical skill and disciplinary knowledge	Produce works of digital media demonstrating technical skill and disciplinary knowledge.
Use knowledge of art and disciplinary vocabulary to analyze artworks	Understand and apply disciplinary knowledge and vocabulary in media criticism.
Participate in critiques of own work and work of others	Apply knowledge of media criticism and theory in critique of student work.

CLASS SCHEDULE

Week	Date	Topics and Assignments	Assessments
1		Course Introduction Appropriating and presenting images	Project 1 Collect 12 images Present as PowerPoint, Word doc, and as web-based college
2		Creating and editing digital photographs	Project 2 Shoot and edit 12 original digital photographs; present as Photoshop slideshow
3		Social media	Project 3 Research paper
4		Image + text	Project 4 Create an internet meme and track its impact; write 200-word reaction paper
5		Basic web format and site layout	Project 5-Part 1 Design website front page Set up website account
6		Adding text, images, and pages	Project 5-part 2 Add pages to website
7		Adding video and interactive components Analytics	Project 5-Part 3 Add interactive components Publish site Track analytics
8		Mid-Term Critique	Mid-term Critique Artist's Statement due
9		Introduction to graphic design with Adobe Illustrator	Project 6-Part 1 Design ¼ page advertisement with Illustrator
10		Creating composite images with Photoshop	Project 6-Part 2 Create a composite photograph
11		Creating a multi-media newsletter with Adobe InDesign	Project 6-Part 3 Create brochure with InDesign
12		Continue working on Project 6	Project 6-Part 4
13		Continue working on Project 6	Create newsletter with InDesign, including
14		Individual instructor critiques	--advertisement --2 or more photos --composite photo --articles/text
15		Final Critique	Final Critique Personal Statement due

ASSIGNMENT & ASSESSMENTS

Assessment	Value (of 100)
Participation in class discussions and assignments	10
Social media research paper	5
--Finding and appropriating images --meme creation and research --brochure creation	5 points each x 3 = 15
--Digital photography assignment --Adobe Illustrator advertisement --website design --Photoshop composite mage	10 points each x 4 = 40
Final project—Newsletter produced using Adobe InDesign incorporating elements of other assignments in the course.	15
Vocabulary quiz	5
Participation in critique	10

Attachments-1

Written directions for assignments

1—Appropriating and presenting images

Part 1-Collecting Images

- Using Google Images or other image databases, collect 12 high quality images.
  - The images should have a recognizable central theme
    - A theme is different than a topic. A topic is concrete, such as "Polar Bear." A theme is abstract, such as "Environment."
    - Your collection should communicate this abstract idea (the theme) in a visual way.
  - There must be <u>no text</u>, watermark, or other inclusions on the images you choose.
  - Images should be larger than 1024 x 768 (you can find this in the menu under Search Tools…Large…Larger Than).
- Don't settle for the first 12 images you find. Search extensively and collect at least twice as many images than you need, then narrow your results to your top 12 choices. Delete the un-used items.
- Save the final collection of images in a folder on your computer's desktop, labeled Project 1.

Part 2

Import to PowerPoint

- Open a new Power Point presentation
- Click the Insert tab
  - select Photo Album, then New Photo Album
- Choose Insert file from File/Disk
- Select the pictures you want to import (the ones in the Project 1 folder on your desktop). Click Insert.
- Click Create. The photos will appear in your presentation on separate slides.
- Format the presentation using the Design tab. (A solid background looks best with photos. Go to Background Styles and make your choice)
- The title of your presentation should be the word you've chosen as your theme.
- Your name should go in the text box beneath the title.
- Save your presentation as "LastName_Project-1.pptx" in the Project 1 folder on your desktop.

Insert in Word doc

- Open a new Word document
- Use Word Art to give your project a title (your project's theme), and put your name on the document as well.
- Insert your photos
  - Go to Insert, then Picture
  - Select the picture, then format the picture using the Wrap Text tab (in the Format menu). Hint: to avoid distortion, handle the image by the corners, not in the middle of

the sides).
   - o You'll have to do this one image at a time. All images should be sized to fit on a single page.
   - o Arrange the images in a collage. Be creative!
- You may add drawing elements or enhance the project with Artistic Effects (these are located in the Format menu, which is only visible if an image is selected in your document)
- Save your document as "LastName_Project1.docx" and put it in the folder on your desktop.

Create Web Collage
- Use a photo collage website to create the next part of your project.
  - o www.pizap.com
  - o www.photovisi.com
  - o www.picmonkey.com
- Follow the instructions to create your collage using all 12 photos on a single page.
- Save the collage as a PDF or JPG file as "LastName_Project1.pdf" or "Lastname_Project1.jpg" and put it in the Project 1 folder on your desktop
- Due Date
- When all three parts of your project have been completed and are in the folder on your desktop, create a zipped (compressed) folder containing the entire folder: the 12 original images, the PowerPoint, the Word doc, and the PDF or JPG of the web collage. Be certain that your folder is labeled "LastName_Project1.zip"
- Email the zip folder to the instructor by midnight the night before the first class period of Week 2.

2—Digital Photography
Part 1: Shooting Photographs
- This week, you're going to create body of photographs depicting the idea of the passage of time.
- Your final collection should include 12 edited images, but you will likely shoot many more photos than that before narrowing down to your best 12.

Part 2: Photo Editing
- When you've decided on your 12 best photographs, you'll use Photoshop to edit and adjust the images.
- The goal is to sharpen, color balance, crop, or otherwise refine the photographs, but not to apply special effects, insert things that aren't actually there, or eliminate things that are there. (We'll do that later in the course).

Part 3: Presenting your photos
- To present the body of work you've created, you'll create a slideshow in Photoshop.
- http://tv.adobe.com/watch/understanding-adobe-photoshop-cs6/create-a-slideshow-in-photoshop/

Resources
- The Adobe TV website offers a variety of helpful video tutorials for using Photoshop:
- http://tv.adobe.com/show/understanding-adobe-photoshop-cs6/

Due Date

- You must email your slideshow to the instructor before the first day of class in Week 3.
- Be certain that your file name begins "LastName_Project2" followed by the file type

3—Social Media
Research and Writing
- You will research and write about social media. Your paper should include the following main ideas:
  - A brief history of social media
  - A description of your personal relationship to social media (platforms used, frequency of use, content followed, content posted)
  - The role of art and design in social media
  - Social media as a professional tool
  - Curating your online presence
  - Speculation about the future of social media (where do you think we'll be 5 years from now?)

Paper Specifications
- Your paper should be
  - 1200 -1800 words long,
  - Times New Roman font—black only
  - double-spaced, with 1-inch margins
  - This is 5 to 7 pages long, NOT including the references or any images you care to cite.
  - You must include a running header with your last name and the paper title, and a footer with page numbers
- Images must be included as an appendix, not embedded in the body of the paper.
- All sources must be cited correctly using standard MLA or APA format.
- You must include a correct bibliographic citation for every written or artistic work you cite.
- Papers will be submitted to TurnItIn, SafeAssign, or other checking software.
- Plagiarism will result in an irrevocable grade of F on the paper.
- Do not use Wikipedia as a source. Do not cite Google as a source.

Due Date
- Email your paper as a Word doc to the instructor no later than midnight on the day before the first class period of Week 4.
- The file name should be "LastName_Project3.docx"

4—Image and Text
- You may use an appropriated image or your own photo
- Your text must be your own composition
- You may not just copy an existing meme
- Post your meme to your favorite social media site
- After 2 days, take a screenshot of the comments generated by your meme

- After 3 days, do a Google search and see if your meme has spread beyond your circle of friends/contacts on social media.
- Write a 200-word response to this activity and attach a screenshot of your meme and the comments you received. (combine as single PDF)
- Title the document "LastName_Project4.pdf."
- Email to the instructor by midnight of the night prior to the first class in Week 5.

Weeks 5-7—Web Design
- Week 5: design your front page. Also: set up your website account with a free web-hosting service
    - Headline
    - Text
    - Images
- Week 6: add pages for
    - Blog
    - Your artwork
    - Your writings
    - Links to other content
- Week 7: improve your design. Add animation or video. Introduction to Google Analytics.
- Email the instructor the URL for your website.
- Websites will be presented to the class at the Mid-term Critique during Week 8.

5—Web Design, Part 1
- Go to this site: http://www.virtualmechanics.com/products/dwarf/
- Download the Web Dwarf software.
    - There are plenty of programs out there, but this one is free and is designed to be easy to use. It will work with Adobe Dreamweaver once you get your pages designed.
- You'll also need to set up an account with a website hosting service of your choice. Choose one that's free, such as Weebly.com .
6—Web Design, Part 2
- Add pages to the website:
    - Blog
    - Art Gallery
    - Writing
    - Links

7—Web Design, Part 3
- Publish your Website
- Set up an analytics account
- After publishing your site, share the link on your social media sites. Tell everybody you know to check it out.
- Once per day—for at least 5 days—check your analytics and see who looked at your site.

Perform a content drilldown to see what they looked at.

- The day before our Mid-Term Critique, print a report of your analytics and bring it to class for the critique to tell us how many visitors you've had and which pages they found to be interesting.

8—Mid-term Critique

Project 6 Description
- Your final project will be a newsletter that incorporates:
  - Your advertisement from Week 9
  - Your composite photo from Week 10
  - At least two of your photos from Week 2
  - Four articles that you write yourself (not appropriated from another source:
    - A user-review of the Adobe products we've used
    - A news report about your Internet meme: has it gone viral? Why or why not? What is your evidence?
    - A review of a website you like
    - A 300-word excerpt from or summary of your paper about social media
  - A banner headline, page numbers, and an overall visual theme
- You will present your newsletter at the final critique.
- You will email a PDF copy of your newsletter to the instructor prior to the final critique.

Project 6: Timeline
- Week 9-Part 1: Adobe Illustrator-designing an advertisement
- Week 10-Part 2: Adobe Photoshop-creating a composite image
- Week 11-Part 3: Adobe InDesign-creating a brochure
- Week 12-Part 4: Adobe InDesign-creating a newsletter
- Week 13-work time/individual tutorials
- Week 14-individual instructor critiques and Quiz
- Week 15-Final Critique
NOTE: all parts of the project are due the first day of the following week, usually submitted to the instructor electronically.

9—Introduction to Adobe Illustrator
- You're going to make a ¼ page advertisement for an imaginary business.
- This could be for your own art gallery, web design firm, classic car restoration shop…anything goes (but G-rated, please. Remember, it will end up on your website)
- The design must incorporate:
  - Banner headline
  - Informational text
  - A business logo

- o A callout
- o Contact information for the business
- o A border
- The layout of the design should exemplify your mastery of the elements and principles of art and design.
- It should demonstrate excellent craftsmanship and attention to detail.
- Due at the start of Week 10.

10—Creating a composite image in Photoshop
- Choose three different photos:
  - o A background or landscape
  - o A person
  - o A large object (vehicle, piece of furniture…)
- Use Photoshop to create a composite image in which you place the person the large object in your background.
  - o No visible edges
  - o Appropriate perspective and proportion
  - o Colors/tones adjusted for visual consistency
- Save the composite as .psd file. Save a copy as a .jpg file.
- Submit a zipped folder containing your jpg composite and all 3 source images.
- Title the file and the composite: "LastName_Project6.2"

11—Creating a brochure using Adobe InDesign
- Consistent layout and overall theme
- Good craftsmanship and attention to detail
- Skillful use of the elements and principles of art and design
- Content:
  - o Your advertisement from Week 9
  - o A photo from Week 2
  - o Any other text or photos
  - o Tri-fold design with content on all 6 panels (front and back of the brochure)
- When your brochure is completed, save it as a .indd file. Save a copy as a .pdf.
- Email the pdf version to the instructor
- Print the final version and bring a copy to the next class.

12-15—Creating a newsletter using Adobe InDesign
- Consistent layout and overall theme
- Good craftsmanship and attention to detail
- Skillful use of the elements and principles of art and design
- The final newsletter should be 3 to 4 pages long
- Content:
  - o Your advertisement from Week 9

- o Your composite photo from Week 10
- o At least two of your photos from Week 2
- o Four articles that you write yourself (not appropriated from another source:
  - A user-review of the Adobe products we've used
  - A news report about your Internet meme: has it gone viral? Why or why not? What is your evidence?
  - A review of a website you like
  - A 300-word excerpt from or summary of your paper about social media
- o A banner headline, page numbers, and an overall visual theme
- You will present your newsletter at the final critique.
- You will email a PDF copy of your newsletter to the instructor prior to the final critique.
- When your newsletter is completed, save it as a .indd file. Save a copy as a .pdf.
- Email the pdf version to the instructor prior to the Final Critique in Week 15.