art 2931c: digital imaging

course syllabus > spring 2006
MW periods 2/4 **Norman Media Center**

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office hours W 12-1pm or by appointment
office. FAC302 [grad studio]

website > http:://plaza.ufl.edu/higj/digindex.htm
[additional course link, http://randomversion.com]

required materials >
semester subscription to http://lynda.com [program tutorial] ● process sketchbook
Textbook: **Launching the Imagination** Comprehensive (2-D, 3-D and 4-D) with CD-ROM
by Mary Stewart
1 GB Flash Drive (Mac Compatible) for storage of materials/or 50 pack CD-R disks

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 and their aesthetic, technical, and conceptual development.

3 credits
Prerequisite: ART 1803C.

course 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
(achieve an intermediate knowledge of Adobe Illustrator + Photoshop)
Scanning and Printing
Digital Imaging Concepts and Terminology
Image Creation
Image compositing
Collage
Montage
Digital drawing/illustration
Research Methods
Project Development

project:due [time+date]

Students are responsible for meeting all deadlines and/or project completion dates. Project assignments and due date will be announced in class, posted on website and be included in handouts.
The schedule is subject to alteration, and students should make note of any changes. This is your responsibility
[a methodology of linear time].
No excuses.

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.

attendance

Maximum 2 absences-- excused or unexcused
Each additional absence lowers your grade by a full letter
Six absences or more = E

Excused absences include religious holidays, a verifiable death in the immediate family or with a doctor's note. [University policy]

Sign in upon arrival
Late arrival/early departure=tardy
three tardies=1 absence
Unprepared for class [materials, project, criteria selection]= unexcused absence

Attendance factors into final grade

No makeup work for missed class session work unless prearranged with instructor.
[This means at least 24 hour notice.]

evaluation:point value
[grading]

A (100% - 90%) commendable achievement. shows understanding+thinking with originality in regard to methods for/of project application. communicates very effectively.
B+ (89% - 85%) commendable achievement. communicates effectively the concepts and content, including most of the thinking process
B (84% - 80%) adequate achievement. demonstrates an understanding of major content and concept. communicates on a limited basis
C (79% - 70%) meets criteria expectation level. demonstrates little understanding of project application concept and content
D (69% - 60%) minimal evidence of achievement.demonstrates no real understanding of project application, is unable to communicate
E (59% - 0%) failure to meet criteria. no communication

project:breakdown
[value of evaluation]

60% project completion: [re:criteria per project]
10% in-class projects/presentations
10% evaluative criteria: quizzes+tutorials
20% professional attitude
(attendance, participation in class discussions, reading responses, critiques, in-class assignments, teamwork, coming to class with all materials, general preparation, meeting deadlines, and proper classroom etiquette

quickchart		
A	90-100
B+	85-89
B	84-80
C	79-70
D	69-60
E	0-59

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The Norman Education Media Labs are teaching spaces. Access hours are limited. When the rooms are not scheduled, students may work in these labs.

posted time for lab hours :

http://plaza.ufl.edu/higj/digindex.htm

Students may print from these labs for a small fee. Check with the desk [Instructional Resources] to find out charges per size.

There will be some required printing in both comp and final format

Target copy is an additional printing resource. Check the type of saved file and size before sending it to print.

CIRCA labs are availible 24 hours per day. Most programs are available on the CIRCA machines.

Students using any UF media lab are responsible for leaving both the desktop and surrounding area clean. This is not only good etiquette, but a course expectation. Remove your files when you are finished, collect and return materials, clean your area, and return the room to its proper order.

Students will work at individual stations and will be responsible for any required materials/research/images assigned or necessary for project completion. It is expected that students have time to work on projects during class,

Some class time will include critique, either on individual or large group basis. Beyond the classroom, students are expected to spend a potential 6-9 hours per week working on each assignment. This work reflects a portion of your grade in both the knowledge base [lynda.com tutorials] and the application to the project.

UF media lab policy: no food. no drinks. not even water. Nothing inside the lab but you + your project materials [which probably should not include food or beverages] and then a good attitude, a willingness to work, desire to succeed..

what we do:schedule of events
[structure of the course]

• Sign in roster: daily sign in/attendance sheet : include name+station number

• Turn off cell phones or keep them silenced until the end of class.

• Arrive on time, prepared for class. With the schedule/overview provided [hard copy] and available on the website, you should be aware of the requirements and expectations per class session.

• Class will begin on time, with either a discussion, lecture/demonstration on, or overview/review of either the new or previous project or application. We will use the time during class to cover the essential skills and project expectations, experience specific media applications and work toward achieving [and exceeding] both individual and course competency levels.

• There will be time for individual student work during class sessions. The idea is to familiarize students with the tools, applications and concepts of an interactive studio environment while expanding competency and comfort level with the programs and peripherals.

• There are many components to this course. We will move through them as thoroughly as the schedule allows. This is an introductory level course. Students should be prepared to work not only during the class session but outside it. Because there is a variance in student background and skill/proficiency level, some exercises are specifically designed to address the functions of programs and tools. Within that framework, opportunity will be provided for students to work beyond present levels of experience in either program. All project criteria is subject to evaluation.

• The tools used within this course are the programs and peripherals. The structure of the course focuses on the use of those tools within a framework of conceptual development, visual language skills, selection and application of appropriate media in the individual development of a project. Preliminary work [sketchbook] will be included in the evaluation.

• Attendance is required. Your level of motivation for achievement is a component of evaluation. Everyone benefits from the generation of work completed at a more advanced skill level.

• If you are absent, you must make up the work [collect the information, in-class projects are quiz grades]. Class notes should be acquired from another student in this session. We meet as a class twice weekly. There will be homework.

• Projects are due at the beginning of class on the due date. All projects must be completed and turned in to receive a grade for the course.

• Late projects: drop one letter grade per calendar day that they are due. [graded awarded first, then dropped per day]
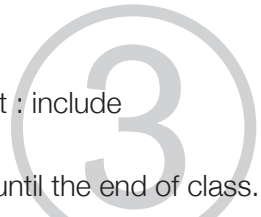
required materials

Textbook: **Launching the Imagination Comprehensive (2-D, 3-D and 4-D)** *with CD-ROM*
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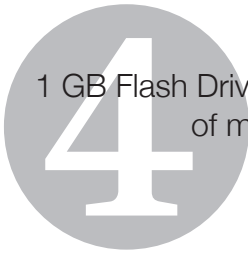
1 GB Flash Drive (Mac Compatible) for storage of materials/or 50 pack CD-R disks

Sketchbook

Required registration with http://lynda.com/ an online version for training/tutorial.
Your registration will include the course section and instructor name.
Register by Thursday January 12

Access to Software: Adobe Photoshop and Illustrator (note, all software is available in the UF CIRCA Computer Labs)

NOTES: 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.

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criteria:evaluation [reminders]

The student is responsible for:
completing projects by the deadline.
working within the parameters of the project criteria and articulating the process
participating in critique, speaking constructively of work by other students and/or presentations by other artists
meeting expectations of group etiquette
having work completed even if there is a technological issue.
[technology issues are not acceptable excuses--be sure your file saving, file formatting, burning disks, uploading files, printing, having work prepared on time skills are all in order]

participation:information

Your contribution to the class is a critical part of the community of learners.
How you interact, contribute to the ongoing process of learning through critique, discussion, thinking, problem-solving, and suggesting alternative methods to approaching projects and solutions are all
as much a part of the learning process for the group as the assignments and tutorials.
The development of critical thinking skills and a strong work ethic are integral parts to the success of both the individual
and the group. The responsibility of the learner is to develop and maintain that level of performance.
Always place your name on your work. No name, no grade. [This does not include desktop proficiency checks]

A note about the course syllabus

As a disclaimer, these terms and schedule are subject to change at the discretion of the instructor.

course 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

12 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.

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

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

GENERAL UNIVERSITY POLICIES + SERVICES

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/

UNIVERSITY COUNSELING SERVICES

Includes personal, academic, crisis and career services. 392-1575. http://www.counsel.ufl.edu/

STUDENT HEALTH CARE

911 for medical emergencies.
392-1161 for urgent after-hours medical questions.
392-1171 for after-hours mental health assistance.
http://www.health.ufl.edu/shcc/

SAFETY + SECURITY

University Police Department - http://police.ufl.edu/
911 for emergencies, 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.
http://www.cio.ufl.edu/aupolicy.htm

Critical dates on the UF calendar
http://www.reg.ufl.edu/dates-critical.html

Turn off cell phones before entering the classroom.

If there is an emergency and you must make or answer a call, as a courtesy to other students please excuse yourself and step outside the classroom before making the connection.

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