schoolofart+arthistory
university of florida + college of fine arts

DIGITAL IMAGING
DIG 2131C • 2472 / Spring 2016 /credit hours: 3
Norman G514i, Tues + Thurs 6:15 – 9:10PM

INSTRUCTOR: Annemarie Poyo Furlong
EMAIL: apoyofurlong@ufl.edu
Instructor will respond to emails within 24 hrs
OFFICE: FAC 302A   OFFICE HRS: Thurs 1-2:30PM and by appt.

**Class announcements, homework assignments, critique dates, and special events are communicated verbally in class and through our class website: digispring2016.com. Supplementary resources and extra credit opportunities are also noted on the website. Assignments will be submitted on the class blog and through Canvas.

COURSE DESCRIPTION
This course explores the aesthetic, technical, and conceptual practices of image making with digital media. Students will examine how to perceive, communicate and make digital images in visual culture, with an emphasis on the experimental and conceptual. Aesthetic, technical, and conceptual issues within the context of contemporary art are addressed through lectures, demonstrations, exercises, projects, and readings. Students are evaluated based on contributions to class discussion, the class blog, critiques, and aesthetic, technical, and conceptual development in their digital image making practices.

COURSE LEARNING OBJECTIVES
Through in-class and formal assignments students will demonstrate an understanding of the following concepts and skills:
- Two-dimensional imaging concepts of composition and aesthetics
- Color theory concepts and terminology (analog, digital, RGB/CMYK)
- Scanning and printing
- Digital image capture fundamentals
- File management/encoding
- Image creation (compositing, collage, montage, photographic

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AFFIRMATION:
By participating in this course, you acknowledge that you have read and understand these policies, and are aware of the Guidelines for Use of University Facilities and Grounds for Making and Exhibiting Design, a hard copy is available in the SA+AH office.

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UNIVERSITY POLICE:
(352) 392-1111 or
EMERGENCIES: 911

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SNAP:
Free nightly campus safety transportation service
(352) 392-SNAP

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COUNSELING SERVICES:
Resources are available for students and spouses/ partners experiencing personal problems or academic/career concerns interfering with academic performance.
www.counsel.ufl.edu or
(352) 392-1575

composition, digital drawing/illustration)
- Software fundamentals: Adobe Photoshop + Illustrator
- Research methods to inform visual art-making practice
- Project development/process documentation
- Visual literacy and critical thinking skills through participating in critiques

METHOD OF INSTRUCTION / COURSE STRUCTURE
The method of instruction for this course is comprised of lectures, screenings, demonstrations, in-class exercises, readings/research, response papers, assigned projects, and critiques. Students should expect to spend a minimum 5 hours weekly outside class to work on projects and do research.

Four major projects will be completed. Each project will be detailed on a project sheet distributed at the time of assignment. During the course of each project, there will be lectures, demonstrations, in-class work periods, and discussions or informal critique (as a class, in small groups, and individually). At the conclusion of each project there will be a formal critique to discuss the work. Critiques will provide an opportunity to use formal imaging vocabulary, recognize opportunities for improvement, and develop effective imaging strategies. During many class periods we will have short image making exercises to challenge technical and conceptual skills. Toward the end of the semester, students will conduct research on a digital artist of their choice, give a 10-minute presentation about the artist, and lead a short discussion about their work.

UF MEDIA LAB POLICY
No food or drinks: not even water. Certain Architecture and Norman Hall computer labs are teaching spaces, and thus access hours are limited. Students may work in these labs when not occupied by classes. Note that the common area Architecture computer lab is open 24 hours/day, so access to computers and software should not be an issue. All work should be stored on your USB flash drive or external hard drive, as lab computers are wiped daily.
LAB HOURS: https://labs.at.ufl.edu/Hours.php

PROCESS BOOK
For this course, you will keep a Process Book that gathers all of your thoughts, sketches, writing, and image reference into one sketchbook. The Process Book should be no smaller than 8" X 10" with at least 50

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CRITIQUE GUIDELINES:
- Arrive prepared with professionally presented work.
- Be prepared to discuss your own and classmates' work.
- Be respectful: give feedback, not advice.
- No side conversations or texting during presentations or critiques.
- Please mute cell phones prior to class.
- Attending critique is one of the most important aspects of class. If you arrive to critique late, you will not be able to show your work, and participation points will be deducted from your grade.

plain white pages: your basic art class sketchbook. Maintaining an active process book is a crucial component of good studio work, but it takes practice. Think of your book as a physical manifestation of your thought process and research. The Process Book is where you will compile concepts and images related to your projects. Entries can include sketches, writing, printed out photos, magazine cutouts, interesting textures, research articles, and images of other artworks related to your concept – whatever helps you to create your work. Process books will be submitted with each project and factored into your grade. At least 5 pages of process documentation are required per project. You must include original concept drawings and notes from feedback sessions with classmates and/or the instructor.

CLASS WEBSITE, BLOG + ELECTRONIC PROCESS BOOK
Digispring2016.com
The class blog (linked through our website) serves as the electronic component of your process book, and will be factored into your grade for each project. You are expected to upload digital images found through online research as well as drafts of work in progress (minimum 5 uploads per project). Halfway through each assigned project, I will conduct a graded check to make sure you have uploaded the minimum 5 posts per project on the blog. I would encourage you to go beyond this number of posts! Other assignments, such as reading responses will be submitted via Canvas.

PARTICIPATION
Participation, support, and respect in all phases of this course are imperative. The class dynamic depends on your energy, initiative, attitude, productivity, and willingness to get involved in group discussion and critiques. Participate in a responsive manner during critique, class discussion, and blogging. Be safe and thoughtful with equipment and facilities. **Mute your phones and put them away at the beginning of class.** No browsing Facebook during class! During critiques, absolutely no text messaging is allowed. Being in class is your opportunity to get feedback from the instructor and your classmates. Take advantage of it! Ask questions and contribute answers. Offer constructive criticism during group discussions, class workdays, and critiques. Reflect on the comments you receive to gauge the effectiveness of your work. Examine the way your ideas change, evolve, and influence formal and conceptual choices in your work. Your development as an artist hinges on your ability to make effective choices and express ideas clearly.

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EVALUATION AND GRADING CRITERIA

Breakdown of grades:

Project 1- 15%

Project 2- 15%

Project 3- 15%

Project 4- 20%

Presentation on Digital Artist- 5%

Participation- 20%

Homework- 10%

Projects will be graded on their success in the following areas: concept development, risk-taking, experimentation, excellent design / composition decisions, craftsmanship, ambition, technical competency, and meeting project deadlines.

All assignments are to be submitted on the date due; assignments that are more than one day late will not be accepted. Late assignments will be penalized up to 20%. Projects **will not be accepted after the due date** without prior permission. Students who miss class must obtain information from peers (outside of class time); handouts can be obtained from class website.

Make-up of assigned work due to extenuating circumstances must be completed within 2 weeks of absence.

ATTENDANCE POLICY

Registered students who do not attend at least one of the first two class meetings for the course, and who have not contacted the department to indicate their intent, may be dropped from the course.

Participation in class is necessary to achieve the course objectives. Students are expected to arrive to class on time and be prepared to participate in all activities. Please mute cell phone prior to class. Attendance is taken at the beginning of each class.

You will be considered tardy if you arrive after roll is taken.

Students are permitted three unexcused absences. A fourth unexcused absence will reduce the final participation grade by one letter grade per occurrence. Three "tardies" will equal one absence. The University recognizes the right of professors to make attendance mandatory. After due warning, professors may prohibit further attendance and subsequently assign a failing grade for excessive absences.

Appropriate documentation from the student health service should be obtained for medical excuses.

In general, acceptable reasons for absence from class include illness, serious family emergencies, special curricular requirements (i.e., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, debate, and athletic competitions. Absences from class for court-imposed legal obligations such as jury duty or subpoena will be excused. Other sound reasons may be offered and considered on an individual basis. **If you cannot attend class, please inform the instructor ahead of time if possible.**

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

DRUG-FREE SCHOOL + WORKPLACE / CLEAN INDOOR AIR ACT
The SA+AH is committed to upholding the policies set forth by UF with regards to drug and alcohol use and smoking in educational facilities. Possession or use of drugs or alcoholic beverages is not allowed in the classroom or outdoor areas. In addition, The Florida Clean Indoor Air Act of 1992 prohibits smoking in educational facilities. Violation of University policies and applicable laws is grounds for disciplinary action up to and including expulsion and does not preclude the possibility of criminal charges.

ACADEMIC HONESTY POLICY
As a result of completing the registration form at UF, every student has signed the following statement: "I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University." The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies dishonest behaviors and possible sanctions.

UF PHILOSOPHY

The University of Florida is an institution that encourages the intellectual and personal growth of its students as scholars and citizens. As an educational institution, the University recognizes that the transmission of knowledge, the pursuit of truth, and the development of individuals require the free exchange of ideas, self-expression, and the challenging of beliefs and customs. In order to maintain an environment where these goals can be achieved safely and equitably, the University promotes civility, respect and integrity among all members of the community. As stated in the Standard of Ethical Conduct, students are expected to exhibit high standards of behavior and concern for others.

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.