DIGITAL PRODUCTION STUDIO 1 (DPS 1)

COURSE NUMBER: DIG3525C	CREDIT HOURS: 3.0
SEMESTER/YEAR: FALL 2016	CLASS LOCATION: OORC, NORMAN (NRG) 0120
	CLASS MEETING TIME(S): M 03:00-04:55/W 04:05-04:55
INSTRUCTOR: Seunghyuk Jang (Hyuk) Chelsea Cantrell	**OFFICE LOCATION/HOURS:** Tuesday 5:00 – 6:00 pm Additional hours available by appointment
	CONTACT EMAIL: Contact via Canvas Inbox
CONTACT PHONE: **(352) 294-2000**	**COURSE WEBSITE:** **DIGITALWORLDS.UFL.EDU/PROGRAMS/BA-IN-DAS/**

COURSE DESCRIPTION

DPS 1 provides foundational perspectives on technical and esthetic aspects of the still image, and an exploration of visual techniques using the still image in both traditional and emergent media forms. Both individual and collaborative team-based projects will utilize diverse visual narrative techniques to persuasively engage viewers.

PREREQUISITE KNOWLEDGE AND SKILLS: DAS major or instructor permission.

PURPOSE OF COURSE

To introduce students to the industry standard practices in applied creativity and visual design. This is a fundamental course created in order to welcome and introduce students to the fields of digital arts and design.

COURSE GOALS AND/OR OBJECTIVES: By the end of this course, students will be able to:
1. Understand the fundamental tools used in creation of contemporary digital arts and sciences.
2. Effectively analyze visual components of traditional media including photography, image-based advertising, printed texts, etc.
3. Identify, define and articulate diverse characteristics of the still image.
4. Effectively create new visual components within a digital media framework.
5. Apply their understanding of visual design in the creation of both individual and collaborative group projects that demonstrate compelling visual techniques embodied in original media artifacts.

COURSE SCHEDULE:

This course incorporates lecture, discussion, group learning projects and student-created presentations. Individual assignments will be explained in detail as the course progresses.

The FINAL EXAM TIME SCHEDULED FOR THIS COURSE will be announced in advance of each semester by the University of Florida Registrar's Office at http://www.registrar.ufl.edu/soc/

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Week	Topics	Assignments/Quizzes
1 8/22 8/24	Introduction to the class: • Review of assignments, lecture topics, office hours, online learning system, etc. • Discuss Handouts • Discuss Critiques Lecture : Exploring Photoshop tools • Receive Handout 1 • Tools/ toolbars (Brushes, Layers etc.)	**Assign 1**: Watch: Painting w/ Chad Perkins, Digital Painting - Landscape concept art
2 8/29 8/31	Lecture: What is/what makes a good composition? • Color wheel / values • Illusion of light • Principles of design • Tools: cropping, transform, skew, and lasso tools Lecture: Brief History of Design • History of imaging • Digital Painting	**Assign 2**: Painting with Value- Create (2) paintings from a cropped image- (1) using 2 values (black + white) and (1) using 4 values (black, white + grey)
3 9/07	Lecture: Mood I • Photography and major terminology • Mood: through line and color	9/05(Holiday)
4 9/12 9/14	Lecture : Tools in Photoshop • Critique assignment #2 (First 30 minutes) • Creating a Brush, Importing Brushes • Working with Texture Lecture: Mood II • Examples of Texture and mood through compositions (Marcel Duchamp, Picasso, Van Gogh, etc.)	**Assign 3:** Custom Brush Painting- Create an Environment (value) painting with the brush you created in class
5		

9/19 9/25	Lecture: Photography- Digital Imaging I • Clone/stamp tool • Seamless images for texturing, tiling Lecture: Photography- Digital Imaging II • Camera types • Brief history of photography (View from the Window- Heliograph) • Viewfinder • Exposure • White balance • Misc. equipment	**Assign 4**: Editing photography- Edit blemishes out of photos seamlessly (using your OWN photograph or ones provided)
6 9/26 9/28	Overview: DADA Collage + Photomontage • Dada - brief history • PS: Selection, masking, transform, color correction *Quiz 1:* functions of Photoshop Lecture: Photography Part I • Critique assignment #4 (First 30 minutes) • Camera Lenses (Different lenses, "millimeter") • Importance of participation • Show collage art example • review color theory (refer to notes from week 2)	**Assign 5:** DADA Collage or Photomontage- Create (1) image using one of these techniques, pick a mood
7 10/3 10/5	Lecture: Patterns • Layering, rhythm • Color correction • Symmetry • Photo Correction, Integrating Images Lecture: Photography Part II • Critique assignment #5 (First 30 minutes) • Shutter • Exposure • ISO • Saving, JPEG/PNG • Over exposure	**Assign 6:** Pattern Assignment- Create (2) images exploring (1) repetition and (2) color correction

8 10/10 10/12	Lecture: Multiple Exposure Photograph • Black & White • Regular vs Double Exposure Lecture: From Concept to Reality • Critique assignment #6 (First 30 minutes) • Research • Analysis • Design • Implementation • Feedback	**Assign 7:** Multiple Exposure Photograph
9 10/17 10/19	Lecture : Working with Text, Integrating images • History of typography • Typography and meaning • The anatomy of Type Lecture: Fundamentals of Typography I • Type Classifications • Spacing / kerning *Discuss final project -Self-portrait: surreal	**Assign 8:** Album Cover-Image + Type
10 10/24 10/26	Quiz 2: Photography fundamentals Lecture: Fundamentals of Typography II (Logo) • Logotypes and Branding • Color theory in advertising Lecture: The importance of language • Critique assignment #8 (First 30 minutes) • Timeline Overview	**Assign 9:** Create a brand-your choice of product or service
11 10/31	Lecture: Designing with Vectors I • Illustrator overview • Vector design using Illustrator • Control Shapes in Illustrator vs Photoshop	**Assign 10:** Create an Image Using Basic Shapes

	• Fill + Stroke	
11/2	• Critique assignment #9 (First 30 minutes) • Direct Selection Tool	
12 11/7 11/9	Lecture: Designing with Vectors II • Bezier Curves • Pen Tool • Text in Illustrator • Altering Type • Form and Shape Lecture: Designing with Vectors III • Examples of vector art • Isometric illustration	**Assign 11:** Full page Poster- pick a word to represent using color, design, and composition
13 11/14 11/16	Lecture: Design in the industry I • History of advertising and strategic communication • What is advertising and how is it used • Production process in advertising • Illustration Demo :Type, Gradients, Overview Wrap-up Lecture: Design in the industry I • Critique assignment #11 (First 30 minutes) • Role of the image in strategic communication • Careers in creative imaging industry	
14 11/21 11/23	Lecture: Art Direction and production • Careers in the digital arts • Final Project Review • Criticism Workshop	
15 11/28 11/30	Quiz 3: Production/ industry terminology Final Project Progress Final project due next week: review requirements	
16	FINAL PROJECT DUE:	FINAL PROJECT DUE:

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12/5	Final Presentation Part I Class participation required: in class critique of surrealism self portrait	Class participation required: in class critique of surrealism self portrait
12/7	Final Presentation Part II	

REQUIRED TEXTBOOKS AND SOFTWARE:

- Lynda.com, Online *Photoshop tutorial (FREE access for UF students)*
- Photoshop CC One-on-One: Fundamentals with Deke McClelland

RECOMMENDED MATERIALS:

- James Craig, "*Designing with Type, 5th Edition" The Essential Guide to Typography"*
- Randall Packer, Ken Jordan*, "Multimedia – From Wagner to Virtual Reality"*
- Kim Mosley, *"Digital Photography: A Workbook"*
- David Sherwin, *Creative Workshop: 80 Challenges to Sharpen Your Design Skills*
- Philip B. Mags, "*Meggs' History of Design Book"*
- Stephen Shore, *The Nature of Photographs*

MATERIALS AND SUPPLIES FEES:

Material and supply fees are assessed for certain courses to offset the cost of materials or supply items consumed in the course of instruction. A list of approved courses and fees is published in the Schedule of Courses each semester. (UF-3.0374 Regulations of the University of Florida)
Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total M&S for this class is $54.26

EVALUATION OF GRADES

Assignment	Percentage of Grade
Participation – Students are expected to actively participate in class discussions, both in class as well as in class online forums outside class meetings.	10%
Section - Class Lectures and Projects - 10% - Quiz1 Functions of Photoshop - 10% - Quiz2 Photography - 10% - Quiz3 Production Terminology - 10% - Assignments - 20% - Final Project	60%
Section - Tools and Principles of Visual Design	30%

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GRADING SCALE:

Letter Grade	% Equivalency	GPA Equivalency
A	94 – 100%	4.0
A-	90 – 93%	3.67
B+	87 – 89%	3.33
B	84 – 86%	3.00
B-	80 – 83%	2.67
C+	77 – 79%	2.33
C	74 – 76%	2.00
C-	70 – 73%	1.67
D+	67 – 69%	1.33
D	64 – 66%	1.00
D-	60 – 63%	.67
E, I, NG, S-U, WF		0.00

More information on grades and grading policies is here:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

COURSE POLICIES:

PARTICIPATION / ATTENDANCE POLICY
We value participation more than mere attendance. Each Instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be assigned to participation, and how class participation will be measured and graded. Real Time [RT] interaction with your peers and the Instructor will empower you to greater achievement.

MAKE-UP POLICY
Presentations may not be presented late. Documented emergencies or medical situations may be the only accepted reasons for an excused absence on the day of a presentation.

COURSE TECHNOLOGY
The students will be required to have access to, and use a personal computer with the access to the Internet. Word editing software will be required for written assignments.

COURSE COMMUNICATIONS
Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS).

UF POLICIES:

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UNIVERSITY HONESTY POLICY
UF students are bound by The Honor Pledge that states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

CLASS DEMEANOR
Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

STUDENTS REQUIRING ACCOMMODATIONS
Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

NETIQUETTE COMMUNICATION COURTESY
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

VIDEO LECTURE CAPTURE
High-quality video lecture capture of this course is available only for enrolled students. These video captures are edited and posted within 24-48 hours of the class meeting for the benefit of the Your Own Time [YOT] students and to offer the potential for review by on-campus and Real Time [RT] on-line students. For the on-campus and RT students, watching lectures in lieu of attending and participating in class is NOT acceptable.

Your Instructor will provide you with this semester's login information during the first week of class. It is not permissible to share or distribute video login information to anyone other than officially enrolled students of this course. Lecture videos can be found at https://vimeo.com/digitalworlds.

ONLINE COURSE EVALUATIONS
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or

three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.

CAMPUS RESOURCES

HEALTH AND WELLNESS

U Matter, We Care

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center http://www.counseling.ufl.edu/cwc/Default.aspx, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). http://www.police.ufl.edu/

ACADEMIC RESOURCES

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. http://www.crc.ufl.edu/

Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

On-Line Students Complaints: http://www.distance.ufl.edu/student-complaint-process

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.