

DIGITAL IMAGING

DIG2131C 1728 / SPRING 2018 / Credit Hours: 3

Location: NRNA G514i

T,R | Period 11 - E2 (6:15 PM - 9:15 PM)

Instructor: Setareh Ghoreishi **Office:** FAC 302A

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Office Hours: 3:15-5:15pm or by an appointment

Course Description

This course emphasizes the aesthetic, technical, and conceptual practices of image making using digital media. Students will examine how to perceive, communicate and make digital images in a 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 will be challenged to develop their own visual language and to create unique aesthetic and conceptual experiences to communicate with viewers. Students are evaluated based on their contributions to class discussion, critiques, the class blog, and aesthetic, technical, and conceptual development in their digital image making practices.

Course Objectives

Through in-class and formal assignments students will demonstrate understanding of the following concepts and techniques:

- 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
- Image creation (compositing, collage, montage, photographic composition, digital drawing/illustration)
- Software fundamentals: Adobe Photoshop & Illustrator
- Research methods to inform your visual art making practice
- Project development and process documentation
- Visual literacy and critical thinking skills through participation 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 of 5 hours weekly outside the class to work on projects and do research.

Four major projects will be completed. Each project assignment will be detailed on a project sheet distributed at the time of its assignment. During the course of each project, there will be introductory lectures, demonstrations, in-class work periods, discussions, and informal critique (as a class, in small groups, or 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 your technical and conceptual skills in new ways. Towards the end of the semester, you will conduct research on a digital artist of your choice, give a 10 minute presentation about the artist, and lead a short discussion about their work.

Course Text

NO REQUIRED TEXTBOOK. All reading material for this class will be available as .pdf to download from the class elearning site. A variety of articles and essays in contemporary art will be examined along with chapters from *Launching the Imagination* (Comprehensive 3rd Edition) by Mary Stewart.

Required Materials

- Access to Adobe Photoshop and Illustrator (available in the UF's CIRCA computer labs)
- Three-button mouse is strongly recommended. This will greatly increase your level of productivity when working with digital imaging software.
- USB Flash drive or external hard drive to save your files (Mac compatible).
- Sketchbook 8"x 10" with at least 50 plain pages
- Access to a digital camera to create still images.
- Registration with lynda.com
- Optional: Digital drawing tablet

UF Media Lab Policy

No food or drinks: not even water. Certain Architecture and Norman Hall computer labs are teaching spaces, which means 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 a day, so access to computers and software should not be an issue. All work should be stored on your own USB flash drive or external hard drive, as lab computers are wiped daily. Posted times for lab hours: <https://labs.at.ufl.edu/Hours.php>

Process Book

For this course, you will be required to keep a Process Book that gathers all of your thoughts, sketches, writing, and image references into one sketchbook. The Process Book should be no smaller than 8" X 11" with at least 50 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/research in regards to your project. 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 create your work. You must include original concept drawings and notes from feedback.

Process Books will be submitted with each project and factored into the grade. A minimum of 5 pages of process documentation are required per project.

Electronic Process Book

Your class blog (linked through our elearning site) 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 electronic drafts of your work in progress (minimum 5 uploads per project). On the due date I will check each page to make sure you have uploaded the minimum 5 posts per project. I would encourage you to go beyond this number of posts! The more you post about your

project, the more opportunity for critical feedback you'll have. Other assignments, such as reading responses will be submitted via the elearning site.

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. 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.

Cellphones

Silence your phones and put them away at the beginning of class.

No browsing Facebook during class! **During critiques, absolutely no phones are allowed out.** If a phone goes off during critique or you are caught on your phone during critique, you are required to write a one page essay on a digital artist or bring food (i.e. donuts) to the next critique.

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%

Grading scale:

100-97.....A+

96-94.....A

93-90.....A-

89-87.....B+

86-84.....B

83-80.....B-

79-77.....C+

76-74.....C

73-70.....C-

69-67.....D+

66-64.....D

63-60.....D

Below 60.....F

NOTE: A grade of C- or below will not count toward major requirements.

UF Grading Policy: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Projects will be graded on their success in the following areas: concept

development, risk-taking, experimentation, design, composition decisions, craftsmanship, ambition, technical competency, and meeting project requirements and 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

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.

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>

Academic 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.

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.

Accommodation for Students

Students with disabilities

students requesting classroom accommodation must first register with the Dean of Students office. The Dean of Students will provide documentation to the student who will then provide this to the instructor when requesting accommodation. The ADA office (<http://www.ada.ufl.edu>) is located in Room 232 Stadium. Phone: (352) 392-7056 / TDD: (352) 846-1046

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

University police:

(352) 392-1111 or EMERGENCIES: 911

SNAP:

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

Health and Safety**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.

Uf sa+ah health and safety handbook

available online at: <http://arts.ufl.edu/art/healthandsafety>. Sign and return the waiver distributed on the first day of class. You are responsible for helping maintain the safety of the labs, especially by keeping them clean and free of trash and debris. Pick up after yourself, or your final grade will be lowered at the instructor's discretion. Michael Christopher (mchristo@ufl.edu) is the area contact for health and safety issues. The following is an overview of the health and safety information specific to digital media art classes.

Area Specific Info: Digital Media**1. Hazards of Materials**

Batteries, old monitors, lamps from digital projectors if broken may release mercury. THERE ARE NO KNOWN HEALTH HAZARDS FROM EXPOSURE TO LAMPS THAT ARE INTACT.

2. Best Practices

Though not much Hazardous Waste is generated, the Digital Media technician is certified for handling Hazardous Waste by the University of Florida. For installations or sculptural elements, please cross-reference with other area specific information as needed.

3. Area Rules

- Follow all SA+AH Health and Safety handbook guidelines
- Alcohol is not permitted (open or closed containers)
- No smoking in the building or within 50 feet of the entry.
- No eating or drinking in the lab.
- Shoes must be worn at all times.
- Protective equipment must be worn for hazardous work.
- Do not block aisles, halls or doors with stored items or when working.

This is a violation of fire codes

- Do not store anything on the floor. This impeded cleaning and creates a hazard.
- Do not park bikes in the building.
- Clean up spills immediately.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.

SA+AH Container Policy: There are 2 types of labels used in the SA+AH-- yellow and white. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose.

White: All new and or used product in containers (hazardous or what might be perceived as hazardous -i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc.) must be labeled within the SA+AH to identify their contents. Labels can be found at the MSDS box in each studio and work area.

Yellow: WHEN HAZARDOUS ITEMS ARE DESIGNATED AS WASTE.

All containers must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up. Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside (top). 5-gallon jugs must have a yellow hazardous waste label on the outside. Fibrous containers must have a yellow hazardous waste label on the outside (top). Each item in the blue bin must have a yellow hazardous waste label.

All containers must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.