DIGITAL PRODUCTION STUDIO 1

INSTRUCTOR: Chelsea Cantrell

CLASS LOCATION: NRG 0120

SEMESTER/YEAR: FALL 2019

CLASS MEETING TIME(S):
M, W; 7 / 7 - 8
T, TH; 7 / 7 - 8

Office location/Hours: T 3-4 / W 4-5

Contact phone: (352) 294-2000

Credit Hours: 3.0

COURSE NUMBER: DIG3525C

CONTACT EMAIL: Canvas

COURSE COMMUNICATION: UF E-LEARNING

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:

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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/](http://www.registrar.ufl.edu/soc/)

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignments/Quizzes</th>
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</thead>
</table>
| 1    | Introduction to the class:  
- Review of assignments, lecture topics, office hours, online learning system, etc.  
- Discuss Critiques  
Lecture: Exploring Photoshop tools  
Tools/ toolbars (Brushes, Layers etc.) | Assign 1: Watch: Painting w/ Chad Perkins, Digital Painting - Landscape concept art |
| 2    | 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    | Lecture: Mood I  
- Photography and major terminology  
Mood: through line and color  
9/05(Holiday) |  |
| 4    | QUIZ 1  
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    | Lecture: Photography- Digital Imaging I  
- Clone/stamp tool  
- Seamless images for texturing, tiling  
Lecture: Quiz review  
- Photoshop hotkeys  
- Keyboard shortcuts  
- Composition/value overview | Assign 4: Editing photography-Edit blemishes out of photos seamlessly (using your OWN photograph or ones provided) |
| 6 | Overview: DADA Collage + Photomontage
**Critique Assign #3:** Custom Brush
- Dada - brief history
- PS: Selection, masking, transform, color correction
- Examples of assignment |
|---|---|
|  | **Quiz 1:** functions of Photoshop
Lecture: Photography
- Importance of participation
- Comments on assignments
- 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 | Lecture: Patterns
**Critique Assign #4:** Editing Photography
- Layering, rhythm
- Symmetry
- Photo Correction, Integrating Images. Layer filters and modes
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 | QUIZ 2
Lecture: Multiple Exposure Photograph
**Critique Assign #5:** Collage
- Black & White
- Regular vs Double Exposure
- Colorizing Photos
Lecture: From Concept to Reality
- Research
- Analysis
- Design
- Implementation
Feedback |
|  | **Assign 7:** Multiple Exposure Photograph –OR- Colorize a Black and white Photo |
| 9 | Lecture: Working with Text, Integrating images
**Critique Assign #6:** Pattern Assignment
- History of typography
- Typography and meaning
- The anatomy of Type
Lecture: Fundamentals of Typography I
- Type Classifications
- Spacing / kerning |
<p>|  | <strong>Assign 8:</strong> Album Cover- Image + Type |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>10</td>
<td>Quiz 2: Photography fundamentals</td>
<td>Assign 9: Create a brand—your choice of product or service</td>
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<td>Lecture: Fundamentals of Typography II (Logo)</td>
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<td>• Critique assign #7 (First 30 minutes)</td>
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<td></td>
<td>• Logotypes and Branding</td>
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<td>• Group Assignment</td>
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<td>Lecture: The importance of language</td>
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<td>• Timeline Overview</td>
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<td>• Color theory in advertising</td>
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<td>11</td>
<td>Lecture: Designing with Vectors I</td>
<td>Assign 10: Create an Image Using Basic Shapes</td>
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<td>• Critique assignment #8 (First 30 minutes)</td>
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<td>• Illustrator overview</td>
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<td>• Vector design using Illustrator</td>
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<td>• Control Shapes in Illustrator vs Photoshop</td>
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<td>• Fill + Stroke</td>
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<td>Lecture: Designing with Vectors III</td>
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<td>• Examples of vector art</td>
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<td>• Isometric illustration</td>
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<td>12</td>
<td>QUIZ 3</td>
<td>Assign 11: Full page Poster—pick a word to represent using color,</td>
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<td>Lecture: Designing with Vectors II</td>
<td>design, and composition</td>
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<td>Critique Assign #9</td>
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<td>• Bezier Curves</td>
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<td>• Pen Tool</td>
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<td>• Text in Illustrator</td>
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<td>• Altering Type</td>
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<td>• Form and Shape</td>
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<td>Lecture: Designing with Vectors III</td>
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<td>13</td>
<td>Lecture: Design in the industry I</td>
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<td>Critique Assign #10</td>
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<td>• History of advertising and strategic communication</td>
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<td>• What is advertising and how is it used</td>
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<td>• Production process in advertising</td>
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<td>• Illustration Demo :Type, Gradients, Overview Wrap-up</td>
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<td>Lecture: Design in the industry I</td>
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<td>• Critique assignment #11 (First 30 minutes)</td>
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<td>• Role of the image in strategic communication</td>
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<td>• Careers in creative imaging industry</td>
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<td>14</td>
<td>Lecture: Art Direction and production</td>
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<td>Critique Assign #11</td>
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<thead>
<tr>
<th>Assignment</th>
<th>Total Points</th>
<th>Percentage of Grade</th>
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<tbody>
<tr>
<td>Participation/ attendance</td>
<td>100</td>
<td>10%</td>
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<tr>
<td>Quizzes</td>
<td>100</td>
<td>25%</td>
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<tr>
<td>Assignments</td>
<td>100</td>
<td>45%</td>
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<tr>
<td>Final Project</td>
<td>100</td>
<td>20%</td>
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EVALUATION OF GRADES

- Final Project Progress
- Final project due next week: review requirements

RECOMMENDED MATERIALS:
4. David Sherwin, Creative Workshop: 80 Challenges to Sharpen Your Design Skills
5. Philip B. Mags, “Meggs’ History of Design Book”

COURSE FEES:

Course 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 course fee for this class is $12.26

The total course fee for each course is listed on the UF Schedule of Courses. (https://registrar.ufl.edu/soc/).

EVALUATION OF GRADES

- Participations / attendance
- Quizzes
- Assignments
- Final Project

GRADING SCALE:

<table>
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<tr>
<th>Letter Grade</th>
<th>% Equivalency</th>
<th>GPA Equivalency</th>
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COURSE POLICIES:

PARTICIPATION / ATTENDANCE
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.

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

COURSE TECHNOLOGY
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.

The University of Florida and Digital Worlds requires that students have access to and on-going use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Students are required to access electronic forms of information, submit assignments and communicate with other students and faculty electronically. DW requires each student’s mobile
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computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Computer Requirements

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

COURSE TECHNOLOGY SUPPORT:
The Technology Support Center provides computer support for Digital Worlds students who access Visimeet, lecture recordings, student equipment, facilities and other technology-based resources.
http://digitalworlds.ufl.edu/support

For computer assistance related to Visimeet, lecture recordings, student equipment, and facilities request please Submit a Help Ticket or email support@digitalworlds.ufl.edu.

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the UF Computer Help Desk available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

UF POLICIES:

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 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) 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

ONLINE COURSE EVALUATIONS
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. 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 evaluation 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.

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/


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.