Digital Imaging, Summer 2021
Course Number: DIG2131C
Meeting Times: M, T, W, R, F I Period 5 – 6 (2:00 PM – 4:45 PM)
Instructor: Vahid Valikhani
Email: v.valikhani@ufl.edu
Location: Online, Zoom Link
Office Hours: T, R 1:30 PM – 2:00 PM Zoom Link

DESCRIPTION & OBJECTIVES

This 3-credit course explores the aesthetic, technical, and conceptual practices of image making with digital media within the context of contemporary art. Students will examine how to perceive, communicate, and create compelling digital images with an emphasis on the experimental and conceptual.

Course topics are addressed through lectures, demos, exercises, projects, readings, and student presentations. Students are evaluated based on contributions to class discussion, process work, presentations, critiques, and aesthetic, technical, and conceptual development in their digital image making practices. Key software covered includes Adobe Photoshop, Illustrator, InDesign, and XD.

Through in-class and formal assignments students will:

• Explore two-dimensional imaging concepts of composition and aesthetics

• Learn digital image capture and creation fundamentals

• Create work utilizing software fundamentals in Photoshop, Illustrator, InDesign, and XD

• Research methods to inform visual art-making practice

• Document work development and process electronically

• Develop visual literacy and critical thinking skills through participating in critiques

• Learn about contemporary artists who work with digital imaging as part of their practice

TEXTBOOKS AND MATERIALS

All required texts will be available on Canvas. Additional resources will be listed on individual project sheets to check out from the library if desired. Students are required to register with LinkedIn Learning and have access to reliable internet, Adobe Creative Cloud, and Zoom. A media storage device such as a flash drive is also required for class projects and work.

METHOD OF INSTRUCTION

This course will consist of synchronous and asynchronous, content throughout four major projects; a detailed, and tentative schedule is provided in advance in order to specify which days will require synchronous engagement.

SYNCHRONOUS: You will be provided with a Zoom link the day of class.

ASYNCHRONOUS: I will be available by Zoom or email for Q's during class time.

COURSE STRUCTURE

This course consists of lectures, demos, in-class exercises, readings/research, written responses, projects, and critiques. Students should expect to work a minimum of 5 hours weekly beyond class time. Each project will be introduced via a reading, video introduction, video lecture, and synchronous discussion via Zoom. For each project, video demos will be available with in-class exercises, and your instructor will be available during class time for questions and feedback. Idea discussions and critiques will take place via synchronous virtual meetings. Weekly content is laid out in modules. Important information about the course and materials is available in pages.

Activities and projects to turn in is located in assignments. Responses to readings and lectures are in discussions. Project sheets will be available in modules at the start of each unit and will focus on learning specific techniques and software while developing nuanced concepts and imaging strategies:

Projects

1.   Composite Imaging, Adobe Photoshop

2.   Digital Painting, Adobe Photoshop

3.   Designing a Logo, Adobe Illustrator

4.   Designing a Brochure, Adobe InDesign

Critique

For each project you will discuss your concept and process through informal critiques with your peers and instructor via discussion boards and Zoom meetings. A core objective of this course is practicing the art of critique, at the end of each project there will be a formal critique with synchronous discussion on Zoom. You will have to submit your projects and artist statement on Canvas two hours prior to the class meeting time. Critiques will provide an opportunity to use imaging vocabulary, recognize opportunities for improvement, and develop effective imaging strategies. You will learn how to offer articulate explanations for your choices. Equally important is your ability to give constructive responses to your peers' work. It is a requirement of this course that you participate fully in these group conversations.

Because of the collective aspect of the critique, it is mandatory that you are present. A portion of your grade will come from your contributions in critique. Everyone is expected to talk or contribute via chat during critique.

GRADING

Projects   60%

Discussion + artist research + process work + in class exercises   30%

Attendance/ Participation   10%

All projects will be graded via assignments on Canvas and will be available to see within two weeks of the due date. Late assignments will be accepted through the end of finals week and any late assignment will be graded with an 100% being equivalent to a 90%. I would always prefer you to get back to missed work rather than continue to be late on delivering assignments. Projects will not be accepted after the due date without prior permission. Participation includes contributing to small-group and whole-class critiques and attentiveness and respect towards the instructor and fellow classmates as well as attendance.

A	100-94	A-	93-90		
B+	89-87	B	86-83	B-	82-80
C+	79-77	C	76-73	C-	72-70
D+	69-67	D	66-63	D-	62-60
F	59-0				

See catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx for additional information on UF grading policies.

ATTENDANCE POLICY

Attendance for synchronous and asynchronous classes will be determined based on your participation in the class and the assignments due. Attendance is taken at the beginning of each synchronous class, and at the end of each asynchronous class. Students are expected to arrive at synchronous meetings on time and be prepared to participate in all activities. You will be considered tardy if you arrive after the attendance is taken. Three late arrivals or early self- dismissals to synchronous meetings will count as an unexcused absence. Failure to show up to your individual Zoom meeting on asynchronous days will count as an unexcused absence. An unexcused absence does not constitute an extension of an assignment. Your participation grade will drop a full letter after two unexcused absences. Following that, each unexcused absence will drop your participation grade by another letter. Six unexcused absences will result in failing the course.

Students must be present for the final critique in order to receive credit for their final project. 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.

It is imperative that any individuals who believe they may have been exposed to COVID-19 contact the Student Health Care Center at (352) 392-1161 to discuss symptoms with a nurse or medical provider before your visit to ensure proper protective measures are taken to prevent further risk of spread to others. Additionally, telehealth visits and phone triage are also available to assist patients with COVID-19 concerns. If you don't already have a UFHealth MyChart

account, you can register for one and activate it immediately by logging onto mychart.shands.org. Download of the Zoom app is required for telehealth visits.

PARTICIPATION + COMMUNITY EXPECTATIONS

I want to provide you with a similar sense of community and camaraderie as you would experience in a live studio class. This sense will hinge on embracing the flexibility of a mediated format, and your participation. The class dynamic depends on your energy, initiative, attitude, productivity, and willingness to get involved in group discussion and critiques. Synchronous meetings will be limited in time and fluctuate between the whole class, small groups, and one-on-one meetings, they are designed this way in order to alleviate Zoom fatigue so that participation is more engaging. I will accept your feedback as the course progresses to ensure that our meetings are generating a sense of community that a live course would provide.

Please remember that participation is 10% of your grade and includes being present and engaged in synchronous meetings as well as completing the assigned work for asynchronous meetings.

Participation includes contributing to ongoing discussions and critiques, suggests alternative ways of approaching projects, along with a thoughtful process and strong work ethic. Participation is evaluated with respect to both quality and quantity.

STUDENT WORK DOCUMENTATION

As a part of the instructor's teaching portfolio development, any student work could be included in future portfolios unless indicated otherwise by the student. All work will be properly cited as work made by that particular student unless indicated otherwise by the student. For more information on this policy or a description of teaching portfolio structure and usage, please see the instructor. Students may indicate they would not like their work included at any point during or after the semester through verbal or electronic modes of communication.

CLASS ANNOUNCEMENTS

Class announcements detailing the drop of content, schedule changes, reminders of due dates, special events, and other class information will be available to you through Canvas Announcements and email. It is imperative that you check your Canvas inbox and UF email regularly as to not miss important

information. An announcement will be made every class period as a casual introduction to the day's expectation, schedule, and content.

Subject to change

Week 1: Composite Imaging

DATES	IN CLASS	DELIVERY METHOD
5/10	Introduction to class	SYNCHRONOUS
5/11	Lighting: how to make some photographs	SYNCHRONOUS
5/12	Workday: in progress work + post to Canvas	ASYNCHRONOUS
5/13	Workday: in progress work + post to Canvas	ASYNCHRONOUS
5/14	Critique	SYNCHRONOUS

Week 2: Digital Painting 1

5/17	Demo on Photo painting	SYNCHRONOUS
5/18	Watching some tutorials	SYNCHRONOUS
5/19	Workday: in progress work + post to Canvas	ASYNCHRONOUS
5/20	Workday: in progress work + post to Canvas	ASYNCHRONOUS
5/21	Ongoing project reviews	SYNCHRONOUS

Week 3: Digital Painting 2

5/24	Individual Zoom check-in with instructor	SYNCHRONOUS
5/25	Workday: in progress work + post to Canvas	ASYNCHRONOUS
5/26	Workday: in progress work + post to Canvas	ASYNCHRONOUS
5/27	Workday: in progress work + post to Canvas	ASYNCHRONOUS
5/28	Critique	SYNCHRONOUS

Week 4: Designing a Logo

5/31	No Class Holiday	
6/1	Adobe Illustrator Demo	SYNCHRONOUS
6/2	Workday: in progress work + post to Canvas	ASYNCHRONOUS
6/3	Workday: in progress work + post to Canvas	ASYNCHRONOUS
6/4	Critique	SYNCHRONOUS

Week 5: Designing a Brochure

6/7	Adobe InDesign Demo	SYNCHRONOUS
6/8	Workday: in progress work + post to Canvas	ASYNCHRONOUS
6/9	Workday: in progress work + post to Canvas	ASYNCHRONOUS
6/10	Workday: in progress work + post to Canvas	ASYNCHRONOUS
6/11	Ongoing project reviews	SYNCHRONOUS

Week 6: Designing a Brochure 2

6/14	Individual Zoom check-in with instructor	SYNCHRONOUS
6/15	Workday: in progress work + post to Canvas	ASYNCHRONOUS
6/16	Workday: in progress work + post to Canvas	ASYNCHRONOUS
6/17	Workday: in progress work + post to Canvas	ASYNCHRONOUS
6/18	Critique	SYNCHRONOUS