DIGITAL PRODUCTION STUDIO 1

COURSE NUMBER: DIG3525C	CREDIT HOURS: 3.0
SEMESTER/YEAR: FALL 2014	CLASS LOCATION: DWG - OORC
	CLASS MEETING TIME(S): TUE: 8,9; THUR: 9
INSTRUCTOR: Assoc. Prof. Marko Suvajdzic, Assistant In Diana Reichenbach	**OFFICE HOURS:** Tue: 5PM-6PM, additional hours available by appointment
COURSE TA OR COORDINATOR: *TBD*	**COURSE WEBSITE:** *http://lss.at.ufl.edu*

COURSE COMMUNICATIONS: Students can communicate directly with the instructor regarding the course material. Students are also encouraged to post general questions to the discussion board through the course management system.

REQUIRED TEXTS AND ONLINE RESOURCES:
- David Dabner*, "The New Graphic Design School: A Foundation Course in Principles and Practice"*
- Henry Horenstein*, "Digital Photography: A Basic Manual"*
- Lynda.com, Online *Photoshop tutorial (FREE access for UF students)*
    - Photoshop CC One-on-One: Fundamentals with Deke McClelland

ADDITIONAL RESOURCES AND SUPPLEMENTAL READINGS:
- 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*

COURSE DESCRIPTION: This is the syllabus of an undergraduate course on digital production. The course is changing according to the needs of the students and the pace of our learning, and the syllabus may change during the semester to meet the needs of students and the instructor. DPS1 is focused on developing creative skills that are applicable to visual design and digital imaging. The course uses an interdisciplinary approach that will introduce the students to basic techniques of idea generation, visualization, creative production, time management and scheduling skills.

PREREQUISITE KNOWLEDGE AND SKILLS: NA

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. Communicate design thinking and ideas
3. Develop and articulate original ideas in digital imaging
4. Successfully organize/participate in group projects

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

Course Schedule:

Week	Class Lectures and Projects TUESDAY Topics + Assignments	Tools and Principles of Visual Design THURSDAY Topics + Assignments
1 8/26-8/28	Class1: Introduction to the class: Review of assignments, lecture topics, office hours, online learning system, etc. Class2: History of Visual Design • Cave paintings • Egypt • Religious imagery • Advertising • 20th century media	BEFORE CLASS: Watch: Photoshop CC One-on-One: Chapter 2- Getting Around Principles of Design Overview • Point and Line • Visual Design Test PS: Overview, Layers, Brushes Intro, Saving **Assign 1: LINE + POINT exercise- Create 10 images total moving and resizing lines and circles**
2 9/02-9/04	Class1: History of Visual Design (cont.) • Cave paintings • Egypt • Religious imagery • Advertising • 20th century media Class2: Reviews of Contemporary Visual Design • Communication Arts • Art Directors Club • CMYK magazine • Online awards sites **Assign 1**: **Four Basic Emotions** (**Polyptych + short description of the concept (150 – 250 words). Images and text in Word file. Due on week 8.**	BEFORE CLASS: Read: Graphic Design School- Unit 5: Tools and Technologies – pg 104-111 Unit 6: Production Process – pg 132-135 Watch: Painting w/ Chad Perkins, Digital Painting - Landscape concept art Principles of Design Overview • Value • Positive / Negative Space • Contrast • Composition PS: Brushes, Cropping, Importing **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 9/09-9/11	Class2: Photo-Camera Architecture and history • Daguerreotype • Large format cameras • 35mm • Viewfinder vs SLR **Class2: Project Review and Criticism Workshop - Four Basic Emotions brainstorming**	BEFORE CLASS: Read: Graphic Design School- Unit 2: Fundamentals of Composition- pg 34-58 Watch: Creating a custom brush to draw hair Principles of Design Overview • Composition • Value • Texture PS: Creating a Brush, Importing Brushes, Working

Week	Class Lectures and Projects TUESDAY Topics + Assignments	Tools and Principles of Visual Design THURSDAY Topics + Assignments
		with Texture **Assign 3: Custom Brush Painting- Create an Environment (value) painting with the brush you created in class**
4 9/16-9/18	Class1: Digital Image Capture • Camera types • Image sensor • Image processor • Misc. equipment **Class2: Final Project Assign: Human Body** 1. **History of Human Body Lecture** 2. **Concept proposal due – week 6**	BEFORE CLASS: Read: Graphic Design School- Unit 4: Fundamentals of Color- pg 92-100 Watch: Photoshop CC One-on-One: Chapter 8- Adjusting Color Principles of Design Overview • Color Theory • Realistic vs. Representational (Roto) PS: Wrapping up Brushes, using color **Assign 4: Rotoscope- Create (2) rotoscoped painting from the same image, using color and texture to alter the tone and mood**
5 9/23-9/25	Class1: Camera Lens • Focus • Exposure • Focal length • Depth of field • Filters **Class2: Final Project Assign: Human Body** 1. **History of Human Body Lecture**	BEFORE CLASS: Read: Graphic Design School- Unit 5: Tools + Technology- pg 112-114 Watch: Photoshop CC One-on-One: Chapter 9- Select and Edit Overview: DADA Collage + Photomontage PS: Selection, masking, transform, color correction **Assign 5: DADA Collage or Photomontage- Create (1) image using one of these techniques**
6 9/30-10/2	Class1: The Shutter and Camera Exposure • Controlling time • Controlling motion • F-stop and shutter speed • ISO • Metering modes **Class2: Project Review and Criticism Workshop – Concept proposal for Final project**	BEFORE CLASS: Read: Graphic Design School- Unit 2: Fundamentals of Composition (review) Watch: Photoshop CC Essential Training Chapter 18- Essential Blend Modes Chapter 12- Selections + Layer Masks Principles of Design Overview • Rhythm and repetition • Variation + Contrast • Symmetry vs. Asymmetry PS: cont. Color correction, masking, blend modes, transforming **Assign 6: Pattern Assignment- Create (2) images exploring (1) repetition and (2) contrast through anomaly**
7 10/7-10/9	Class1: From Concept to Realization • Research • Analysis	BEFORE CLASS: Watch: Photoshop CC Essential Training Chapter 15- Retouching Essentials

Week	Class Lectures and Projects TUESDAY Topics + Assignments	Tools and Principles of Visual Design THURSDAY Topics + Assignments
	• Design • Implementation • Feedback **Class2: Quiz - Digital Imaging**	Layering Images • Creating complex textures • Matching perspective PS: Photo Correction, Integrating Images **Assign 7: Multiple Exposure Photograph** Multiple Exposure Tutorial 1 Multiple Exposure Tutorial 2
8 10/14- 10/16	Class1: Fundamentals of Typography • History of typography • Typography and meaning • The anatomy of Type • Type Classifications • Spacing • Logotypes and Branding **Class2: Project Review and Criticism Workshop - Four Basic Emotions**	BEFORE CLASS: Read: Graphic Design School- Unit 3: Fundamentals of Typography- pg 62-90 Watch: Photoshop CS6 Text Workshop Principles of Design Overview • Type Overview PS: Working with Text, Integrating images cont. **Assign 8: Album Cover- Image + Type**
9 10/21- 10/23	Class1: Fundamentals of Typography • History of typography • Typography and meaning • The anatomy of Type • Type Classifications • Spacing • Logotypes and Branding **Class2: Project Review and Criticism Workshop - Four Basic Emotions**	BEFORE CLASS: Watch: Digital Matte Painting: Changing a Scene From Summer to Winter Matte Paintings • Lighting • Perspective • Tips + Tricks PS: Integrating Images cont. **Assign 9: Matte Painting**
10 10/28- 10/30	Class1: Fundamentals of Typography • History of typography • Typography and meaning • The anatomy of Type • Type Classifications • Spacing • Logotypes and Branding **Class2: Quiz - Typography**	BEFORE CLASS: Watch: Creative Video Compositing Chapter 1- Essential Concepts + Techniques Still vs. Motion PS: Timeline Overview **Assign 10: Cinemagraph** Cinemagraph Tutorial 1 Cinemagraph Tutorial 2
11 11/4-11/6	Visiting Lecture	BEFORE CLASS: Read: Graphic Design School- Unit 5: Tools + Technologies- pg 118-121 Watch: **Illustrator CC Essential Training** Chapter 11- Getting Started Chapter 5- Working with Fills and Strokes Chapter 6- Working with Paths Designing with Vectors IL: Overview of Illustrator, Shape Tool, Fill + Stroke, Direct Selection Tool

Week	Class Lectures and Projects TUESDAY Topics + Assignments	Tools and Principles of Visual Design THURSDAY Topics + Assignments
		Assign 11: Create an Image Using Basic Shapes
12 11/13	**NO CLASS: Tues, Nov 11**	BEFORE CLASS: Watch: **Illustrator CC Essential Training** Chapter 8- Don't be Afraid of the Pen Tool Chapter 9- Using Type in Illustrator Principles of Design Overview Form, Shapes and Composition IL: Bezier Curves, Pen Tool, Text in Illustrator, Selection Tools and Altering Type **Assign 12: Letterform Image**
13 11/18-11/20	Class1: Introduction to Strategic Communication • History of advertising and strategic communication • What is advertising and how is it used Class2: Digital production in Marketing and Advertising • Production process in advertising • Role of the image in strategic communication • Careers in creative imaging industry	BEFORE CLASS: Watch: Try Advanced Techniques Layout of Type + Image Uses of Illustrator IL: Type, Gradients, Overview Wrap-up **Assign 13: Full page Poster**
14 11/25	Class1: Art Direction and production **Class2: Project Review and Criticism Workshop – Final Project**	**NO CLASS: Thurs, Nov 27**
15 12/2-12/4	**Class1: Quiz – Digital production and Strategic Communication** **Class2: Project Review and Criticism Workshop – Final Project**	Wrap up- Final Weekly Assignment Review in-class Topic TBD
16 12/9	Class1: Topic TBD Class2: Topic TBD	**READING DAY: Thurs, Dec 11**

GRADING POLICIES:

Assignment	percentage
Section - Class Lectures and Projects • 10% - Quiz1 Digital Imaging • 10% - Quiz2 Typography • 10% - Quiz3 Digital production and Strategic Communication • 10% - Assignement1 • 20% - Final Project	60%
Section - Tools and Principles of Visual Design	30%

Class attendance and Participation – Students are expected to actively participate in class discussions, both in class as well as in class online forum.	10%

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

COURSE POLICIES:

ATTENDANCE POLICY:
a. At the sole discretion of the instructor, documented Emergencies or medical situations may be the only acceptable reasons for an excused absence. At the very least, students must contact the Instructor 24 hours before class time if they wish to be considered for an excused absence.
b. Unexcused absences will accrue to the detriment of the portion of the final grade given for class participation.

MAKE-UP POLICY:
a. At the sole discretion of the instructor, Exams may or may not be taken late. Documented Emergencies or medical situations may be the only accepted reasons for an excused absence on the day of an exam.
b. Any assignment turned in past the due date may lose up to 10% of the total point value of the assignment for each class day it is late.

ASSIGNMENT POLICY:
a. At the sole discretion of the instructor, late work may be penalized according to the late policy.
b. Any assignment turned in past the due date may lose up to 10% of the total point value of the assignment for each class day it is late.

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

UF POLICIES:

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES: Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php.

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/docs/NetiquetteGuideforOnlineCourses.pdf

ONLINE COURSE EVALUATIONS: Students are expected to provide feedback on the quality of instruction in this course based on ten criteria. These evaluations are conducted online 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 http://evaluaations.ufl.edu.

GETTING HELP

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at: Learning-support@ufl.edu, (352) 392-HELP - select option 2, https://lss.at.ufl.edu/help.shtml.
Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.
Other resources are available at http://www.distance.ufl.edu/getting-help for:
- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

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.