schoolof**art**+**art**history
university of florida + college of fine arts

DIGITAL IMAGING
DIG2131C, Section 3738
Fall 2015

Instructor: Ana Treviño **3 Credits**
Meeting Time: Mon/Wed. 11:45am-2:45pm **Location:** NRNA G514I
Office Hours: Tue. 2:00-3:00 pm **Office Location:** FAC302A
Email: atrevino@ufl.edu

Course Description

This course emphasizes the aesthetic, technical, and conceptual practices of image making using digital media. We all have preconceived notions and unconscious assumptions about images. In the class, students will examine how to perceive, communicate and make digital images in visual culture. This class emphasizes on an experimental and conceptual approach to digital image making. Students will be challenged to develop their own visual language and to create unique aesthetic and conceptual experiences to communicate with viewers. This class will consist of lectures, software demonstrations, image making exercises, projects, and readings. Students are evaluated based on their contribution to class discussions, critiques, the class blog, and their aesthetic, technical, and conceptual development in regards to their digital image making practices.

Course Objectives

Students will demonstrate understanding of the following principles and techniques through studio assignments:

- 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/encoding
- 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/process documentation

Course Structure

Assignments consist of four major projects. Each project will be detailed on a project sheet distributed at the time of its assignment. During the course of each project, there will be opportunities for introductory lectures/demonstrations, in-class work periods, and discussions or informal critique (as a class, in small groups, and individually). There will be mid-process critiques of each project to gauge the process of the assignment. 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, see mistakes and find solutions to them, and recognize effective imaging strategies already present in the work. 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 minutes presentation about the artist, and lead a short discussion about their work.

Course Text

Reading material for this class will be available as .pdf to download from the class site. A wide variety of articles and essays in contemporary art will be examined with chapters from *Launching the Imagination* (Comprehensive 3rd Edition) by Mary Stewart.

Materials/Equipment

- Mac or PC running Photoshop and Illustrator (these are available at 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.
- Flash drive or external hard drive to save your files
- Process book (more information below)
- Digital camera

If you do not own these materials, buy them, use the resources of the University, or borrow them elsewhere. You must have a working email address and access to a high-speed Internet connection to succeed in this class. Be sure your email is working and isn't full. You should find a good place to print large color images as soon as possible (we will discuss several options in class). All use of aerosol products (like fixative, spray paint) can only be used in the designated spray booth in FAC 211A. This booth is open 24 hours a day.

UF Media Lab Policy

No food or drinks, not even water. Certain Architecture and Norman Hall computer labs are teaching spaces. Access hours are limited. When the rooms are not scheduled, students may work in these labs.
Posted times for lab hours: https://labs.at.ufl.edu/Hours.php
The common area architecture lab is open 24 hours a day, so access to software should not be an issue.

Process Book

For this course, you will be required to keep a process book that gathers all of your thoughts, sketches, writing, and image reference into one sketchbook. The Process book should be no smaller than 8" X 11" with 100 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. The process book is a place where you can compile any and all thoughts and images related to your project. Sketches, writing, printed out photos, magazine cutouts, interesting textures, research articles, images of other artworks related to your concept– any of these things are encouraged to be included in your books. Your book will be submitted with each project and factored into the grade. At least 5 pages of process documentation are required per project. You must include original concept drawings and notes from feedback sessions with classmates and/or the instructor.

Class Website/Electronic Process Book

http://www.ufdigitalimaging.wordpress.com

The class blog 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). There will be reading assignments requiring you to post written responses on your personal page on the wiki. The wiki is an excellent resource for getting feedback from your peers and I. The earlier you post ideas and imagery related to your project the better. Halfway through each assigned project, I will be conducting a graded wiki page check 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. If you wait till the last minute to post drafts on the blog, you won't have the opportunity for good feedback on your piece, and your work could suffer for it.

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. **Silence your phones and put them away at the beginning of class.** No browsing Facebook during class! During critiques, absolutely no text messaging is allowed. 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.

Requirements and Evaluations

Overall grades are based upon:
Project 1- 15%
Project 2- 15%
Project 3- 20%
Project 4- 20%
Presentation on Digital Artist- 5%
Participation- 15%
Homework- 10%

Grading Scale: (100 points possible)

A: 100%-95%
A-: 94%-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%-56%
F: 55%-0%

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

Attendance

Students are expected to attend every class and be prepared to participate. **Up to three unexcused absences are allowed**. The overall participation grade is lowered by 33% for each unexcused absence thereafter. Tardiness and/or lack of appropriate class materials is unacceptable and will count as unexcused absences if they become a habit. Absences will be counted from the first class meeting onward. Appropriate documentation from the student health service should be obtained for medical excuses. In general, acceptable reasons for absence from class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competitions or debates. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other sound reasons may be offered and considered on an individual basis. If an absence occurs it is the student's responsibility to make up all work. Students should check with the instructor or another student outside of class time when they miss a class (prior to missing the class if possible), as in- and out-of-class exercises are spontaneously assigned. Students should bring a doctor's note for any class from which they expect to be excused. Please address any concerns, problems, and questions regarding this class to the instructor as they arise.

Tardiness

Arrival to class fifteen minutes after start of class will be noted and three such incidences will count as one absence. Leaving early from class will also be considered as tardiness, and will be counted as such. Students are responsible for satisfying all academic objectives as defined by the instructor. Students who do not attend at least one of the first two class meetings of a course or laboratory in which they are registered, and who have not contacted the department to indicate their intent, may be dropped from the course. The university recognizes the right of the individual professor to make attendance mandatory. After due warning, professors may prohibit further attendance and subsequently assign a failing grade for excessive absences.

Late Work

Late assignments and will not be accepted after one day from the due date. Late assignments will be penalized up to 20%. No projects will be accepted after due date. Attending critique is one of the most important aspects of the class. Even if you are not prepared to turn in your project, come to critique! This way you can at least get your critique participation points and it will show me that you are serious about the project and your dedication to the class. If you arrive to critique late you

will not be given the opportunity to show your work and will have critique participation points taken off your grade.

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. https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/

Accommodation for Students

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. Phone number and contact sites for university counseling services and mental health services: Counseling Services: http://www.counsel.ufl.edu 392-1575 Peabody Hall

Health and Safety

Please familiarize yourself with the 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 PracticesThough 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.