

#### **CLASS MEETS:**

Tuesday and Thursday 12:30- 2:25 pm 203 Recitation Hall (Computer Lab)

#### **PROFESSOR COLETTE GAITER:**

cgaiter@udel.edu

Include your name in the correspondence and a descriptive subject line.

In the Visual Communications area, students address instructors as "Professor" until the junior year. Please do this in person and in writing.

**Office Hours:** Tuesday and Thursday 11:00 am-12 pm

Office 206 Recitation Hall, next door to the Senior Studio. No appointment necessary during these times. Other times by appointment only.

#### **COURSE DESCRIPTION:**

This class lets you explore Digital Media in art and design. You will be exposed to digital photography, creating and manipulating images and text, the time-based medium of video and designing for the Internet through software-based projects.

#### **OBJECTIVES:**

Art 116 students will:

- Be able to shoot and print high quality digital images using optimal workflow methods
- Use raster (Photoshop) and vector-based (Illustrator) software to create, edit, manipulate, and output images
- Learn basic vocabulary of lens media and use it to discuss readings and critique work orally and/or in writing
- Use the Internet to blog or post and discuss news examples, and ideas relating to contemporary digital media
- Create moving media using animation and/or video software

**COURSE STRUCTURE:** Demonstrations, work in class, readings, viewing and discussions of media, student presentations and projects critiques, that require different research methods. The course is required for all art majors as part of the Foundations curriculum.

#### Projects will be introduced at Tuesday Colloquium.

#### **RECOMMENDED TEXTBOOK:**

Purchase a field guide by David Busch to match your specific camera make and model of digital camera.

David Busch Field Guides

#### **OPTIONAL TEXTBOOKS:**

Adobe Photoshop CS6 for Photographers: A professional image editor's guide to the creative use of Photoshop for the Macintosh and PC

May 25, 2012 | ISBN-10: 024052604X | ISBN-13: 978-

0240526041

List Price (approximate): \$55.00 New

A Short Course in Digital Photography, by Barbara London and Jim Stone (224 pages)

Publisher: Prentice Hall; 2nd edition (March 11, 2011) ISBN-10: 0205066429 / ISBN-13: 978-0205066421

List Price (approximate): \$55.00 New

#### On Sakai:

COLLOQUIUM SCHEDULE SYLLABUS INDIVIDUAL PROJECTS FOLDERS

#### SUPPLIES:

You were sent a supply list that is added to the back of this document. It includes specificaitons for your camera, hard drive, etc.

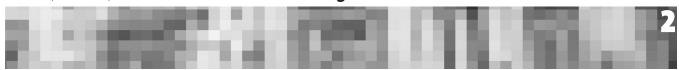
UD has its own software site which offers competitive pricing through Journey Ed. Go to the bookstore site and click on "Technology."

#### **SUGGESTED SOFTWARE:**

Adobe Creative Suite – a one time educational purchase comes with (Illustrator, InDesign, Photoshop)
Adobe Cloud – you pay a yearly fee of \$360 and have access to 16 Adobe programs

#### GENERAL PHOTOGRAPHY BOOKS (NOT REQUIRED)

- *Black and White Photography*, Horenstein and Hart, Pearson Education, Prentice Hall
- Learning to See Creatively: Design, Color & Composition



*in Photography* (Updated Edition) (Paperback) by Bryan Peterson

- *Photography,* London, Upton, Stone, Korbe, Brill, Pearson Education Photography
- Photography And The Art Of Seeing: A Visual Perception Workshop For Film And Digital Photography by Freeman Patterson
- Photographic Composition by Tom Grill, Mark Scanlon
- Photographing The World Around You: A Visual Design Workshop For Film And Digital Photography by Freeman Patterson
- Real World Digital Photography, Katrin Eismann, Sean Duggan, and Tim Grey, Peachpit Press

#### PROJECTS:

Your grades for the term are based on 700 points made up from the following assignments and criteria:

Project 1 Change poster 100 points Project 2 Blog 100 points Project 3 Photography 100 points

Project 4 Experimental Capture and Photoshop

100 points

Project 5 Video Diptych 200 points Participation/Exercises 100 points

#### **GRADE SCALE**

A 93 - 100%

A- 90-92

B+ 88 - 89

B 83 - 87

B- 80 - 82

C+ 78 - 79

C 73 - 77

C- 70 - 72

D+ 68-69

D 63 - 67 D- 60 - 62

Б — - - - - - | l - - l

F 59 and below

Final grades are based on the average of your project grades and class participation. **GRADES ARE NOT BASED ON POINTS EARNED ON ASSIGNMENTS ONLY.** 

**Accommodations:** If you need any accommodations for the class, please send me the documentation ASAP so I can plan accordingly. A meeting would be even better. Of course, this information will always be confidential.

**Assignments:** An assignment sheet with details on each project (clear expectations, due dates, etc.) is posted on Sakai as a PDF file.

**READINGS** reinforce material covered in class in a more detailed way and are essential to understanding the concepts thoroughly. Do not expect to do well on quizzes or keep up with the course content if you do not do the readings.

#### ADDITIONAL RESOURCES FOR LEARNING SOFTWARE:

#### **ADOBE VIDEO TRAINING LINKS:**

You can use the Adobe Video Workshop to start learning about any application you're interested in, whether you own it or not. The Video Workshop shares expertise from across Adobe and the Adobe community—you'll learn tasks, tips, and tricks from leading designers, developers, and Adobe experts. There are introductory videos for new users, and more experienced users can find videos on new features and key techniques. Many videos show you how to use Adobe applications together.

## **Adobe Video Training**

http://tv.adobe.com

Another great site for tutorials: Creative Cow http://library.creativecow.net/

You can use the Adobe training site to start learning about any application you're interested in, whether you own it or not. There are introductory videos for new users, and more experienced users can find videos on new features and key techniques. Many videos show you how to use Adobe applications together.

We will give you links to specific tutorials for assignments.



**OFFICE HOURS:** I encourage you to stop by during office hours to discuss anything about the class or to get help with assignments. No appointment needed. To ensure a meeting at a specific time, make an appointment. You can also contact me via e-mail with questions or to set up an appointment.

**PARTICIPATION/EXERCISES:** There will be random short assignments given in class and for homework. These will be evaluated as part of your final grade. You will be informed.

Everyone is expected to participate in critiques. You are welcome to ask questions and contribute relevant comments at any time. Being prepared and productive in class are part of your participation grade. If you are quiet, you will not be penalized. There are other ways to participate.

**ATTENDANCE AND MAKE-UP POLICY:** Attendance is expected at all class sessions. You are expected to come to class on time.

Three unexcused absences will reduce your final grade by 1 letter grade. Every additional unexcused absence will cause your final grade to drop an additional letter grade. Excused absences require a written note from a doctor or other documentation. The first two do not require documentation. Excused absenses include doctor-verified illness, religious holidays, emergencies, etc. Events like job interviews, weddings, leaving early for Thanksgiving, etc. are not excused.

# ANY UNEXUSED ABSENCE WILL AFFECT YOUR PARTICIPATION GRADE.

#### Habitual lateness will also affect your grade.

If you are unable to attend class, you are responsible for finding out what you missed. Please consult the syllabus and assignment sheets and ask your classmates.

Work not submitted on the designated due date will be considered late. Project grades will decrease by one full grade for each class the project is late.

If you miss a project deadline without a prior arrangement with the instructor, or documentation of an emergency, your grade for the project will be no higher than a C-.

No work will be accepted beyond one week of the original due date.

Please ask questions in class and in Colloquium. Far too often students say they did not understand but did not ask any questions. It is far more efficient to answer the question for everyone at once than for several different students individually. If you have a question, chances are others do, too.

Check the assignment sheet first for answers to your questions before emailing me.

**CRITIQUE:** We will have class critiques that will help you understand and improve your work. I will give guidelines, which must be followed, for the most useful critique experiences

#### INSPIRATION AND INFORMATION:

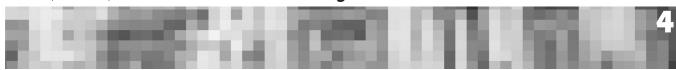
It is important to keep up with what is going on in the arts. Read magazines, look at web sites, go to galleries and museums (there are two art museums right here on campus). Keep your eyes open!

#### **SOME SOURCES:**

Student rate - Communication Arts Magazine (for people interested in Visual Communications) https://www.commerce.commarts.com/aspx/studentsub.aspx#

#### **ADDITIONAL RESOURCES:**

Links to web sites and other resources will be posted on Sakai



#### **GRADING:**

These are accurate descriptions of grades. Only truly outstanding work will receive an A. You will do better on some assignments than others. Remember that the main objective is to learn. If you learn a tremendous amount, but do not get an A, that is more valuable than getting an A doing what you already knew how to do.

PLUS AND MINUS GRADES FALL BETWEEN THE STRAIGHT LETTER GRADES IN ACHIEVEMENT.

- **A OUTSTANDING** work relative to the level necessary to meet course requirements. This work goes **FAR** beyond completing the requirements of the assignment and shows **UNUSUAL** mastery of the skills and **INNOVATIVE** and **CREATIVE** thinking. **AMAZING.**
- **B SIGNIFICANTLY ABOVE** the level necessary to meet course requirements. A "B" is a **VERY GOOD** grade, but not outstanding. **BRAVO**.
- **C AVERAGE** achievement that meets the course requirements in every respect, but does not go beyond. A "C" is a **RESPECTABLE** grade to achieve in a class, especially if the subject matter is not where your talents lie. **COMPETENT.**
- **D WORTHY OF CREDIT** even though it fails to meet fully the course requirements. Basically, it means that you squeaked by... **DANGEROUSLY CLOSE TO FAILING.**
- **F** Represents **FAILURE** and signifies that the work was either (1) completed but at a level of achievement that is **NOT WORTHY OF CREDIT** or (2) was **NOT COMPLETED** and there was **NO AGREEMENT** between the instructor and the student that the student would be awarded an "I". Keep in mind that a student can turn in work, attend class and still fail the course if the work is **NOT WORTHY OF CREDIT** according to the clearly stated criteria for passing work. **FAILED TO GET HELP.**

Anyone willing to make a sincere effort can pass this class. There are many resources available for assistance. The first step is to let me know that you need help. The second is to follow through on doing the work.

The F carries o (ZERO) grade points and the credits for the course do not count toward any academic degree program. The credit hours for the course shall count in the gradepoint average.

I - (INCOMPLETE). Assigned **AT THE DISCRETION OF THE INSTRUCTOR** when, due to extraordinary circumstances, e.g., hospitalization, the student was prevented from completing the work of the course on time. Student must have been passing the course before the emergency incident. Requires a written agreement between the instructor and student specifying the time and manner in which the student will complete the course requirements. In no event may any such written agreement allow a period of longer than 6 months to complete the course requirements

TO RECEIVE A GRADE OF C- OR BETTER ON ANY ASSIGNMENT, IT MUST BE TURNED IN ON TIME UNLESS A PRIOR ARRANGEMENT HAS BEEN MADE OR THERE IS AN EMERGENCY SITUATION.

\*\*\*\*\*The requirements and objectives are clearly stated on assignment sheets. This is the criteria you will be graded on. If you are not clear about the criteria or what you will be graded on, please ask.

Freshman will receive a mid-term grade. I encourage you to discuss your grades with me at any time.



#### **Buying a Computer**

Our computer lab, the Art Site, is equipped completely with Apple Mac Pro computers loaded with the software needed for class work and assignments. Graphics oriented printers and scanners are also available for student use. Therefore, it is not a requirement that students purchase computers. However, most students prefer to have their own computer for working outside of class. Once past the first year courses, students bring their laptops to classes and work directly on them within the studios.

If you would like to purchase a computer, we recommend that you buy a MacBook Pro. As a student, you have access to educational pricing through the Apple Store. You can go to the University of Delaware web site for a direct link. Here is the address: http://sites.udel.edu/computing-purchases/buy-personal/

## **Supply list:**

Sketchbook/notebook 8x10 or bigger—100+pages—you should fill it\*

Epson Photo Luster Digital Paper – Available at Camera's Etc. (Wait to buy this until classes begin)

Digital SLR camera – see specs below

At least two memory cards for your digital camera at least 8 GB each—more is better

Method of transferring images to the computer (card reader, slot in laptop, cord from camera to computer [USB], etc.) Make sure you have the USB cord for a used camera.

Recommended – tripod and UV filter for lens Portable hard-drive – see specs below

Please note- Software is not required for this course! Our computer lab has all the software you will need. If you have your own laptop you may want to purchase your own software.

(Make sure you get the education discount!)

#### Suggested software:

Adobe Creative Suite (http://www.adobe.com/products/

creativecloud.html?promoid=JQPEQ) – a one time educational purchase comes with (Illustrator, InDesign, Photoshop)

Adobe Cloud (www.adobe.com/products/creativecloud/students.edu.html?) – you pay a yearly fee of \$360 and have access to 16 Adobe programs

DSLR camera: You will need your own DSLR (Digital Single Lens Reflex—means you look directly through the lens to shoot) camera. Be sure your camera meets these specifications:

- A minimum of 6.1MP sensor (megapixels)
- · RAW, JPEG, or RAW+JPEG formats
- · Working light meter
- · ISO 100-5000 (more or less)
- · Has manual functions (you should be able to control the aperture and shutter speed)
- · Ideally can shoot HD video. Students without video function on the camera may checkout a free video camera from our equipment cage. Don't buy a new camera just for video!
- · RAW, JPEG, or RAW+JPEG formats
- · Camera manual for your camera (comes with new cameras). Can be found online. Print out and bring to class with you.
- Strap and lens cap

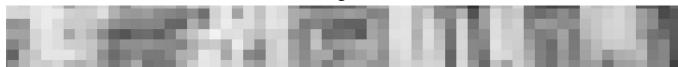
#### A Few Recommended DSLRs:

Nikon D3100, 3200, D5100, D5200, D7000 or Canon EOS Rebel T2i, T3i, T4i, T5i

(If you already own a Digital SLR camera please email pasmith@udel.edu to see if it will work for this course)

## Required Storage Media:

An essential habit to develop is regularly backing up your work. Too many students have had to redo work they lost. Don't let this happen to you! Computers in Recitation are not a safe place to store your work, as they are periodically cleaned out or accidentally deleted/modified by other computer lab users. Therefore, it is required that projects are stored on removable hard drives, or your personal computer. Losing your files because you have not backed them up is not an acceptable excuse for late assignments.



**FlexCard with \$20.00 to start.** You will need this for printing in the lab. Color copies are around \$2.50 each, depending on size. You will need to make test prints to get what you want.

**External Drive:** You are required to purchase your own external hard drive for storing and editing your media, which, depending on how much storage space you want, will cost you around \$100. We suggest you purchase a LaCie drive, as they are sturdy, reliable drives.

## Be sure your external drive meets these specs:

Your Drive MUST run at a speed of 7200 rpm to work properly with video and it must be compatible with MAC computers. Thumb drives are fine for still images, but will NOT work with video.

#### Recommended hard drive:

LACIE external drive with triple interface: FW400, FW800, and USB3.0. 500GB @ 7200rpm.

Shop around online for the best price. If you can afford more capacity, buy it. You will always use it.

## Local camera/art supplies:

Cameras Etc. 65 E Main St, Newark, 302 453 9400 (Ask for Student Discount)

Local stores often match online prices on cameras and give better service.

## **Online Photographic Suppliers:**

• B&H PHOTO VIDEO www.bhphotovideo.com

WEBB CAM www.webbcam.netADORAMA www.adorama.com

CALUMET PHOTO www.calumetphoto.com
 RITZ CAMERA www.ritzcamera.com
 AMAZON www.amazon.com





## Art 116 - Section 012 - Introduction to Digital Media SCHEDULE Fall 2014

This schedule is subject to change. You will be notified of changes in advance. Be sure to check Sakai and read your email for notices of changes. We will try to make as few changes as possible.

## Week 1 (8/26-8/28)

8/26 Introduction to the course. Syllabus, Sakai Demo Navigation, uploading, etc.

In-class exercise

**Evening Colloquium (5 pm room 204 Kirkbride)** 

First two projects introduced by Professor Gaiter

Student Multimedia Design Center Orientation (lower level library media center that loans digital equipment including video cameras, has studios, copyright free art and more!) Get to know this facility by attending one of the sessions. There are 4 total. You should be able to attend one of them. You will receive 5 points of extra participation credit for attending. Just write a note and ask the tour guide to sign it saying that you attended.

# Register online by clicking on one of the dates: http://guides.lib.udel.edu/workshops

Tuesday, August 26, 2014, 1:30-2:00 p.m. Wednesday, August 27, 2014, 1:30-2:00 p.m. Thursday, August 28, 2014, 10:00-10:30 a.m. Friday, August 29, 2014, 3:00-3:30 p.m.

#### **ASSIGNMENT:** Watch

http://adobe.ly/1sXF3WW

http://tv.adobe.com/watch/learn-illustrator-cc/bitmap-vs-vector-2/

If you already know Illustrator, there are a number of tutorials online for learning more (optional):

http://helpx.adobe.com/illustrator/tutorials.html

# 8/28 Introduction to Adobe Illustrator – a vector graphics program In Class workshop.

#### Reshaping a path outline

http://tv.adobe.com/watch/visual-design/getting-started-07-reshaping-a-path-outline/

## Using Control Handles

http://tv.adobe.com/watch/visual-design/getting-started-08-using-control-handles/

## New Image Trace

http://tv.adobe.com/watch/visual-design-cs6/new-image-trace/

#### Brushes and blobs

http://tv.adobe.com/watch/visual-design/getting-started-02-brushes-and-blobs/

Discussion and beginning Book of Change poster project. How to come up with creative ideas: Ideation techniques, thinking outside of what you already know. **ASSIGNMENT:** Watch any of the videos we did not complete in class. Start sketching ideas for Book of Change poster in your sketchbook.

## Week 2 (9/2-9/4)

9/1 Labor Day Holiday - University offices closed; classes suspended.

Labor Day, the first Monday in September, is a creation of the labor movement and is dedicated to the social and economic achievements of American workers. It constitutes a yearly national tribute to the contributions workers have made to the strength, prosperity, and well-being of our country. http://www.dol.gov/laborday/history.htm

9/2 Students present ideas to each other and to class for feedback.

Adobe Illustrator - In class workshop on working with type

Watch Episode 3

http://tv.adobe.com/watch/visual-design/getting-started-03-working-with-text/

Watch Episode 4

http://tv.adobe.com/watch/visual-design/getting-started-04-point-and-path-text/

Top Illustrator Shortcuts

http://tv.adobe.com/watch/creative-sweet-tv/top-10-adobe-illustrator-essential-shortcuts/6

**ASSIGNMENT:** Generate more ideas based on feedback. You can never have too many ideas. Watch or re-watch tutorials.

9/4 Watch Episode 5 http://tv.adobe.com/watch/visual-design/getting-started-05-filling-and stroking/

Episode 6 http://tv.adobe.com/watch/visual-design/getting-started-06-scaling-and-rotating/

Episode 7 http://tv.adobe.com/watch/visual-design/getting-started-07-reshaping-a-path-outline/

Episode 8 http://tv.adobe.com/watch/visual-design/getting-started-08-using-control handles/

OPTIONAL: Episode 9 http://tv.adobe.com/watch/visual-design/getting-started-08-using-control-handles/

**ASSIGNMENT:** FIVE good ideas for your Change poster from your sketches. Make a more refined version for each as a possibility.

## Week 3 (9/9-9/11)

9/9 Show 5 different sketch versions of your idea for Project 1 – Change poster. Work in groups to determine the best one.

WordPress Demo and workshop for Project 2 Blog – setting up your WordPress account

Last day to register or to add courses. After this date tuition and a \$25 processing fee will be charged for change of registration; students withdrawing from courses will receive a grade of "W" on permanent record.

9/11 In Class Work Session – Questions on Illustrator

## Week 4 (9/16-9/18)

9/16 In Class Work Session / Demo digital printing in-class small groups Output: digital printing, profiles/soft proofing, color management Inks Archival Quality/Issues

Colloquium. **Andrea Chung**, speaker. http://suite17d.com/ Her work can be seen in the exhibition at Mechanical Hall, next to Taylor. <a href="http://www.udel.edu/museums/mechanicalhall.html">http://www.udel.edu/museums/mechanicalhall.html</a>. Note the events surrounding the exhibition. You are encouraged to attend.

9/18 In Class Work Session

## Week 5 (9/23-9/25)

9/23 In Class Work Session / Demo

9/25 Project 1 due – Critique in class

## Week 6 (9/30-10/2)

9/30 Colloquium Introduce Project 3 – Photo Diptych.
Ricardo Rivera, speaker. http://www.ricardo-art.com/

In Class Workshop adding images and text to your WordPress site

Bring your Camera and USB cord to class on 10/02

Photographic terms / basic camera operation

Watch Episode 1

http://tv.adobe.com/watch/visual-design/getting-started-01-getting-photos-from-a-camera/

**ASSIGNMENT:** FIVE good ideas for your Change poster from your sketches. Make a more refined version for each as a possibility.

10/2 In-Class Shooting / Raw Files / Introduction to basic camera operation Photo foundations

## Week 7 (10/7-10/9)

10/7 Demo using Adobe Bridge and converting RAW images, Color modes, file formats, technical information downloading & sorting images in Bridge, creating contact sheets, image storage

## Watch Episode 7 on Adobe TV

http://tv.adobe.com/watch/visual-design/getting-started-07-developing-raw-photographs/

Watch these online videos: Intro to Adobe Bridge http://youtu.be/sCivS287bjs

Adding Metadata in Adobe Bridge

http://youtu.be/hrJG1qYogME

Making a contact sheet in Adobe CS4

http://youtu.be/1066w6sZ-cw

Colloquium. Trenton Doyle Hancock, speaker.

http://www.pbs.org/art21/artists/trenton-doyle-hancock

10/9 Review Basic Image selection with Bridge. Demo creating Diptychs with Photoshop. Basic Layers.

Watch Pairing To Create Diptychs: <a href="http://tv.adobe.com/watch/the-complete-picture-with-julieanne-kost/pairing-and-sequencing-images-to-create-dyptychs-and-triptychs-part-01/">http://tv.adobe.com/watch/the-complete-picture-with-julieanne-kost/pairing-and-sequencing-images-to-create-dyptychs-and-triptychs-part-01/</a>

How To Create A Diptych w/ CS4: <a href="http://www.youtube.com/watch?v=9ub7SoaEZxg">http://www.youtube.com/watch?v=9ub7SoaEZxg</a>

## 10/10 Mid Term Grades will be posted

## Week 8 (10/14-10/16)

10/14 Lighting & Visual Literacy

Watch Episode 8

http://tv.adobe.com/watch/visual-design/getting-started-08-cropping-an-image/

Watch Episode 11

http://tv.adobe.com/watch/visual-design/getting-started-11-saving-and-file-formats/

10/16 Dept. of Art NYC Field Trip – no official class

Short assignment due on Tuesday to make up for class

## Week 9 (10/21-10/23)

10/21 Work in class session. Printing, etc.

Last day to change registration or to withdraw from courses without academic penalty.

**Colloquium Project 4 – Experimental Capture** 

10/22 Wednesday. Colette Gaiter will be giving a talk on one of the artists in the *Renderings: New Narratives and Reinterpretations* exhibition at Mechanical Hall gallery. 1:30–2:15 p.m. FYI only, not required.

## 10/23 Project 3 due - Critique in class

## Week 10 (10/28-10/30)

10/28 Update WordPress site with new images and text

10/30 Demo Experimental capture: using the scanner as a camera 2D/3D Scanning: making selections, targeted and creative adjustments Intro Layers Photoshop

#### Watch Episode 4

http://tv.adobe.com/watch/visual-design/getting-started-04-selecting-portions-of-an-image/

#### Watch Episode 5

http://tv.adobe.com/watch/visual-design/getting-started-05-working-with-layers/

#### Watch Episode 6

http://tv.adobe.com/watch/visual-design/getting-started-06-adjusting-colors/

## Watch Episode 9

http://tv.adobe.com/watch/visual-design/getting-started-09-resizing-an-image/

## Week 11 (11/4-11/6)

- 11/4 Election Day. Classes suspended; University offices closed. VOTE. Midterm and local elections are important.
- 11/7 In Class Work Session

## Week 12 (11/11-11/13)

11/11 Project 4 due – Critique in class

## Colloquium Introduce Project 5 – Video Diptych

11/13 Introduction to basic video camera and tri-pod operation. Composition and Scale: framing with the lens.

## Week 13 (11/18-11/20)

- 11/18 Introduction to basic audio recording. Audio basics: control of signal to noise ratio. Record Audio.
- 11/20 Introduction to non-linear editing software. Capturing Footage, Organization, and Storage. Video Diptych. Homework: Continue shooting video.

## Week 14 (11/25-11/27)

11/25 Editing with Image and Audio. Exporting video for the Web.

## 11/27 Classes suspended Thanksgiving Break

# Week 15 (12/2)

12/2 Project 5 due – Critique in class

**Project 2 – Completed WordPress Blog due** 

12/3 Last Day of Classes

YOU MAY TURN IN LATE (not turned in on original due date) OR REVISED (no penalty) PROJECTS UNTIL DEC. 9. See the syllabus for the policy regarding grades for late assignments.