

## • Intro to Digital Media: ART-2110 J02 •

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**T HIS COURSE WILL EXPLORE** image and art making in the context of digital media. We will address creative, conceptual, and practical strategies for artists working in the realm of digital art. The course is designed for the introductory student who wants to learn professional image editing and to develop and focus their individual expression using Adobe Photoshop. The class will be a combination of lectures, critiques, and discussions with hands-on experience with the tools and techniques used by digital media artists to create and manipulate two-dimensional content. However, the main emphasis of the course will be on you and your art. Much is to be learned by actually working, taking risks, experimenting, making mistakes and creating with the computer.

Students are required to keep a notebook of clippings, ideas, and sketches. These will be collected and graded throughout the semester, namely when sketches are due (see calendar).

You will need a USB thumb drive to store image files and easily transport them to different computers. Get one that will store at least 1 Gig (will cost about \$20), but get a larger capacity drive (2 gigs or more) if you plan to archive all of your work in this class on this one device. You will be allotted storage space on the JSC server for your work during this semester, however, in order to follow good digital practices, you must always back up your work, because hard-drive crashes do happen (and are never an excuse for late assignments). Purchasing cds (if you take care of them) will also work.

Critiques will be mainly through digital projections, although students will also be required to purchase a package of 25 sheets of 8.5"x11" inkjet paper later in the semester for printing work.

### Course Objectives

- To create art and alter photographs using digital imaging tools.
- To gain an understanding of the context of computer imaging and (some) internet art as it relates to contemporary art practice. Through readings, lectures, discussions, critiques, and art making we will explore what makes the computer and digital media unique in the expression of artistic ideas.
- To achieve a level of comfort with the tools and techniques needed to create two-dimensional digital art. We will use scanners, cameras, printers, and Adobe Photoshop. There will be demos on technique as well as assignments to be completed in-class and out-of-class. Although I have set aside a good portion of our class time for work/help sessions, time spent working on assignments outside of class will be necessary. Plan for 2–6 hours most weeks.
- To experiment with new ways to connect digital technology to your own art making practice. There are numerous ways to use digital technology in conjunction with traditional art making techniques, such as, bookmaking, collage, assemblage, light boxes, projection environments, installation, etc...

## **Course Objectives (continued)**

### **Advanced knowledge of Adobe Photoshop, including, but not limited to:**

- Navigation, Tools, and Shortcuts
- Making selections, cropping, transforming
- Image size and Resolution
- Image formats
- Combining images
- Working with layers, layer masks, adjustments, histograms, levels, curves, etc...
- Photo retouching, the patch tool, the healing brush, the clone stamp
- Vector Drawing
- Filters, working with brushes, the type tool, color...
- Automated tasks and web galleries
- And Much More

### **Attendance Policy:**

Do not miss class. Don't arrive late or leave early. You are expected to come to class on time, ready to work and with all necessary supplies and materials. Class attendance is critical, for most of the material I present is hands-on and unrepeatable, and everyone's attendance will benefit the class, especially as you all grow familiar with each other's personal styles and methods. I also allow for a lot of time during class to work on your assignments and I would like you to take full advantage of this and to be here working. Absences and tardiness without a written medical excuse will lower your final grade. *More than four unexcused absences will result in failing the course.*

### **Grading:**

60%—Assignments and Attendance

10%—Final Portfolio

20%—Final Project

10%—Participation: includes class discussions, quizzes, and critiques.

Assignments will be graded on the following factors:

- Technical Skills: demonstrates understanding and usage of tools and course material.
- Aesthetic and conceptual value: project is interesting to look at and think about.
- Ambition: project attempts to achieve great things.

Any assignment that is turned in late will be reduced by one full letter grade for each class period overdue. Assignments may be worked on more after critiqued to improve the grade of your final portfolio, although the original assignment grade will not be replaced.

## CALENDAR

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### **M, August 25**

Introduction to the class, syllabus, the computer lab and each other.

Discussion/Demo: Introduction to Adobe Photoshop basics; navigation, tools, shortcuts, options, palettes and the marvels of undo-ing. Saving and storing files in the lab and using the JSC Art Drive to access files and drop off assignments.

*Assignment #1: Scanner Art: Using a Flatbed Scanner as a Camera (sketches/ideas due 8/27)*

### **W, August 27**

Discussion/Demo: Scanning & Intro to Image Resolution

Photoshop Demo: Making selections—repositioning, transforming, cropping, experimenting with various selection tools (lasso, marquee, and magic wand tools) and adding and subtracting from selections.

*Work on Assignment #1: Bring materials to scan*

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### **M, September 1**

Discussion/Demo: Working with layers; adding, organizing, hiding, transforming, copying, moving, linking, merging, duplicating, flattening, opacity changes.

*Work on Assignment #1: Bring materials to scan*

### **W, September 3**

*Work Session*

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### **M, September 8**

Critique: Assignment #1 Due

### **W, September 10**

Discussion/Demo: Advanced selection and masking techniques, layer masks, adjustment layers, levels and histograms. Also, drop-shadows, more transforming, paths & vector drawing (the PEN tool) to make very accurate selections and/or custom shapes.

*In-Class Exercise: Layer Masking with the Beer Boys*

*Assignment #2: TBD (sketches due Monday, September 15th)*

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### **M, September 15**

Assignment #2 Sketches Due

*Work on Assignment #2: Bring Needed Materials*

### **W, September 17**

*Work Session*

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### **M, September 22**

Critique: Assignment #2

*Assignment #3: Photo Retouching: Not Necessarily Fun but Necessary*

**W, September 24**

Discussion/Demo: Photo retouching using color replacement, hue/saturation, levels, the patch tool, cloning stamp, healing brush, sponge tool and the dodge and burn tools, and photo enhancements using sharpening, red eye tool, and filters.

*Work on Assignment #3*

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**M, September 29**

Critique: Assignment #3 Due (Bring before & after photos)

*Assignment #4: Layering, Collages & Montages (sketches due Monday, October 13th)*

**W, October 1**

QUIZ

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**M, October 6**

**W, October 8**

**FALL BREAK**

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**M, October 13**

Assignment #4 Sketches Due; Bring Materials Needed to Work on Assignment #4

Work/Help Session: Assignment #4

**W, October 15**

Discussion/Demo: Digital painting tools—tool option palettes, painting modes, color palettes, gradients, editing brush shapes, and creating, saving and loading custom-made brushes.

Work/Help Session: Assignment #4

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**M, October 20**

Working with the type tool, fonts, and a discussion of raster vs. vector graphics

Work on Assignment #4

**W, October 22**

Critique: Assignment #4 Due

*Assignment #5: Make a Statement (sketches due Monday, October 27th)*

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**M, October 27**

Work on Assignment #5: Bring Materials Needed

**W, October 29**

Work on Assignment #5

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**M, November 3**

Critique: Assignment #5 Due

*Assignment #6: Art History Challenge (sketches due Wednesday, November 5th)*

**W, November 5**

Work on Assignment #6: Bring materials needed to get a good start

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**M, November 10**

Work on Assignment #6

**W, November 12**

Work on Assignment #6

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**M, November 17**

Critique: Assignment #6

**W, November 19**

Technique Demos: Automating tedious tasks—automatic contact sheets, web galleries and customized actions.

Demo: Working with the Printers: Color management—understanding how color works on the monitor as opposed to a printed page, calibrating your monitor, working with color spaces and ICC profiles.

Slide Lecture: What's Hot in the World of Digital Art

*Assignment #7: Final Project (sketches due Monday, December 1st)*

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**M, November 24**

**W, November 26**

## THANKSGIVING BREAK

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**M, December 1**

Final Project Sketches Due

Bring Materials Needed for Final Project

**W, December 3**

Work/Help Session

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**M, December 8**

Work/Help Session

**W, December 10**

Work/Help Session

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**M, December 15 (tentative date; may change with final exam schedule)**

Critique: Final Project Due

Final Portfolio Due: All work in your folder should be organized and completed.