

Department of Art and Art History • University of Utah

Policy Statement and Syllabus

Art 3700-01; Digital Imaging for Visual Artists - Fall 2010

T TH 12:25 pm - 3:20 pm

Art Department, Room 258

Instructor: Edward Bateman

Office: Art 269; Office Hours: See posted hours and by appointment

Office Phone: 801-581-7982; Personal Cel Phone (+ text): 801-554-0465

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Web Information for using Fine Arts Server

Server space: fs.finearts.utah.edu Help info: <http://help.finearts.utah.edu/>

Pre-requisite:

First Year Studio Program. This class also assumes a basic understanding of computers.

Course Description

Today, it is essential that all artists have an understanding of digital image-making technologies. This class will focus on making images that are meaningful, creative, and communicate, through an exploration of digital tools including Adobe Photoshop, Adobe Illustrator, and others. These applications have become standard tools used by fine artists, photographers, graphic designers, web designers, and broadcast and video professionals. Additionally, these tools have become essential for artists to be able to submit work for shows and competitions as well as create self-promotional materials. Students will develop an understanding of these tools, both in terms of technical knowledge and creative potential. We will also cover elements of art theory and art history. **This class is about art and creativity not just technology.**

Projects include (subject to change): Using the scanner as camera, Metaphor and the Surreal Composite Image, Second State (Pushing project image further), Colorization and Color as expression, Simple Art Animation, Icon/Logo creation, Expressive Typography, Preparing promotional images and files, Personal Portfolio Project, and a brief class presentation.

Materials

USB micro drive (strongly recommended but not required)

Access to a color printer (There is one in the photography darkroom area - you must purchase a print card to be to use this.)

Personal photographs and images

Use of a camera or digital camera (strongly recommended but not required)

Required Books

None.

These books will be referred to in class and may be useful to you (but are not required):

Professional Photoshop; The Classic Guide to Color Correction - Dan Margulis

Photoshop CS3 / CS4 Wow! Book (8th Edition) - Linnea Dayton and Cristen Gillespie

Teach Yourself VISUALLY Photoshop CS4 - Michael Wooldridge, Linda Wooldridge

Understanding Comics; The Invisible Art - Scott McCloud

Photoshop CS4 Bible - Stacy Cates, Simon Abrams, and Dan Moughamian

Adobe Photoshop CS4 Classroom in a Book & Adobe Illustrator CS4 Classroom in a Book; Adobe Creative Team

Basic Course Requirements

In-Class Instruction

This consists of demonstrations where students are expected to follow along using files provided by the instructor. Students are expected to use these files outside of class to practice with and gain competency in the techniques that are introduced in class. Like most skills, practice is necessary for mastery.

Exercises

Exercises are short-term projects, and are generally due the next class period. They are designed to focus on technical skills and software familiarity, but many also have opportunities for creative expression. They are basically graded as pass/fail with extra consideration for creativity. **Unless prior arrangements have been made, exercises will not be accepted after the due date.**

Tests/Quizzes

Each unit in this class will have a test. These are typically multiple choice and you are allowed to use handouts, your own notes, and your computer. Test times will be announced and a brief review scheduled. If you cannot attend class on that day, make arrangements with the instructor **prior to that day.**

Projects

Projects are designed to explore aesthetic concepts using the tools and techniques studied in class. We will also use these projects as a way to understand what makes an effective and engaging work of art. Each project will have a handout stating project goals and evaluation criteria. This handout will also discuss due dates for the assignment. **Late assignments that are not presented during the critique will have lowered grades. Unless prior arrangements have been made, projects will not be accepted after one week from due date.** Evaluations will be based on meeting the assignment goals, demonstrating skill with and understanding of the technology, formal mastery, and conceptual richness. Projects must meet or exceed the minimum evaluation criteria. Assignments are subject to change. Any changes will be announced in class. You are responsible for being aware of them. **If you have a problem with a deadline, please contact the instructor before the due date to make arrangements for turning in the assignment.**

Participation, Critiques, and Attendance Policy

ART 3700 is considered a studio class. This means that in-class exploration and work time is an important part of this class, but please note that outside work time will be necessary to practice the demonstrations and to work on projects and exercises.

Another practice in studio classes is critiques. A critique is a discussion where we analyze work in a critical way. (By critical, we don't mean in a harshly judgmental way, but characterized by careful, exact evaluation and judgment.) Not attending, presenting work, or verbally participating in a critique or adding to the discussions will lower your grade on that project.

As part of class participation, each student will also develop a short presentation for the class on a topic relevant to the course subject. A handout will be provided detailing the presentation with suggested topics and a sign-up sheet will be circulated.

All students are required to attend the full class period and be prepared to work on projects and exercises, and to participate in discussions and critiques. Attendance is crucial since there is no textbook for this class. Attending lectures, studio work time, interacting with the instructor and other students, as well as participating in critiques are essential elements of this class. Participation in these activities will be one way of demonstrating an understanding of class information. **Cell phone use, texting, emailing and web-surfing, especially during critiques, class presentations, and discussions is not permitted and will seriously affect the participation component of your grade.**

It is important that this class starts on time. Late arrivals and early departures can be disruptive to the class. Try to be considerate of your fellow students. **More than three absences will lower your grade** one step with additional absences continuing to lower your grade. Three late arrivals or early departures will be marked as the equivalent of one absence. Unless prior arrangements have been made, six consecutive absences will result in failure. Absence from a class is not an excuse for skipping a lecture, quiz, or project. You are fully responsible for following up on missed work and obtaining missed handouts. **Please contact me immediately if an attendance problem arises.** We can often resolve problems if caught early enough - if you wait until the end of the semester, it is generally too late.

Extra Credit and Assignment Re-dos

These will be dealt with on an individual basis. To be eligible for a project re-do, you must have turned the original project in on time. **All work (excluding the final project), including Re-dos must be completed one week, prior to the end of each unit.** Extra credit work should be of the highest quality, and not a quick, sloppy project. Please note policies on late projects and exercised detailed above.

Final Grade Percentages:

- Projects (30%)
- Exercises (25%)
- Tests (30%)
- Participation (15%)

A = Excellent. Generally awarded to the strongest and most dedicated students who have produced work that addresses technical, conceptual, and formal issues.

B = Good. Work reflects technical competency with improved sense of formal and conceptual skills.

C = Fair. Problems with attendance, effort, and quality.

D = Poor. Inconsistent attendance and effort. Missing many of the class's objectives.

Additional Information

The Americans with Disabilities Act requires that reasonable accommodations be provided for students with physical, sensory, cognitive, systemic, learning, and psychiatric disabilities. Please contact the instructor of the course at the beginning of the semester to discuss any such accommodations for this course.

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Art 3700 - Digital Imaging for Visual Artists • Spring Semester, 2010

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Schedule

(Subject to change based on class needs and interests)

All changes will be announced in class.

Week 1

Aug 24 (Day 1) Introduction to class, discuss syllabus and class expectations, sign up for server space
Lecture/Discussion: What is art?
Exercise 1: Critical Viewing - hand out

Aug 26 (Day 2) Introduction to Photoshop: Demo and Presentation
Due: Exercise 1: Critical Viewing
Announce/Handout: Exercise 2: The Power of Cropping - Symmetrical Worlds
Announce Exercise 3 - Scanning, Scaling, Sharpening, and Printing

Week 2

Aug 31 (Day 3) Starting an image. Layers and History. Resolution and Cropping Presentation
Resolution, Scanning, Cropping, Perspective Cropping,
Announce Project 1: The Scanner is a Camera - Imagining Time
File Formats (Lossless & lossy)

Sept 2 (Day 4) Cloning, Canvas Size, Cutting and Pasting Layers, Canvas Transformations, Scanning, Sharpening, and Color Range Sharpening,

Week 3

Sept 7 (Day 5) Cloning/Healing, Transformations, Making Selections, Cutting & Pasting, Moving, Modifying selected areas
Due: Exercise 2: The Power of Cropping - Symmetrical Worlds
Lecture: Copyright; Types of Printers and prints
Student Presentations Begin

Sept 9 (Day 6) Making Selections, Cutting & Pasting, Moving, Modifying selected areas (and protecting the inverse).
Exercise 4 Announced
DUE: Exercise 3 - Scanning, Scaling, Sharpening, and Printing (as a print)
Exercise 4 - Selections, Cutting and Pasting (Potato Head)

Week 4

Sept 14 (Day 7) **CRITIQUE**
Due: PROJECT 1 - The Scanner is a Camera - Imagining Time
Announce PROJECT 2 Surrealism - Handout
Due: Exercise 4 - Selections, Cutting and Pasting (Potato Head)

Sept 16 (Day 8) Making Selections; Cutting & Pasting, Moving, Scaling and Transforming visual elements; Introduce Channels
Lectures: Brief History of Surrealism and use of Metaphor
Exercise 5 - UFO composite

Week 5

Sept 21 (Day 9) **Due: Exercise 5 - UFO composite**
Channels, Layer Masks, Color Separations and Hand-separating a graphic image
Exercise 6 (channels + separations)

Sept 23 **(Day 10) CRITIQUE**
DUE: Project 2 - Surrealism and Metaphor
Announce Project 3: Second State Project - Handout
Due: Exercise 6 (channels + separations) and Exercise 7 (Dino Layer Mask)

Week 6

Sept 28 (Day 11) **Lecture: Blending Modes**
Lecture: Color.
Exploring Color Tools: Color, Profiles, gamuts, and modes, color tools, color correction, adjustment layers,
Exercise 7 (Dino Layer Mask)
Exercise 8: Minutemen - layers, masks and blending modes.
Exercise 9 - Grayscale Correction with Curves
Exercise 10 - Color correction - Lighthouse

Sept 30 (Day 12) Retouching Demos + Liquify + Filters, Making Brushes, Combination effects
Exercise 10: Liquify Exercise with Heads
Due: Exercise 7 (Dino Layer Mask)
Due: Exercise 8: Minutemen
Due: Exercise 9 - Grayscale Correction with Curves
Due: Exercise 10 - Color correction - Lighthouse
Animation in Photoshop; Making and working with textures; Filters; Color decisions for commercial printing
Exercise 11: Color correct faded photo

Week 7

Oct 5 (Day 13) **CRITIQUE**
DUE: Project 3 - Second State
Announce Project 4 - Art in Motion / Metaphorical Color
Due: Exercise 9 - Grayscale Correction with Curves
Due: Exercise 10 - Color correction - Lighthouse

Oct 7 (Day 14) Hand Coloring Demonstration and Exercise
Exercise 11: Color correction - airplane
Exercise 12: Color correct faded photo
(Last day to turn in any additional Photoshop Projects)

Week 8

Oct 12 Fall Break - No class
Oct 14 Fall Break - No class

Week 9

Oct 19 (Day 15) **CRITIQUE - Photoshop Project 4 - Art in Motion / Metaphorical Color**
Photoshop Test Review

Oct 21 (Day 16) Explore Illustrator Tools + Paths
Photoshop Test
Introduction to Vector Graphics
Illustrator Project 1: Personal Icons.
Exercise 1: Icon sketches

Week 10

Oct 26 (Day 17) **Due: Exercise 1: Icon sketches**
Announce Exercise 2: The Bear
Explore Illustrator Tools: Working with shapes and paths.
Due: Exercise 1: Icon sketches

Oct 28 (Day 18) **Paths, Eye dropper Demo, Patch Demo, Compound Path Demo, Clipping Mask Demo, Pathfinder Demo**
Due: Exercise 2: The Bear
Exercise 3: Swiss Cheese
Exercise 4: Cat trace
Exercise 5: Illustrator Brain Teaser - The Target

Week 11

Nov 2 (Day 19) **Critique**
DUE: Illustrator Project 1: Icons.
Due: Exercise 3: Swiss Cheese
Due: Exercise 4: Cat trace
Due: Exercise 5: Illustrator Brain Teaser - The Target
Announce: Illustrator Project 2: Wordplay Project
Typography
Color: Swatches and PMS colors, Gradients, Gradient Meshes, Transparency
Exercise 6: Illustrator Brain Teaser - Three Colored Layers
Exercise 7: Type Styles

Nov 4 (Day 20) **Typography continued**
Due: Exercise 6: Illustrator Brain Teaser - Three Colored Layers
Due: Exercise 7: Type Styles
Exercise 8 - Illustrator Brainteaser - Perspective

Week 12

Nov 9 (Day 21) **CRITIQUE**
Due: Illustrator Project 2: Wordplay Project
Patterns, Brushes, Symbols

Nov 11 (Day 22) Moving files between Illustrator into Photoshop, Rasterize, Export, Auto Trace
Due: Exercise 8 - Illustrator Brainteaser - Perspective

Week 13

Nov 16 (Day 23) **Critique: DUE: Illustrator Project 3: Icon and Type**
Introduce and explore Adobe InDesign
Review for Illustrator Test

Nov 18 (Day 24) Moving files between Illustrator into Photoshop, Rasterize, Export, Auto Trace

Week 14

Nov 23 (Day 25) **Critique**
DUE: Illustrator Project 3: Icon and Type
Introduce and explore Adobe InDesign
Review for Illustrator Test

Nov 25 Thanksgiving - No Class

Week 15

Nov 30 (Day 26) **Illustrator Test**
Final project work time
Illustrator for web and animation

Dec 2 (Day 27) Final project work time and reviews
Explore Adobe In-Design
Last day to turn in any missing Projects (Illustrator Unit)

Week 16

Dec 7 (Day 28) **Final project work time or Final Projects DUE - Critique 1**

Dec 9 (Day 29) **Last day of Class - Final Projects DUE - Critique 2**