Department of Art and Art History ● University of Utah

Policy Statement and Syllabus

Art 3700-01; Digital Imaging for Visual Artists - Fall 2011

M W 10:45 am – 1:45 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 Cell Phone (+ text): 801-554-0465
E-mail: e.bateman@utah.edu

Web Information for using Fine Arts Server
Server space: fs.finearts.utah.edu   Help info: http://helpdesk.finearts.utah.edu/index.php/site/detail/C7/

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 developed 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): The Scanner as Camera, Metaphor and the Surreal Composite Image, Second State (Pushing project image further), Colorization and Color as expression, 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 use this.)
Printer Paper (Epson Premium Photo Paper GLOSSY recommended - you can share a pack with other students)
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):
    Photoshop CS3 / CS4 Wow! Book (8th Edition) - Linnea Dayton and Cristen Gillespie
    Teach Yourself VISUALLY Photoshop CS5 - Michael Wooldridge, Linda Wooldridge
    Understanding Comics; The Invisible Art - Scott McCloud
    Photoshop CS5 Bible - Stacy Cates, Simon Abrams, and Dan Moughamian
    Adobe Photoshop CS5 Classroom in a Book & Adobe Illustrator CS5 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. **Do not text or use the internet during a critique.** This is your warning - if I observe you using media during a critique, I will deduct one point (out of 15) from your participation score for each instance.

As part of class participation, each student will also develop a short presentation 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 final grade** one step, with points initially coming from your participation score. When that total reaches zero, points will be deducted from your final grade equal to one grade step for each additional absence. Three late arrivals or early departures will be marked as the equivalent of one absence. 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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Schedule
(Subject to change based on class needs and interests)
All changes will be announced in class.

Week 1
Aug 22   (Day1) 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 24   (Day 2) Introduction to Photoshop: Demo and Presentation
Due: Exercise 1: Critical Viewing
Announce/Handout: Exercise 2: The Power of Cropping - Symmetrical Worlds

Week 2
Aug 29   (Day 3) Starting an image. Layers and History. Resolution and Cropping Presentation
Resolution, Scanning, Cropping, Perspective Cropping, Cloning
Announce Project 1: The Scanner is a Camera - Imagining Time
Announce Exercise 3 - Scanning, Scaling, Sharpening, and Printing
Announce Student Presentations

Aug 31   (Day 4) Cloning, Canvas Size, Cutting and Pasting Layers, Canvas Transformations, Sharpening
File Formats (Lossless & lossy)

Week 3
Sept 5   **LABOR DAY - NO CLASS**

Sept 7   (Day 5) Scanning, Sharpening, and Color Range Sharpening, File Formats (Lossless & lossy)
Making selections and modifying selected areas; Demo Exercise 3
Due: Exercise 2: The Power of Cropping - Symmetrical Worlds
Lecture: Copyright; Types of Printers and prints

Week 4
Sept 12   (Day 6) Making Selections, Cutting & Pasting, Moving, Modifying selected areas (and protecting the inverse).
Exercise 4 Announced - Selections, Cutting and Pasting (Potato Head)
DUE: Exercise 3 - Scanning, Scaling, Sharpening, and Printing (as a print)
Begin Student Presentations

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

Week 5
Sept 19   (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

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

Week 6
Sept 26 (Day 10) Lecture: Layer Masks and Introduce Blending Modes
Exercise 7: (Dino Layer Mask)
Exercise 8: Minutemen - layers, masks and blending modes.
Due: Exercise 6 (channels + separations) and Exercise 7 (Dino Layer Mask)

Sept 28 (Day 11) **CRITIQUE**
DUE: Project 2 - Surrealism and Metaphor
Announce Project 3: Second State Project - Handout
Due: Exercise 7: (Dino Layer Mask)
Due: Exercise 8: Minutemen

Week 7
Oct 3   (Day 12) Continue Blending Modes
Exploring Color Tools: Color, Profiles, gamuts, and modes, color tools, color correction, adjustment layers,
Exercise 9: Grayscale Correction with Curves
Exercise 10: Color correction - Lighthouse
Lecture: Color.

Oct 5   (Day 13) **CRITIQUE - Second State**
College Assembly - class meets late
Announce Project 4 - Metaphorical Color
Color continued; Hand Coloring Demonstration and Exercise
Due: Exercise 9 - Grayscale Correction with Curves
Due: Exercise 10 - Color correction - Lighthouse

Week 8
   Oct 10   FALL BREAK

   Oct 12   FALL BREAK

Week 9
   Oct 17   (Day 14) Retouching Demos + Liquify + Filters, Making Brushes, Combination effects
            DUE: Project 4 - Second State
            Exercise 11: Color correction - airplane
            Exercise 12: Color correct faded photo
            (Last day to turn in any additional Photoshop Projects)

   Oct 19   (Day 15) **CRITIQUE Metaphorical Color**
            DUE: Exercise 11: Color correction - airplane
            DUE: Exercise 12: Color correct faded photo
            Photoshop Test Review
            (Last day to turn in any additional Photoshop Projects)

Week 10
   Oct 24   (Day 16) **Photoshop Test**
            Introduction to Vector Graphics; Explore Illustrator Tools + Paths
            Illustrator Project 1: Personal Icons.
            Announce Exercise 1: Icon sketches

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

Week 11
   Oct 31   (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

   Nov 2   (Day 19) **Critique 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

Week 12
   Nov 7   (Day 20) Typography continued
            Color: Swatches and PMS colors, Gradients, Gradient Meshes, Transparency
            Exercise 6: Illustrator Brain Teaser - Three Colored Layers
            Exercise 7: Type Styles

   Nov 9   (Day 21)
            D**ue: Exercise 6**: Illustrator Brain Teaser - Three Colored Layers
            Due: Exercise 7: Type Styles
            Transformations, Patterns, Brushes, Symbols
            Exercise 8: Illustrator Brainteaser - Perspective

Week 13
   Nov 14   (Day 22) **CRITIQUE Illustrator Project 2: Wordplay Project**
            Moving files between Illustrator into Photoshop, Rasterize, Export, Auto Trace

   Nov 16   (Day 23) Illustrator Catch-up day
            Due: Exercise 8 - Illustrator Brainteaser - Perspective

Week 14
   Nov 21   (Day 24) Moving files between Illustrator into Photoshop, Rasterize, Export

   Nov 23   (Day 25) Auto Trace, Illustrator for web and animation

Week 15
   Nov 28   (Day 26) **Critique - Illustrator Project 3: Icon and Type**
            Review for Illustrator Test

   Nov 30   (Day 27) Illustrator Test
            Final project work time
            Last day to turn in any missing Projects (Illustrator Unit)

Week 16
   Dec 5   (Day 28) Final project work time and reviews
            Explore Adobe In-Design

   Dec 7   (Day 29) **Last day of Class - Final Projects DUE - Critique**