Digital Imaging | DIG2131C, Section 2472
Spring 2014
University of Florida
School of Art & Art History

Instructor: Ana Treviño          Meets: Tue/Thur 11-E2 (6:15-9:10 pm)
Email: atrevino@ufl.edu          Room: ARCH 12
Office Hours: Tue 4:00-5:00 pm (or by appointment) FAC302C
Class website: http://ufdigitalimaging.weebly.com
Credits: 3

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 wiki, and their aesthetic, technical, and conceptual development in regards to their digital image making practices.

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 with CDROM) 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](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 10 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 Wiki/Electronic Process Book:** [http://ufdigitalimaging.weebly.com](http://ufdigitalimaging.weebly.com)

The class wiki 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. You are expected to refrain
from personal communication devices (texts, im, e-mail, etc.) and non-course related web surfing during class time. That means: 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- 20%
Project 2- 20%
Project 3- 20%
Project 4- 20%
Group Participation: 5%
Presentation and Critical essay on Digital Artist- 5%
Participation- 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 grade is lowered by 5% 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. Medical and family emergencies can generally be accommodated with letters. Refer to UF guidelines.
**Late Work:** Late assignments and projects will be penalized up to 20%, and will not be accepted after one week from the 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 extremely late you will not be given the opportunity to show your work.

**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. [http://www.dso.ufl.edu/judicial/academichonestystudent.html](http://www.dso.ufl.edu/judicial/academichonestystudent.html)

**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](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](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](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 Information: 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 Practices** Though 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.
| Week 1: | Tue. Jan. 7 | Intro to course and explanation of syllabus |
| | Thu. Jan. 9 | Intro to digital media art, Basic training PhotoShop CS6 |

| Week 2: | Tue. Jan. 14 | Project 1 Theme Discussion, PS Basic image adjusting |
| | Thu. Jan. 16 | HW: Read *Launching the Imagination*: Ch. 1 Basic Elements Two Dimensional Design (Post blog entry on reading) |

| Week 3: | Tue. Jan. 21 | Project 1-2 Process, PS Creative image adjusting |
| | Thu. Jan. 23 | Project 1-3 Process, PS Creative image adjusting |
| | Thu. Jan. 23 | HW: Read *Launching the Imagination*: Ch. 2 The Element of Color (Post blog entry on reading) |

| Week 4: | Tue. Jan. 28 | Project 1-4 Process, PS Creative image adjusting |
| | Thu. Jan. 30 | **Project 1 Critique** (Meet in FAC302 Black box) |

| Week 5: | Tue. Feb. 4 | Project 2 Theme Discussion, Illustrator Basic Drawing |
| | Thu. Feb. 6 | Project 2-1 Process, Illustrator Basic Drawing |

| Week 6: | Tue. Feb. 11 | Project 2-2 Process, Illustrator Basic Drawing |
| | Thu. Feb. 13 | Project 2-3 Process, Illustrator Creative Drawing |

| Week 7: | Tue. Feb. 18 | Project 2-4 Process, Illustrator Creative Drawing |
| | | HW: Read *Launching the Imagination*: Exploring the Visual Book |
Thu. Feb. 20  Project 2 workday

Week 8:
Tue. Feb. 25  Project 2 Critique (Meet in FAC302 Black Box)
Thu. Feb. 27  Project 3 Theme Discussion, Advanced digital imaging

Week 9:
Tue. Mar. 4  SPRING BREAK! HAVE FUN AND RELAX!
Thu. Mar. 6  SPRING BREAK! HAVE FUN AND RELAX!

Week 10:
Tue. Mar. 11  Project 3-1 Process, Advanced digital imaging
Contemporary artist presentations by students I
HW: Read Launching the Imagination: Ch. 7 Constructing Meaning (Post blog entry on reading)
Thu. Mar. 13  Project 3-2 Process, Advanced digital imaging
Contemporary artist presentations by students II

Week 11:
Tue. Mar. 18  Project 3-3 Process, Advanced digital imaging
Contemporary artist presentations by students III
Tue. Mar. 20  Project 3-4 Process, Advanced digital imaging
Contemporary artist presentations by students IV
HW: Read Launching the Imagination: Ch. 3 Principles of Two-Dimensional Design (Post blog entry on reading)

Week 12:
Tue. Mar. 25  Project 3 Workday, Advanced digital imaging
Thu. Mar. 27  Project 3 Critique (Meet in FAC302 Black Box)

Week 13:
Tue. Apr. 1  Project 4 Theme Discussion
Thu. Apr. 3  Project 4-1 Process, Advanced digital imaging

Week 14:
Tue. Apr. 8  Project 4-2 Process, Advanced digital imaging
Thu. Apr. 10  Project 4-3 Process, Advanced digital imaging
**Week 15:**
Tue. Apr. 15    Project 4- 4 Process, Advanced digital imaging
Thu. Apr. 17    Project 4 Workday, Advanced digital imaging

**Week 16:**
Tue. Apr. 21    **Project 4 Critique** *(Meet in FAC302 Black Box)*

**Note:** Schedule is tentative