

Fall 2011

## ART2603C: Digital Imaging II

9:00 - 10:45 am • Tuesday • August 23 to December 6

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Welcome to Digital Imaging II! The Northwest Florida State College catalog describes this course as follows: “A continuing course which expands upon the technical and conceptual foundation laid in Digital Imaging I. Students will explore advanced software techniques and greater challenges of personal or commercial expression in digital media. Access to an appropriate high quality digital camera required.”

Digital Imaging II is the natural extension of part I. Again what we are trying to do is give you creative challenges that will prepare you for the challenges you will face when you work in the Graphic Design field. In this class you will rely heavily on your own creative energy and your own skills at building illustrations that are based in photography. You will be working in a very independent manner—just like in a graphic design studio. Your art director will give you a challenge to produce an illustration and it will be up to you to make it happen. If you feel that your photographic skills are not as strong as they should be, then we will work together on ways that you might improve. You should also seriously consider taking Digital Photography if you haven't already.

Each assignment is designed to ultimately become a strong part of your portfolio of creative work. It is your original creative work that sets you apart from the other applicants for a job. What employers are looking for is a person who is not only well trained in the technical aspect of design production, but also exhibits personal initiative and creativity that is the outgrowth of ingenuity.

It is absolutely critical that you involve me in your creative process. I can solve some of the problems you may have, and give you pretty good advice as you proceed. It is up to you to take advantage of this. I will not always force you to do things in a certain way. It is important that you develop your own methods of working so that your work does not end up looking like everyone else's. Seek out the unusual. Go the extra mile for your imagery. The closer it is to being truly unique, the more valuable you are as a designer. Getting there requires experience. Experience is what this class is about!

In Digital Imaging I your focus and method of

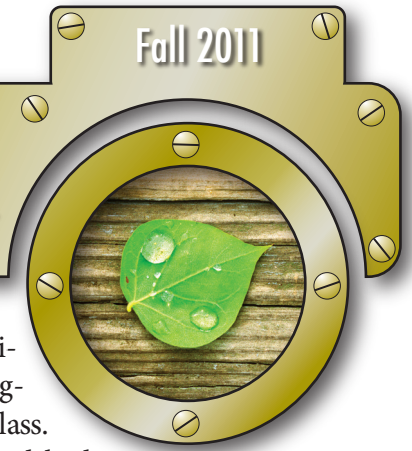
working was very similar to a fine art photography or painting class.

The imagery you created had very personal themes that were meant to express internal interests and ideas. This is a very important side of your creativity to exhibit to the world. In Digital Imaging 2 we will move to another level and create imagery that has less personal thematic content and more focus on commercial ideas. Certainly there will be opportunity to express yourselves, in fact it will be essential. The purpose of this is to expand the variety in your portfolio.

You will find that a central theme in the course this semester is pushing you to try many options before letting an idea become focused. You will also be forced to work within some limitations that are both technological, and thematic. You will be forced to look at the same thing from a variety of perspectives.

It is important that you demonstrate to potential employers that you are not simply a shirt stuffed with some basic technical skills. You must demonstrate that you have other things to offer. These are chiefly creativity and the ability to express that creativity in a visually effective manner. It is important that you develop the ability to illustrate things that are relatively ordinary in new and unusual ways. Working in graphic design means working in the visual culture and fabric of our society.

The visual culture that we live in is both a barrage of imagery and at times a barren wasteland of visual stimuli. It is a barrage because production of imagery has never been as easy and efficient. It is a barren wasteland for the same reason. The astounding fact is that producing something that is of incredibly low quality from a visual standpoint costs the same as producing something new and interesting. What is the missing ingredient most often? Creativity. America never has been recognized on the world stage as a “visual culture” of the same level as Japan and Europe. Sure, we produce the best movies, and the best french fries. Isn't it time that we awaken the sleeping giant of visual literacy? This class is your alarm call. Please respond.



## Equipment/Supplies:

(1) A digital camera (8 MP or higher, SLR format strongly preferred) with adjustable aperture and shutter speed.

Purchase decisions relating to cameras are entirely related to available budget. An extremely expensive camera is not always better than a moderately priced one. Used cameras can be great values. Two sources for new and used equipment are: [www.calumetphoto.com](http://www.calumetphoto.com), [www.bhphotovideo.com](http://www.bhphotovideo.com)

A good basic camera can mean a lot of different things to different people. My suggestion is to explore either a Canon or Nikon camera. When you buy a camera, you are buying into a family of products. Nikon and Canon have the best group of lenses and accessories in the industry. Specific recommendations are:

Canon Rebel T1i, T2i, T3i kit

Canon 60D or 5D kit

Similar Nikons

As you proceed, you will discover that having a longer telephoto lens such as a 70-200mm or a 100-300mm would expand the range of images you can produce. You should also consider acquiring a Polarizer filter. Other special effects filters can be considered, but many are made unnecessary by the power of Photoshop. When buying filters, it is a good idea to buy the largest you think you will need and a stepper ring for smaller lenses. A big filter can go on a small lens, but a small filter won't go on a big lens.

(2) Several blank CD-R (NOT CD-RW!) or DVD-R/DVD+R discs for storing your work. USB memory keys are convenient, but not extremely reliable. ALWAYS back up your data on a CD-R. You are responsible for the integrity of your data. This means that if you lose it, you're responsible.

(3) It is recommended that you have access to a good quality computer and Adobe Photoshop outside of class time. Open lab time will be available, but limited. Specific recommendations for computers are available.

## Attendance Issues:

Attendance in this course is extremely important as it is a hands on learning experience, not a lecture based course. You will be allowed two absences. After that, any additional absence will result in an immedi-

ate excessive absence report, which may result in your withdrawal from the course, or an automatic one letter grade drop in your final grade per absence. An excused absence may be given upon consultation with me but only in case of illness or emergency. YOU WILL NOT PASS THIS COURSE if your attendance becomes a problem. If you have more than four absences of any kind by November 1 (the last day for a W grade or to change to audit), you should withdraw from the course. If we get to the end of the semester and you have an excessive number of absences, you will receive an "F"

Note that showing up late for the class, leaving early, or only staying for ten minutes does not constitute attendance. Attendance will be taken at random times during the class period, and it is your responsibility to ensure that you were recorded as present if there is any question in your mind.

In unusual situations like acute illness, death in the family etc., you may receive an "Incomplete" as your grade. Incomplete grades are made up outside of normal class attendance in open lab settings during the semester following receipt of the "I" grade. You must inform me of your situation and discuss your options. Incomplete grades are not automatic. See the NWF State College catalog for detailed descriptions of the college policies related to grading, attendance, etc.

You are expected to attend all class meetings. "I don't have anything to do" does not equal an excused absence. It is evidence that you are not participating in the course in a manner appropriate for an art student. Each and every class session is designed for you to have the freedom to explore the creative process with the tools at hand. Even if you have the software at home, you are still required to come to class. This is a basic college policy.

## Course Requirements:

This is an art class. Your grades are based on your instructor's professional judgment of the success or failure of your concepts, aesthetics, and effort in completing assignments. In this class you will be graded at four intervals. There will be four creative challenges. Each of these will be weighted evenly (25%) in determination of your grade. Many times a student falls between grades. Rounding up or down will be determined by class participation. Class participation includes participation in discussions and interaction with instructor. ALL ASSIGNMENTS MUST BE COMPLETED TO PASS THIS COURSE.

Graded work will be retained for approximately 4-6 weeks into the following semester. If it is not picked up in this time period, it may be recycled. ALL PROJECTS MUST BE TURNED IN BURNED TO A CD IN THE PROPER FILE FORMAT. PLEASE BURN YOUR CD HERE IN OUR COMPUTERS AND CHECK THAT IT FUNCTIONS BEFORE YOU TURN IT IN!

In case of a campus emergency (power outages, hurricanes, war, famine, bee swarms) on a due date, the due date will be pushed back to the next available class session. If the College is closed for an extended period of a week or more, an adjustment of the course schedule will occur and you will be made aware of it the first day back. Late work will receive a 1 grade penalty—note the final project is due the last day of class, and therefore, cannot be turned in late.

Students are responsible for adherence to all College policies and procedures, including those related to academic freedom, cheating, classroom conduct, and other items included in the NWF State College Catalog and Student Handbook. Students should be familiar with the rights and responsibilities detailed in the 2011-12 NWF State College Catalog and Student Handbook. Plagiarism, cheating or any other form of academic dishonesty is a serious breach of student responsibilities and may trigger consequences which range from a failing grade to formal disciplinary action. Use of another person's images or designs constitutes plagiarism in this course. Only use your own images! Downloading any imagery from the internet for use in a project is strictly prohibited and will result in failure of the course. All of your work must be 100% originally produced by you. If you are unsure of what this means, consult with me immediately.

As a courtesy to other students and the learning process, students may not bring children with them to class sessions. Health and safety concerns prohibit children from accompanying adult students in any lab, shop, office or classroom or other college facility where potential hazards exist. If a child-related emergency means you must miss class, let me know when you return.

If you have special needs for which accommodations may be appropriate to assist you in this class, please contact the Office of Services for Students with Special Needs in Building C-1 on the Niceville Campus, or call 729-5372 (TDD1-800-955-8771 or Voice 1-800-955-8770). If you have special needs, you also must speak with me directly in the first week of class so that I fully understand and can create a plan to address your needs.

**Due to the nature of our facility and the sensitivities of our students, please refrain from wearing colognes or perfumes to class.**

### **What do your grades mean?**

**A=** Work turned in on time. Work that clearly exceeds the basic expectations of the assignment. Work of unusual quality or quantity and seriousness of effort.

**B=** Work turned in on time. Work that exhibits a clear attempt at exceeding the basic expectations of the assignment. Work exhibiting better than average quality or quantity and seriousness of effort.

**C=** Work of average quality and quantity. Work that satisfies essential basic requirements. Work that would benefit from further effort from student and more student interaction with instructor.

**D=** Work that is clearly not exhibiting the basic requirements of the assignment in either quality or quantity. An increase in effort is clearly needed and closer interaction with instructor is strongly suggested.

**F=** Work that fails to meet the lowest expectations for the assignment. This may be due to a simple lack of effort or may suggest that the student pursue other career goals.

### **Due Dates:**

Project 1: September 13

Project 2: October 11

Project 3: November 8

Project 4: December 6

### **Projects:**



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December 6 is the last required date of attendance, and project 4 is due that day. It cannot be turned in after this date. There is no final exam.