

Fall 2010

ART2602C: Digital Imaging I

9:00 - 10:45 am • Tuesday • August 24 to December 7

Benjamin Gillham, MFA • gillhamb@nwfsc.edu • 729-6019 • Office: 1-3:30 MWR, 10:45-12:00 & 1:45-3 T

Welcome to Digital Imaging! The Northwest Florida State College catalog describes this course as follows: “A digital illustration production course with a strong emphasis on concept development and image making skills. Students will make complex imagery based on manipulations of photographs or traditional drawings and paintings with an industry standard image editing/manipulation software. Access to an appropriate high quality digital camera required. It is recommended that students take PGY1801C at the same time or prior to taking this course.”

The purpose of Digital Imaging I is to begin giving you a technical and artistic experience with Adobe Photoshop. Some previous experience with Adobe Photoshop is desirable but not required for successful completion of this course. If you have no Photoshop experience, don't worry. I will work with people new to the software directly so that you can quickly master the techniques required to work on the projects presented in this course.

This class is an art course. Your creative skills will be challenged, and you will discover things about yourself and your abilities that you never knew. How do I know this? Students report it to me all the time. It is essential that you think of this class as an opportunity to develop your creative voice. Many of our students come in to this class thinking that they have very little to say creatively and visually. Many leave discovering that this is one of the biggest underestimations they have made! It is important that you understand that our studio is a place where it is not only safe to express yourself, but it is rewarding to do so. During the semester you will be continually encouraged to ask “what if?” and “why not?” Experimentation will be our method of work. Photoshop was designed to be experimented with, tinkered with. Magic doesn't happen in Photoshop by following canned recipes for effects. The magic lies in your creative ideas and your creative solutions to problems the projects present to you.

The success of your imagery in this course will have far more to do with your ideas and the photographs you take than with your technical skill with the software. You can do amazing things with Photoshop with just a short lesson! It is absolutely critical that you treat the software as ONLY a means to an end. Photoshop does not create ideas, and Photoshop does not produce imagery. Your creative mind, your eyes, and the camera in front of them do this.

The beginning of the semester will be spent exploring the Adobe Photoshop lesson manual. This will introduce you to all of the essential basic functions of the software. Next, you will be presented with three creative challenges that relate to using Photoshop. These challenges are designed to help you begin building a portfolio of creative work. It is creative design work that will get you a job in this field. Your creativity sets you apart from the other applicants. Good technique is easy to find. Good ideas are rare.

Throughout the semester, you are required to work ONLY with photographs that YOU have taken. NO STOCK PHOTOGRAPHY or borrowing is allowed. You need to be able to demonstrate that you can build custom imagery from the ground up yourself. DO NOT “raid the shoebox” to get through the semester. Certainly you will occasionally make use of old imagery from your photo album. The best results will come from shooting new imagery specifically for the assignments. Do not fall into the mode of working that says “OK is good enough.” We are here to climb the mountain folks, not just look at it and wonder what it might have been like to see the world from the top. If you are concerned with your photographic skills, we will work directly one on one to improve them. It is critical as we go through the semester that you interact with me and involve me in your creative process.



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, 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 Digital Rebel XS, XSi, or T1i kit

Canon 50D kit

Nikon D60 or D90 or D300 kit

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.

The best place for learning about individual camera features and capabilities is at this website:

www.dpreview.com

(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) *Adobe Photoshop CS4: Classroom in a Book* Training Manual. Available in the College Store.

(4) 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. It is presented in "blended" format this semester, allowing for less required class time. You are expected to either have a computer and Adobe Photoshop at home, or to use the open lab time available. You will be allowed two absences. After that, any additional absence will result in an immediate 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 will include illness and emergency and reasonable family issues. **YOU WILL NOT PASS THIS COURSE** if your attendance becomes a problem. If you have more than four absences of any kind by October 28 (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"

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. 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.

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 three intervals. There will be three creative challenges. Each of these will be weighted evenly (33.3%) 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.**

Your graded work will be placed in the designated area of the studio. If you are uncomfortable with this, I can hold it in the office until you choose to pick it up. 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 CDS HERE IN OUR COMPUTERS AND TEST THEM BEFORE TURNING 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 2010-11 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 imagery or designs constitutes plagiarism in this course. Only use your own photographs or other imagery!

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).

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.

Assignments:

You will start the semester by exploring lessons 1 through 11 in your Adobe Photoshop CS4 Classroom in a Book text. You will proceed through these in an essentially self guided manner, with any assistance you may need either from me or lab assistant. You won't print or turn in any of these lessons for a grade, but they are required as they are the best way for you to become familiarized with Photoshop. It is true that you could proceed through this book on your own without taking a class and learn many things on your own. By the end of the semester, you will discover that a great deal of the potential for success in the use of Photoshop obviously comes from your native talent and curiosity. However, having experienced users and teachers to talk over the creative and engineering processes that you need to complete assignments is invaluable. Do not miss the opportunity to explore these avenues! It is, after all, why you are here. Expect to finish these 11 lessons by September 28.

Project 1: [REDACTED]

DUE: October 12

[REDACTED]

[REDACTED]

[REDACTED]

Project 2: [REDACTED]

Due: November 9

[REDACTED]

[REDACTED]

[REDACTED]

Project 3: [REDACTED]

Due: December 7

[REDACTED]