

ARTS 289: Digital Imaging Techniques

Syllabus

ARTS 289: Digital Imaging Techniques

UNM Valencia, Digital Media Arts

Spring 2017 - Tuesdays & Thursdays: 10:30 am – 1:00 pm

Business & Technology Building, Room 111

UNM Blackboard Learn Enhanced Course

Instructor: M. Paige Taylor

Contact: mpaigetaylor@unm.edu

Campus Office Hours: Tuesdays, 1:00-2:00 pm

By appointment only on Tuesdays & Thursdays, 9:00-10:00 am

I'm always available via email (usually with a 24-hour response time)

Remember to include your full name and class name in the email.

Office location: Photography Darkroom, BT 149

COURSE DESCRIPTION

This course is designed to provide students with a fundamental working knowledge of the technical, aesthetic, and conceptual aspects of digital imaging techniques, digital photography, and photographic software. Lectures, demonstrations, discussions, and other online content will introduce various issues associated with the digital media presented and their accompanying technologies. Assigned projects, readings, presentations, online work and group critiques will assist in a critical understanding better preparing the student for further study in digital photography.

STUDENT LEARNING OBJECTIVES

Students will:

- Gain an understanding of the foundations of digital imaging and photography techniques including shooting in manual, aperture-priority, and shutter priority modes, digital workflow, editing, scanning, printing, and backing up.
- Develop a working knowledge of digital imaging software such as GIMP, Adobe Bridge, Camera Raw, Photoshop, and Lightroom; and the Mac operating system.
- Strengthen their ability to think creatively and visually, and successfully communicate their ideas through the visual language of photography.
- Hone their skills in discussing and critiquing their peer's artwork, as well as, discussing and defending their own artwork in a class critique setting and through small written assignments.
- Demonstrate an excellent understanding of the principles and elements of art (i.e. balance, rhythm, composition, color, etc.) and use this language in class critiques.
- Become more familiar with contemporary and historic artists/photographers as inspiration for their own practice.

STUDENT RESPONSIBILITIES:

- Students must have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the Learning Center. Required pre/co requisite is IT 101: Computer FUNdamentals. Students that fall behind due to lack of basic computer skills will be dropped.
- Bring a **USB Flash Drive** (at least 8 GB) to every class. Make sure it is clearly labeled with your name on it. Always keep a back-up of ALL classwork and homework.
- **UNM Email & Blackboard Learn Access:** Beginning Fall 2015 semester, all UNM-Valencia students will be required to have a UNM Net ID which can be created by going to: <http://it.unm.edu/accounts/>. UNM Net ID will give you access to the computer labs on campus, UNM Blackboard Learn and UNM Email. Make sure to update this information as your method of contact under personal information on Lobo Web.
- **Computer Lab Responsibility:** Please be advised that use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at <http://policy.unm.edu/university-policies/2000/2500.html>. Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges.
- In an effort to meet obligations under **Title IX**, UNM faculty are considered responsible employees. This designation requires that any report of gender discrimination which includes sexual harassment, sexual misconduct and sexual violence made to a faculty member must be reported to the Title IX Coordinator and the Office of Equal Opportunity (oeo.unm.edu). For more information on the campus policy regarding sexual misconduct, see: <https://policy.unm.edu/university-policies/2000/2740.html>
- **Academic Dishonesty and Plagiarism:** Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty. Any student who has been judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course. Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; and misrepresenting academic or professional qualifications within or outside the University.
- If you have a disability, please inform the instructor of your needs as soon as possible to ensure that your needs are met in a timely manner.
- Cell phones need to be muted during class times. If you must receive a call, leave the lab before you answer. No phone conversations in the studio. No web browsing, email, or text messaging during lectures, demos, discussions, or critiques.
- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES!!!**

ATTENDANCE AND PARTICIPATION:

- Students are required to complete all projects on time, participate in scheduled critiques, class discussions, and maintain a safe, respectable, positive class environment.
- Students are required to attend class, arrive on time, remain present until the end of class, and be prepared for each day's work. More than three absences without prior consultation may result in a failing grade or a drop from the class. Leaving early or arriving late three times results in one absence.
- If you have not attended class for three consecutive class periods and have made no attempt to contact the instructor, you WILL be dropped.
- Students who do not attend the first week of class will automatically be dropped.
- Students will need to work a few hours each week in addition to the scheduled class times. Open lab hours will be announced.

GRADING POLICY

- Grading is based on a timely completion of course assignments, the quality of individual technical and critical development, conceptual progress, personal commitment and the ability to work in a community studio setting. Personal commitment involves regular attendance, consistent effort, completion of work, participation in critiques and class discussions, and the general willingness to try. Make each project meaningful to yourself!
- Each assignment will culminate in a critique, which will consist of pinning up your work and/or projecting your completed work in class for all to see. All due dates will be announced on UNM Blackboard Learn, as well as on the syllabus. No full credit will be given for any late work. If an assignment is not presented on time, an automatic 0 will be issued. You will need to make arrangements with the instructor if you are planning to make-up the work, and a fair grade will be issued once the work has been submitted, presented, and critiqued.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, an incomplete may not be issued.

Grading Breakdown

			<u>A+ 101+</u>
			<u>A 94-100</u>
Project 1	10 points		<u>A- 90-93</u>
Project 2	15 points		<u>B+ 88-89</u>
Project 3	20 points		<u>B 84-87</u>
Project 4	20 points		<u>B- 80-83</u>
Final Project	30 points		<u>C+ 78-79</u>
Individual Meeting	5 points	for attendance & proposal	<u>C 74-77</u>
-----	100 points	TOTAL	<u>C- 70-73</u>
			<u>D+ 68-69</u>
Extra Credit	10 points	maximum for the semester	<u>D 64-67</u>
Receive up to 10 points extra credit for visiting an art gallery or museum and completing the "Looking at Art" sheet. Receive up to 5 points extra credit for attending visiting artist talks at UNMV. Instructor signature is required on the attendance form for credit. See UNM Learn for forms and more information.			<u>D- 60-63</u>
			<u>F 50-59</u>

Points will be added up and a letter grade will be issued according to the scale above:

SUPPORT INFORMATION, RESOURCES, & TUTORIALS

- **Open Studio Time: Digital Media Arts Open Lab:**
 - The Open Studio Lab is located in Room 123A in the Business & Technology Building (directly in front of the current B&T open computer lab Room 123). You will need to enter the lab through the current B&T computer lab and sign-in to use the computers.
 - Times and hours will be posted on UNM Learn.
- **Support for UNM Blackboard Learn:**

Blackboard Learn help: <https://learn.unm.edu/>
- **DMA / UNM Valencia Tutoring Services:**
 - We are proud to have our very own DMA tutor available for Digital Media Arts specific courses! - You can walk-in or if you prefer to make an appointment during these times, please call the Learning Center at 925-8900.
 - Custom tutoring services are available through UNM The Learning Center at <https://valencia.unm.edu/campus-resources/the-learning-center/index.html>
 - Online tutoring is also available.
- **Online Tutorials:**

Lynda.com Online Video Tutorial Library available free of charge to UNM students.
Login in at **lynda.unm.edu** with your UNM Net ID.
- **Instructor Support:**

Please feel free to email me at anytime with questions or concerns. Visit me during office hours or make an appointment.
- **Community Support:**

We will have a HELP FORUM discussion board in the Blackboard Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.
- **Accessibility & Equal Access:**
 - UNM-Valencia's accessibility/ADA compliance website:
<http://valencia.unm.edu/about/accessibility.html>
 - UNM-Valencia's Equal Access Services website:
<http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>

SUPPLIES

Required:

- USB external hard drive (jump drive, thumb drive). The bigger the better.
- Photo-quality printing paper, 8.5x11 (or larger). You'll need at least 25 sheets. Consider sharing with another student.

Preferred:

- Digital camera with manual, aperture-priority, shutter-priority shooting modes.
- (The department has one digital camera that can be checked out and leave campus. There are two digital cameras that can be checked out for on-campus use only.)

METHODS OF INSTRUCTION

Methods of instruction include in-class lectures, demonstrations, discussions, work-time, small writing assignments, and project presentations and class critiques. There will also be supplemental out-of-class and online instruction/homework that will include watching required video tutorials (at lynda.unm.edu).

In-Class Lectures, Demonstrations, Discussions, Work Time – each week we will meet twice on campus. A variety of issues will be presented and discussed.

Project Presentations and Critiques – There will be a total of five projects due throughout the semester. Guidelines will be detailed weekly in class, on the syllabus, and in UNM Learn. On days where you present your finished work to the class, we will come together as a group to critique the work and provide feedback to each other.

Video Tutorials – On UNM Learn, the student will access links to online video tutorials introducing, explaining, and/or reviewing techniques and concepts current to the material covered in the classroom. Students must watch the required online video tutorials within the week they are assigned and be prepared to discuss or demo techniques in class.

Other Activities – There may be other learning activities, like reading assignments, associated with the weekly content of the course that will be found in the Learning Modules or given in class. Students are required to make new photographs for their projects. Please allow or schedule the time to shoot OUTSIDE of class time.

PROJECTS

Project 1: Before and After

Objective:

Introduce and review the basic functions, tools, and workspace of Photoshop. Students are encouraged to explore the Photoshop interface and make discoveries on their own.

Assignment:

Using your own work, choose an image to edit. Use the tools (selection tools, image adjustments, filters, layers) you were introduced to and those you would like to play with to create a new image using the source file as one layer in the final “after” image. Both the before and after image will be projected for critique and do not need to be printed. Images will be added to the photography server.

PROJECT 2: Variations on a Theme

Objective:

Practice shooting the same subject matter in different ways and in different perspectives. Incorporate Photoshop into the student’s art-making practice as an additional tool for creating new images and perspectives. Present four final prints in class (8.5 x 11 inches).

Assignment:

Select a subject (person, place, or thing, i.e. a vase of flowers, your best friend, your guitar). Using just your digital camera and creativity, photograph your subject from different angles, perspectives, distances, depths of field, movement/blur, etc. How many different kinds of images can you make of the same subject? Shoot a lot!

Three of the four final prints should be:

1. photo of the entire subject
2. a close up
3. an abstraction

The fourth image will be created with Photoshop. Using the images you shot of your subject, chose at least two (or more) to combine or collage utilizing layer masks and blending techniques.

Print your four final images for the class critique: entire subject, a close-up of the subject, an abstraction of the subject, and a Photoshop-created image.

Write an explanation of why you chose your subject and what you tried to accomplish, visually and/or conceptually, with the different variations of images. The writing assignment must be typed and printed. Minimum of one paragraph; maximum of one page. Due at the same time as the four prints.

PROJECT 3: Movie Poster or Album Cover

Objective:

Research the styles used in movie posters or album covers and analyze the visual strategies used to promote their product, communicate the film or music genre, and persuade views to watch or listen. Use Photoshop techniques to create a movie poster or album cover to promote a film/band you imagine. Incorporate text with image. Present final image as 11x17 inch vertical print (movie poster) or 11x11 inch square print (album cover).

Assignment:

Imagine and write a one-paragraph synopsis for a feature film or a description of a band. Research the styles and visual techniques used in promotional movie posters or album covers. Think about how movie posters and album covers create a mood or feeling. Make your own digital images for the poster or album cover. (You may supplement your own work with found images.) Use Photoshop to combine and blend images and add text. Present final printed image in class critique. The writing assignment must be typed and printed and is due at the same time as the final print.

PROJECT 4: History & Influences: Artist Presentation & Inspiration Prints

Objective:

Research contemporary and historic photographers and select one photographer to study as a source of inspiration. Based on the styles and techniques of the chosen photographer, create new images that reflect or incorporate those styles and techniques. Through the process of working in a similar style, students should become more aware of camera position, lighting, and personal style in both the artist being studied and one's own developing style. Present chosen photographer and your own photographs to class in the form of a digital slideshow.

Assignment:

After researching contemporary and historic photographers choose one photographer who interests you. Learn their history, study their styles and techniques, discover what other artists, beliefs, goals, or life events influenced their artwork. Based on the styles and techniques of the chosen photographer, create your own new images that reflect or incorporate those styles and techniques. Observe: What is their subject matter, what kind of lighting do they use, how do they compose their images, what kind of feeling or attitude do their images convey, how do they use color (or black and white), in what time period and country did they work...? Create a PowerPoint, Google Slide, or similar formatted presentation for class. Include 5-10 images by the photographer you selected and 5-10 of your own images. Be prepared to talk about the history and images of the selected photographer as well as your own work, including how you achieved the similar look of the photographer who inspired you.

FINAL PROJECT: Self-Directed Series

Objective:

Create a series of work based on a self-directed subject matter agreed upon in the individual meeting with the instructor. Incorporate the methods learned in class to create a cohesive series of printed images to present in class.

Process:

Write a project proposal to be reviewed during individual meetings. Proposal should be typed and printed; minimum of one paragraph, maximum of one page. Considering the methods learned in class, shoot and print a cohesive series of 10-15 images that work together to express a specific idea, concept, or narrative. Final prints should be at least 8.5 x 11 inches. Write an artist statement for final project. Statement should be typed and printed; minimum of one paragraph, maximum of one page.

COURSE OUTLINE

WEEK 1 Tuesday 1/17 Thursday 1/19	- Introductions. Review syllabus, UNM Learn, photo server, iMac login - Review manual camera settings and digital workflow. Equipment & supplies overview. Check out cameras.	
	Homework: Lynda.com video tutorials. Shoot or collect images for Project 1. (Read two articles.)	
WEEK 2 Tuesday 1/24 Thursday 1/26	- Introduce Project 1: Before & After. Lecture: Photoshop, digital workflow, selection tools, adjustment layers, filters. Look at examples of art/photos. Demo with students. Demos by students. - Studio work time.	
WEEK 3 Tuesday 1/31 Thursday 2/2	- Project 1 due. Class critiques. (Images must be on photo server before 10:30am) - Introduce Project 2: Variations on a Theme. Lecture: Photoshop layer masks, blending, collage. Printing. Look at art/photo examples (abstraction, collage).	Project 1 Due: Before & After Tues. 1/31
	Homework: Lynda.com video tutorials. Shoot images for Project 2. (Read two articles.)	
WEEK 4 Tuesday 2/7 Thursday 2/9	- Studio work time. Presentation: Preparing images for print. - Studio work time. Printing. (Students must have their own paper.)	
WEEK 5 Tuesday 2/14 Thursday 2/16	- Project 2 Due. Class critiques. (Hang artwork in Student Gallery) - Introduce Project 3: Movie Poster or Album Cover. Look at examples. Lecture: Using text (Photoshop and maybe InDesign)	Project 2 Due: Variations on a Theme Tues. 2/14
	Homework: Lynda.com video tutorials. Shoot images for Project 3. (Read two articles.)	
WEEK 6 Tuesday 2/21 Thursday 2/23	- Studio work time. Research & collecting images. Presentation: Searching for and using online images. Intellectual property. - Studio work time. Students share inspiration (Images on photo server)	
	Homework: Shoot images for Project 3. (Read two articles.)	
WEEK 7 Tuesday 2/28 Thursday 3/2	- Studio work time. Short discussion on two articles. - Studio work time.	
WEEK 8 Tuesday 3/7 Thursday 3/9	- Studio work time. Printing. - Project 3 Due. Class critiques. (Hang artwork in Student Gallery)	- Project 3 Due: Movie Poster or Album Cover. 3/9
WEEK 9 Tuesday 3/14 Thursday 3/16	SPRING BREAK	
WEEK 10 Tuesday 3/21 Thursday 3/23	- Introduce Project 4: History & Influences Lecture: Photo history periods, genres, photographers - Studio work time. Research	
	Homework: Shoot images for Project 4	
WEEK 11 Tuesday 3/28 Thursday 3/30	- Studio work time. Students share inspiration ideas. (Images on server) - Studio work time. Demos of special techniques by request.	
	Homework: Shoot images for Project 4	
WEEK 12 Tuesday 4/4 Thursday 4/6	- Studio work time. Introduce Final Project. - Studio work time. Sign up for individual meetings.	
WEEK 13 Tuesday 4/11 Thursday 4/13	- Project 4 Due. Class critiques & presentations. - Individual meetings to discuss final project. Written proposals due. Studio work time.	- Project 4 Due: 4/11 History & Influences - Written proposal due.

COURSE OUTLINE

	Homework: Shoot images for Final Project	
WEEK 14 Tuesday 4/18 Thursday 4/20	- Studio work time. Presentation: Looking at specific artists for individual projects. - Studio work time Presentation: How to write an artist statement.	
	Homework: Shoot images for Final Project	
WEEK 15 Tuesday 4/25 Thursday 4/27	- Studio work time. - Studio work time.	
	Homework: Shoot images for Final Project	
WEEK 16 Tuesday 5/2 Thursday 5/4	- Studio work time. Print. Finish artist statement. - Final Project Due. Class critique. (Hang artwork in Student Gallery)	Final Project Due: Self-directed project Thurs. 5/4