ARTS 289: Digital Imaging Techniques

Syllabus

ARTS 289: Digital Imaging Techniques
UNM Valencia, Digital Media Arts
Spring 2018 - Thursdays: 10:30 am – 1:00 pm
Business, Technology, and Fine Art Building, Room B111
Hybrid - Studio

Instructor: M. Paige Taylor
Contact: mpaigetaylor@unm.edu

Office location: B111
Campus Office Hours: Thursdays, 1:00-2:00 pm, B111
                       By appointment only on 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.

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:
- Demonstrate competency in the foundations of digital imaging and photography techniques by creating images with a digital camera and establishing a digital workflow of importing, organizing, editing, scanning, printing, sharing, and backing up files.
- Develop a working knowledge of digital imaging software including Adobe 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.
- Evaluate, discuss and critique their peer's artwork, as well as, discuss and defend 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.
- Be introduced to 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.

- **Title IX:** In an effort to meet obligations under Title IX, UNM faculty, Teaching Assistants, and Graduate Assistants are considered "responsible employees" by the Department of Education (see pg.15 - http://www2.ed.gov/about/offices/list/ocr/docs/qa-201404-title-ix.pdf). This designation requires that any report of gender discrimination which includes sexual harassment, sexual misconduct and sexual violence made to a faculty member, TA, or GA must be reported to the Title IX Coordinator at 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:** (see https://policy.unm.edu/regents-policies/section-4/4-8.html). 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.

- **Disability:** If you have a documented disability, the Equal Access Services office will provide your instructor with a letter outlining your accommodations. The instructor will then discuss the available accommodations with you to determine the best learning environment. If you feel that you need accommodations, but have not documented your disability, please contact Jeanne Lujan, the coordinator for Equal Access Services at 925-8910 or jmlujan@unm.edu

- **Writing Assignments** must be typed and printed and include your name, assignment, and date.

- **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.

- In this hybrid course, students will need to work several hours each week in addition to the scheduled class time. Open lab hours are listed outside the lab, B123.

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. Due dates are listed on the syllabus and in the Project Introduction files on Blackboard Learn. 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

Project 1	5 points	
Project 2	10 points	
Project 3	15 points	
Project 4	15 points	
Final Project	30 points	
Online quizzes & discussion boards	25 points	
------------------------	100 points	TOTAL

A+	(97-100)
A	(93-96)
A-	(90-92)
B+	(87-89)
B	(83-86)
B-	(80-82)
C+	(77-79)
C	(73-76)
C-	(70-72)
D+	(67-69)
D	(63-66)
D-	(60-62)
F	(0-59)

Extra Credit   10 points   maximum for the semester

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 completing the "Looking at Art" sheet with an exhibition at the UNMV Fine Art Gallery. See Blackboard Learn for the "Looking at Art" sheet and more information.

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 outside the lab.

- **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:**
  Most online video tutorials will be through the Lynda.com Online Video Tutorial Library.

- **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:
- External hard drive (USB drive, jump drive, thumb drive). The bigger the better.
- Digital camera

Preferred:
- Digital SLR camera that allows control of aperture and shutter speed, and is capable of a RAW format.
  (The department has one digital camera that can be checked out and leave campus.)
- Photo-quality printing paper, 8.5x11 (or larger). You may need this to print your final project. Consider sharing with another student. Check Walmart for the best prices.
- Tripod

There is no required text book for this course.

METHODS OF INSTRUCTION

Methods of instruction include in-class lectures, demonstrations, discussions, work-time, small writing assignments, project presentations, and class critiques. There will also be supplemental out-of-class and online instruction/homework that will include watching required video tutorials, and participating in online discussion boards.

In-Class Lectures, Demonstrations, Discussions, Work Time – each week we will meet once 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 Blackboard 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 Blackboard Learn, students 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 take an online quiz and discuss in class.

Other Activities – Students are required to make new photographs for their projects. Please allow or schedule the time to shoot OUTSIDE of class time. Other learning activities may be assigned, as needed.

PROJECTS

Project 1: Before and After

Objective:
Students will be able to create a digital image, and using Lightroom, will import, edit, and export one image.

Assignment:
Watch the online video tutorials on Adobe Lightroom and take the quiz. Create a new digital image, or use one of your existing images. Using Lightroom, import your image. Explore the Develop module, then make at lease five edits in the Develop module. Export both the original (before) and edited (after) versions of your image. Upload your two images in Blackboard to the Before and After assignment. Present digital images in class and demonstrate edits.

PROJECT 2: Variations on a Theme

Objective:
Students will practice shooting and editing the same subject matter in different ways and in different perspectives. Students will develop a working knowledge of digital imaging software by incorporating Photoshop into their art-making practice as an additional tool for creating new images and perspectives.

Assignment:
Watch the online video tutorials on Adobe Photoshop and take the quiz. 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! Using Adobe Photoshop, make a variation of one of your photos by changing color. Using layers, make a variation of one of your photos by using repetition or creating a pattern. Using layer masks and blending techniques, make a variation of your photos by combining, collaging, and blending multiple images.

Final **six** images will be:
1. Photo of the entire subject
2. Photo with "interesting" angle or perspective
3. Abstract photo
4. Color variation

5. Repetition/Pattern variation
6. Combination/Collage/Blended variation

Present and critique **six** digital images in class.
Write an explanation of why you chose your subject and what you tried to accomplish, visually and/or conceptually, with the different variations. Writing assignment must be typed and printed. Minimum of 1 paragraph; maximum of 1 page.

PROJECT 3: Movie Poster or Album Cover

Objective:
Students will 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.
Students will use Photoshop techniques, including incorporating text with images, to create a movie poster or album cover to promote a film/band each student imagines.
Students will be introduced to the basics of digital printing and create their own final print and critique in class.

Assignment:
Research the styles and visual techniques used in promotional movie posters or album covers. Post 3-5 images of movie posters and/or album covers you like on Blackboard discussion board. Comment and respond to classmates.
Imagine a feature film or band/musical artist and write a one-paragraph synopsis for the film or a description of the band. Make your own digital images for the poster or album cover of the film or band you imagine. (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.

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

Objective:
Students will research and present selected information on the history of photography.
Based on the styles and techniques of a chosen photographer, students will create new images that reflect or incorporate those styles and techniques. Through the process of working in a similar style, students will become more aware of camera position, lighting, and personal style in both the artist being studied and one's own developing style.
Students will present their chosen photographer and their own photographs in class in the form of a digital slideshow.

Assignment:
Research selected sections of contemporary and historic photography. Present in class and on Blackboard discussion board. After researching history, choose one photographer who interests you, to study as a source of inspiration. 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 your chosen photographer, create your own new images that reflect or incorporate those styles and techniques. 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:
Students will create new work based on a self-directed subject matter agreed upon in the meeting with the instructor.
Students will Incorporate the methods learned in class to create a cohesive series of images to present in class.
Students will write a project proposal and final artist statement.

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 create a cohesive body of work that expresses a specific idea, concept, or narrative. 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: begins Monday 1/15		
Mon. - Thurs.		
Class Thurs.1/18	- Introductions, review syllabus, tour Blackboard Learn - Instructor Presentation: Basics of digital imaging Assignment: Post on discussion board. Due Sunday 1/21.	

WEEK 2: begins Monday 1/22		
Mon. - Thurs.	Assignments: Due before class - Thursday 1/25, 10:30am - Read syllabus and netiquette, look around online course. Take online quizzes. - Read discussion board. Comment/reply on discussion board. - Watch online videos. Take video quiz. Due Sunday 1/28.	
Class Thurs. 1/25	- Instructor Presentation: Intro to Project 1 - Before and After - Sign up for free trial of Lynda.com Assignments: Due Monday 1/29, 11:59pm - Watch video tutorials and take online quiz	Shoot photos for Project 1

WEEK 3: begins Monday 1/29		
Mon. - Thurs.	Assignments: Due before class - Thursday 2/1, 10:30am - Work on Project 1: Before & After - Submit Project 1 final, online	
Class Thurs. 2/1	- Present Project 1 (digitally) - Instructor Presentation: Intro to Project 2 - Variations on a Theme Assignments: Due Monday 2/5, 11:59pm - Watch video tutorials and take online quiz Shoot photos for Project 2	**Project 1 Due:** Before & After Submit online Present in class 2/1

WEEK 4: begins Monday 2/5		
Mon. - Thurs.	Assignments: Due before class - Thursday 2/8, 10:30am - Work on Project 2: Variations on a Theme Shoot photos for Project 2 - Read critique handout. Take online critique quiz. - Start writing assignment.	
Class Thurs. 2/8	- Studio day. Work on Project 2. Progress check by instructor. - Instructor Demo: layer masks Assignments: Due Monday 2/12, 11:59pm - Watch video tutorials and take online quiz - Submit draft of writing assignment.	

WEEK 5: begins Monday 2/12		
Mon. - Thurs.	Assignments: Due before class - Thursday, 2/15, 10:30am - Work on Project 2: Variations on a Theme - Edit writing assignment. - Submit Project 2 final images and writing assignment, online.	
Class Thurs. 2/15	- Present Project 2 (digitally). Class Critiques. - Instructor Presentation: Intro to Project 3: Movie Poster/Album Cover Assignments: Due Monday 2/19, 11:59pm - Research movie poster/album cover images. Post on discussion board.	**Project 2 Due:** Variations Submit online Present in class 2/15

WEEK 6: begins Monday 2/19	
Mon. - Thurs.	Assignments: Due before class - Thursday 2/22, 10:30am - Read & comment on discussion board. - Work on Project 3: Movie Poster/Album Cover. - Start writing assignment. - Watch video tutorials and take online quiz. Shoot photos for Project 3
Class Thurs. 2/22	- Studio day. Work on Project 3. Progress check by instructor. - Instructor Demo: digital printing (maybe scanning) Assignment: Shoot photos for Project 3
WEEK 7: begins Monday 2/26	
Mon. - Thurs.	Assignment: - Work on Project 3. Shoot photos for Project 3
Class Thurs. 3/1	- Studio day. Work on Project 3. Progress check by instructor. Print, if ready. Assignment: Due Monday 3/5, 11:59pm - Submit draft of writing assignment, online. Shoot photos for Project 3
WEEK 8: begins Monday 3/5	
Mon. - Thurs.	Assignments: Due before class - Thursday, 3/8, 10:30am - Work on Project 3. Print when ready. - Edit writing assignment. - Submit Project 3 final image and writing assignment, online.
Class Thurs. 3/8	- Present Project 3 (<u>printed</u>) in Student Gallery. Class critiques. **- Project 3 Due:** Movie or Album Submit online Present in class 3/8
WEEK 9: 3/12 - 3/18 **SPRING BREAK**	
WEEK 10: begins Monday 3/19	
Mon. - Thurs.	Assignment: Due before class - Thursday 3/22, 10:30am - Research photo history and prepare presentation. Practice presentation. - Submit photo history presentation, online.
Class Thurs. 3/22	- Instructor Presentation: Intro to Project 4 - History & Influence Images - Present photo history presentations (digitally). Assignments: Due Monday 3/26, 11:59pm - Post on discussion board. Shoot photos for Project 4
WEEK 11: begins Monday 3/26	
Mon. - Thurs.	Assignment: Due before class - Thursday 3/29, 10:30am - Work on Project 4. - Read and comment on discussion board. Shoot photos for Project 4
Class Thurs. 3/29	- Studio day. Work on Project 4. Progress check by instructor. Assignment: - Work on Project 4. Shoot photos for Project 4

COURSE OUTLINE

WEEK 12: begins Monday 4/2		
Mon. - Thurs.	Assignments: Due before class - Thursday, 4/5, 10:30am - Work on Project 4. - Submit Project 4 presentation, online.	
Class Thurs. 4/5	- Present Project 4 (digitally). Class critiques. - Instructor Presentation: Intro to Project 5 - Self-directed project Assignments: Due Monday 4/9, 11:59pm - Submit Project 5 written proposal. Shoot photos for Project 5	**- Project 4 Due:** History & Influence Submit online Present in class 4/5
WEEK 13: begins Monday 4/9		
Mon. - Thurs.	Assignment: - Check/Read instructor feedback on project proposal. Shoot photos for Project 5 - Work on Project 5	
Class Thurs. 4/12	- Instructor Presentation: Artist Statement. - Share proposal ideas. - Studio day. Work on Project 5. Assignment: - Work on Project 5. Shoot photos for Project 5	
WEEK 14: begins Monday 4/16		
Mon. - Thurs.	Assignment: - Work on Project 5. Shoot photos for Project 5	
Class Thurs. 4/19	- Studio day. Work on Project 5. Print, if ready. Assignment: - Work on Project 5. Shoot photos for Project 5	
WEEK 15: begins Monday 4/23		
Mon. - Thurs.	Assignment: - Work on Project 5. Shoot photos for Project 5 Shoot photos. Work on Project 5. | Submit draft of artist statement. Due Sunday 4/29.	
Class Thurs. 4/26	- Studio day. Work on Project 5. (Print) Work on artist statement. Assignments: Due Monday 4/30, 11:59pm - Work on Project 5. Shoot photos for Project 5 - Submit draft of artist statement.	
WEEK 16: begins Monday 4/30		
Mon. - Thurs.	Assignment: Due before class - Thursday 5/3, 10:30am - Finish up Project 5. Edit artist statement. - Submit Project 5 final images with artist statement.	
Class Thurs. 5/3	- Present Project 5. Class critiques.	**Project 5 Due:** Self-directed project Submit online Present in class 5/3