

## **DIGITAL IMAGE MAKING**

### **Art 2123**

**Instructor: Dan May**

[dgmay@saumag.edu](mailto:dgmay@saumag.edu)

Office Hours: M-W 11:00 AM-2 PM

FR after 11:00AM by appointment only.

Lab Hours: 8:00 AM-7 PM

### **Grades:**

A=(92-100)

B=(91-83)

C=(82-74)

D=(73-65)

F=65 and below

**CLASS SUMMARY:** Introduction to Digital Graphics programs, and XHTML; Adobe Photoshop , Illustrator, InDesign, Flash and Dreamweaver, BBEdit in MAC and PC environments (mainly MAC) will be covered in order to familiarize the student with all possibilities. Class designed to give an overview of the tools required to become proficient in the work environment while integrating practical design principles. All scheduling and assignments subject to change based on the class' development.

25% Grade based on Midterm and Final

10% on Quizzes

65% on Assignments

**COURSE GRADING:** Evaluation for this course will come from the following:

Process book: How you develop your ideas.

Projects iteration: How well you incorporate and innovate from your initial stages through completion of production to presentation. i.e.

1. Innovation/creativity-problem solving, concept, composition, color, form, line are evaluated
2. Research, technical proficiency, effectiveness, and clarity of message
3. Work ethic, tightness, cleanness, timeliness, presentation, as well as critiquing skills
4. Projects will be weighted by a point scale according to how long they take to complete (a 2 week project will not be worth as much as a 3 week etc.)

**Warnings:** Please refrain from using any clip art or download copyrighted imagery from Google, Yahoo etc., to use in your work. Originality and personal pride in your work are necessary components of any designer/artist.

**Requirements and Texts: *Web Design in a Nutshell:*** Niederst Robbins

Deadlines, deadlines, deadlines. We all hate deadlines. Unfortunately, as it exists in the workplace, so it is here. All deadlines must be met at the time posted. Any work turned in after the deadline will be penalized a grade for each day of delay unless prior arrangements have been made. All work must be presented in its final form on black matte board with one inch borders when printed but must be presented as a Digital Composition in any and all browsers.

### **Materials:**

Process Book detailing your process will be evaluated along with critiques.

Tools: 11x17 Pad as your Journal.

Drawing Utensils of your choice, Smaller Sketch pad for thumbnails, Notebook and Binder

for "inspirational materials". Exacto knife and blades. Black matte board for

mounting work. Rubber cement, or Spray Mount, Black Markers with brush points, thick points and

fine points, Calligraphy Ink pen, pencils. Blank CDs for backing up work, flash drives,

thumbnail removable, etc for keeping your files. Any other materials that you may feel are necessary.

(Materials may be purchased on line at any retailer such as Michaels, Hobby Lobby, Daniel Smith, Utrecht, Dick Blick et al. or if you prefer at your local purveyor of Art paraphernalia)

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### **Schedule:**

#### **Week 1**

T: Introductions: Differences in usage between programs.  
Vector v Bitmap

TH: Familiarizing with menu bar and tool bar. Photoshop  
Saving and Backing up data. In class exercise. Using the pen tool.

#### **Week 2**

T: Clipping Paths, Layers, Channels.

TH: Vector v. Bitmap images (resolution issues)  
In class exercise with the pen tools for "stripping" out photos.

#### **Week 3**

T: Familiarizing with menu bar and tool bar. Illustrator  
Understanding placed images in Illustrator, smart images in Photoshop.  
Type tools and filters. RGB v. CMYK, Grayscale v Duotone.

TH: Image adjustment and conversion issues. Pantone spot colors. In class exercise.

#### **Assignment 1.**

***Simple photography exercise and page layout.***

#### **Week 4**

T: **Quiz. 25 questions.**  
Critique Assignment 1.

TH: Turn in assignment1  
Exercise using layers and masks.

#### **Week 5**

T: Shortcuts and action set creation for speeding workflow. Turn in Assignment 1.  
How to communicate with a client and get specific with requests.

TH: Mock interview with client for a logo and ad design.

#### **Assignment 2.**

***Interestingly enough...create ad and logo based on interview.  
Work on thumbnail sketches for next "interview."***

#### **Week 6**

T: Overlaying layers for effect. Critique Sketches.  
Creating illustrator vectored art from drawings.  
Tracing images by hand in Illustrator v. Letting the program do it.

TH: Critique Assignment2

#### **Week 7**

#### **Week 8:**

***T: Midterm Test***