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GRANDE PRAIRIE REGIONAL COLLEGE  
DEPARTMENT OF FINE ARTS

DD 2280 Digital Imagery III 3 (1-0-2) full year

**Instructor:** Ken Housego, Office L128, 539-2813  
Appointments must be confirmed ahead of time.

**Location:** L124 Computer Lab

**Dates:** September 7 to December 7, 2000  
January 4 to April 10, 2001  
No class February 27 to March 2, Winter Break

**Times:** Tues. and Thurs. 10:00 AM. to 11:20 AM.

**Prerequisite:** Ar 1360 and Ar 1370, Visual Fundamentals I & II  
Ar 1180 and Ar 1190, Digital Imagery I & II

**Course Description:**

AR 2280, Digital Imagery III is an *intermediate/professional* level studio course that seeks to develop an in depth appreciation and understanding of two dimensional digital imagery. Students will develop a critical insight and working knowledge of major image editing programs.

**Course in Perspective:**

This course deals with the aspects of creating two-dimensional imagery using Adobe Photoshop as the primary application. Adobe Photoshop is a major image editing program use in desktop publishing, advertizing, web pages, two-dimensional interactive animation. There will be a balanced emphasis placed on exploration, creation of digital images and a solid understanding of the application in study. Students are expected to work consistently, with a high degree of personal motivation, throughout the term.

As technology and trends change, other applications may be added to complement or replace Photoshop.

Class meeting times will include lectures, orientation to software, group discussions of work, and time for students to pursue assignments or individually initiated projects. Attendance at each class meeting, full participation in class discussions or activities, and completion of work are imperative.

### **Objectives:**

Students will :

1. develop visual and critical thinking skills pertaining to digital image editing and arrangement.
2. develop specific computer skills and techniques using current applications.
3. develop an awareness of the impact the computer is having on modern imagery in society and culture.
4. apply two-dimensional elements of design:  
line, shape, value, texture, colour, tone and volume.

### **Criteria for Assessment:**

1. The standard of work produced.
2. Creative and aesthetic quality of the work.
3. The degree of knowledge and understanding of the computer application in study, as reflected in the work.
4. The degree of knowledge and understanding of the elements and principles of composition.
5. Progress achieved overall.

6. Overdue assignments will be penalized. Work must be completed within seven days of original deadline or failure, **may constitute a "0" grade.**

7. Professional Orientation as indicated by commitment, and involvement in collective and individual critiques, completion of assignments, meeting deadlines, time spent additional to class hours, and attitude.

**More than 10% absenteeism may constitute a failure except for medical or extenuating circumstances (in which case a doctor's letter will be required). Lateness will be noted.**

**Assessment and Grading:**

1. **Mid-term:**

40%	Mid-term (Portfolio of assignments)
2.5%	MAD Friday Presentations (See separate sheet)

2. **Final Grade:**

40%	Mid-term
45%	Final (Portfolio of assignments)
2.5%	MAD Presentations (Fall)
2.5%	MAD Presentations (Winter)
	(See separate sheet)
5.0%	In class quizzes, (on going)
5.0%	Day to Day Participation

There will be number of quizzes throughout the course.

## References:

- Dayton & Davis. The Photoshop 5 Wow Book. Berkeley: Peachpit Press.,1999.
- Niffenger, Bill. Photoshop Filter Finesse. Toronto: Random House Electronic Publishing., 1994
- Millar & Zaucha. The Colour Mac - Design Production and Techniques. Carmel: Hayden., 1992
- Appropriate manuals for software applications and hardware.
- Selected magazine articles.

## Materials:

**Using Photoshop 5.0 Simple Solutions. Essential Skills**  
(Dan Giordan and Steve Moniz ,1998 \$43.00

**Zip Cartridges 6 (\$120.00)** It is highly recommended that you make a back up copies of your work final work and progressive stages of development.

One package of **Photo Quality Print paper**, about \$45.00 for 50 sheets

**Funds for one large scale print** through *Picture Perfect*  
about \$35.00 to \$100 .00 (project Pending)

**Camera/Film.** There will be a number of projects that will require you explore and gather original imagery from the real world. (not the internet) If you do not own a camera you will be expected to purchase about six disposable cameras. They range in price from \$7.00 to \$13.00 with a flash., on the average \$10.00 each. There all have one day processing

**Important Notes Next Page**

**Homework:**

Projects will be assigned for homework and expected on the date required. Failure to finish projects on time for class critiques will affect student's final evaluation. Students will be expected to invest a minimum of three hours a week in the computer lab.

**Notes:**

Students will be expected to invest a minimum of three hours a week out of class.

Unless otherwise directed by the instructor, all work produced for the course must be retained until after the final assessment at the end of the term.

The Fine Arts Department will not assume responsibility for lost or stolen portfolios or zips

**All scanned images used in any project must be submitted in a plastic slip cover at the same as the digital file.**

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ALL WORK IN PROGRESS MUST BE REMOVED FROM THE HARD DRIVE AFTER YOUR WORK SESSION AND STORED ON A ZIP CARTRIDGE. THE HARD DRIVE IS FOR WORK SESSIONS ONLY.

COMPUTER HARD DRIVES WILL BE CLEANED ON A REGULAR BASES.  
(YOUR WORK WILL BE TRASHED.)

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