



# DEPARTMENT OF FINE ARTS

## VISUAL ARTS, DIGITAL DESIGN COURSE OUTLINE

### DD 2280 Static Media, Bitmap

**Course Title:** DD 2280 A2 Static Media, Bitmap  
3 (2-0-4) UT

**Dates:** September 7 – December 9, 2004  
No class on November 11

**Class Time:** Tuesday and Thursday 2:30 p.m. – 5:20 p.m.  
**Class Location:** Design Studio 1

**Instructor:** Ken HouseGo  
**Office:** DS 130  
**Phone:** 539 – 2813  
**E-mail:** [housego@gprc.ab.ca](mailto:housego@gprc.ab.ca)

**Prerequisite:** DD 1190, and AR 1370 or AR 2430

**Transfer:** Athabasca ARTT 2xx (3) option  
U of C Sr. FINA (3)  
Augustana ART 213 (3)  
U of A ART 1xx (3)

**U of A** — A maximum of 6 units of courses weight credit may be granted from DD 1160,1170,1180,1190,2180,2190,2260,2270,2280 and 3705 in the BFA/BDes program only. Student must also have credit in GPRC's Ar 1360 and 1370 when used for credit in the BFA(Art and Design) or BDes programs.

*Expect to have a portfolio of works when applying for transfer.*

**Calendar Description:** Application of two-dimensional art elements applied to Digital Media; drawing, painting, mixed materials, image manipulation, colour and composition using appropriate software. This digital media course is at the intermediate level with an emphasis on visual design and creative image solutions.

**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, tonal and colour correction. There will be a balanced emphasis placed on exploration of the digital aesthetic, 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.

Class meeting times will include lectures, orientation to software, group discussions of work, quizzes 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.

**Required Texts:** **Photoshop 7** Visual QuickStart Guide  
(Elaine Weinmann and Peter Lourekas , 2003 \$38.99

**References:**

Dayton & Davis. The Photoshop 7 Wow Book. Berkeley: Peachpit Press., 2003.

Biedny, Monroy, Moody. Photoshop Channel Chops. New Riders., 1998

Michael Kieran. Photoshop Color Correction. Peachpit Press., 2003.

Selected magazine articles.

Appropriate manuals for software applications and hardware.

**Assignments:** 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 six hours a week in the computer lab.

<b>Objectives:</b>	<u>Students will:</u>  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.
<b>Criteria for Evaluation:</b>	<ol style="list-style-type: none"><li>1. Creative and aesthetic quality of the work.</li><li>2. The degree of knowledge and understanding of the computer application in study, as reflected in the work.</li><li>3. The degree of knowledge and understanding of the elements and principles of composition.</li><li>4. Overdue assignments will be penalized 10% per day. Work must be completed within seven days of original deadline or failure, <b>may constitute a "0" grade.</b></li><li>5. 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.</li><li>6. Students late for a quiz will have a 5-minute grace period afterwards they will receive a grade of zero and not be allowed to write.</li></ol> <p><b>More than 20% 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. Absences must be accompanied by a doctors note:</b></p>

**Assessment and Grading:****A. Final Grade:**

80% Class and Home Assignments

10% Quiz

10% Participation

**B. Mid-term:**

A number grade based upon assignments completed. Mid-term may be an indicator grade only for the student's reference on his/her performance in this course.

There will be number of quizzes, close book and take home throughout the course.

**Materials, Supplies:****Photoshop 7 Visual QuickStart Guide**

(Elaine Weinmann and Peter Lourekas, 2003 \$38.99)

It is highly recommended that you make CD back up copies of your work final work and progressive stages of development. *Do not use Zip Cartridges. They are unreliable.*

Rag and Photo Quality Print papers, and various media for working into the digital prints. (Price varies)

Large Format HP Printer paper cards can be purchased .

Expect to spend about \$150.00 to \$200.00

**Notes:**

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 for lost files on the lab computers and server

**Studio Procedures:** Students are expected to set up prior to class commencing. So that lectures and demonstrations can proceed uninterrupted. Theses will not be repeated for latecomers.

Many students will be using the studio, so it is important to maintain care in setting up and cleaning of the space you use and to exhibited consideration towards the workspace, materials and other students.

If there is any doubt as to the safety of the work being undertaken while the instructor is absent the student will consult the technician before continuing to work.

**Over View: Static Media, Bitmap:**

**A. Recap:**

- Terms
- File Types
- General Overview Basic operations
- Colour Environments
- Blending Modes
- Layer Masks

**B. Intro Follow Along** (if required):

- Recap the very basics of the application.
- Continues exploration and introduction to new tool aspects throughout the course.

**C. Initial Assignment:**

- Three Image Narration – Just to get thing on a roll
- Recap scanning and printing
- Recap masking and montage techniques
- Texture, bases if the digital surface

**D. Colour/ Tonal Correction**

- Adjustment Layers with masks and grouping for responding
- Levels and Aim Points
- Curves
- Sharpening (USM)

**E. Interpretation of a Digital Master**

(D. Fenster, A. Buelow, N. Shea & ...)

**Over View:**  
Continued:

**Digital Interpretation of a  
Contemporary Master**

(J. Dine, L. Rivers. Buelow, R. Rauschenberg & ...)

**The Development of a Digital Aesthetic**

- On going
- Extending a personal digital aesthetic using image/layer integration

**F. Large Format Gray Scale Compositions  
And Mix Media Explorations**

- The use of textural noise
- Utilization of other media
- Personalization of the media and approach
- Cross application manipulation

**G. Colour Correction**

- Curves and Aim Points

**G. Effects Pre- Photoshop 5**

- Edge effects and Actions
- Exploratory use of channels

**H. Thematic Study, A Series of Works**

- portfolio quality works stressing the print as the final out put.

**Note:** This is a rough overview and may not be followed item by item; new topics may be added and or modified depending on the student levels of success.

