

# ARTS 289 – Digital Imaging Techniques

UNM Valencia, Digital Media Arts

updated 1-2013

Spring 2013

Tuesday & Thursday, 1:30pm – 4pm

WebCT Enhanced Course

**Professor: Alexa Wheeler**

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Campus Office Hours: Monday & Wednesday 9:30am – 10:30am  
And by appointment

Virtual Office Hours: by email, text, IM, and by appointment for live chat  
\*\*see "How to Contact the Instructor" below

Office: Business & Technology Building Rm. 110A

## 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 the Adobe Photoshop Creative Suite Software. Lectures, demonstrations, group/online 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.

## Objectives

- Demonstrate excellent understanding of the foundations of digital imaging and photography techniques, including manipulating, shooting, scanning, printing, and storing images.
- Demonstrate several advanced features in Photoshop.
- Enhance your ability to think visually and communicate your ideas as such.
- Perfect your ability to discuss and defend your work and critique others in relation to concepts, ideas, techniques, processes, and experiences.
- Understand major developments in photographic arts as they have occurred throughout time.
- Develop a familiarity with the variety of media available in the photographic arts and understand the limitations and opportunities offered by these various materials and techniques.
- Demonstrate an excellent understanding of the components of art and design (balance, unity, line, composition, color theory, visual rhythm, etc...), and use this language to discuss, debate, and create.
- Gain an excellent working knowledge of the Mac computer and its operating system

## Required Online Subscription

**[lynda.com Online Video Tutorial Library – Photoshop CS4 Essential Training](http://www.lynda.com)**

Available free of charge to UNM students at: [lynda.unm.edu](http://lynda.unm.edu)

## Student Responsibilities/Attendance/Participation

### Student Responsibilities:

- Students must have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the TLC. 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 4 GB) to every class. Make sure it is clearly labeled with your name on it. Always keep a back-up of ALL classwork.
- Have a UNM email to access WebCT:
  - o Students will access supplemental information, class agenda/syllabus, and their grades through WebCT at <https://vista.unm.edu>. Just enter your NetID and your password. You must set-up a UNM email account (<https://netid.unm.edu>) if you do not already have one.
- If you have a disability, please inform me 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/Participation:

- Students are required to complete all projects on time, participate in scheduled critiques/class discussions, watch posted Lynda.com video tutorials in the week they are posted, and maintain a safe, respectable, positive lab 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 text/email/IM/contact me, 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:

- 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 in the YELLOW BOX on WebCT, 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 me 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, minus an automatic one letter grade deduction.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, and incomplete may be issued.

## Grading Breakdown

### Semester Requirements:

Projects (4)	60 points	15 points each
Final Project	30 points	
Individual Meeting	10 points	for attendance and preparedness

### Extra Credit:

Extra Credit	10 points maximum for the semester
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Points will be added up and a letter grade will be issued according to the following scale:

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

# How to Contact the Instructor

## Weekly Office Hours:

- Office Hours are held weekly on-campus and virtually.
- On campus, the office hours are:
  - o Monday & Wednesday 9:30am – 10:30am in B&T Rm. 110A, or check other DMA classrooms
  - o Also, by appointment
- Virtually, reach me any other time through email, text, IM (see below).

## Email:

I prefer all email to be from the internal WebCT class email. How to email through WebCT is clearly explained in the "Getting Started" Learning Module. I will check this WebCT email regularly and will respond to all emails within 48 hours (72 hours weekends), and usually sooner.

Although less preferred, you can email me at [alexa08@unm.edu](mailto:alexa08@unm.edu). In the Subject Line of the email, ALWAYS write your full name and class number. For example – "Laurie Anderson ARTS 289"

## Instant Messaging:

If I am available to talk, I will set my status to online. You will first need to set up an account with the following services, then you can use these IM services:

### Google Talk - "alexatoast"

Set up a Gmail account: [gmail.google.com](http://gmail.google.com)

Email me with your gmail address: [alexatoast@gmail.com](mailto:alexatoast@gmail.com)

I will add you & you add me to your buddy list

GOOGLE TALK HELP: <http://www.google.com/support/talk/?hl=en>

### Yahoo Messenger – "alexatoast"

Download Yahoo Messenger:

Mac: <http://messenger.yahoo.com/download/>

PC: <http://messenger.yahoo.com/download/win/>

Once successfully downloaded, open the program. Add me to your contacts by clicking on the "+" at the bottom left of the screen. My Messenger ID is – [alexatoast@yahoo.com](mailto:alexatoast@yahoo.com)

### AIM (AOL instant messaging) – "alexawheeler"

### Skype – "alexatoast"

Download a Skype account:

Mac: <http://www.skype.com/download/skype/macosex/>

PC: <http://www.skype.com/download/skype/windows/>

Once successfully downloaded, open the program. You can "call" me by typing – alexatoast – in the search bar.

SKYPE HELP: <http://www.skype.com/help/guides/>

## WebCT Chat:

If I am online in the WebCT system, invite me to chat!

## Text:

You can also reach me **BY TEXT ONLY** at: 505-515-1055. I WILL NOT answer phone calls and ask that you please NEVER LEAVE A MESSAGE!!! Any messages left by students will be deleted and will not constitute an attempt at communication. In the event of an absence, you will be counted unexcused if you only left a message and made no other written attempt at communication. All communication between instructor and student outside of class time MUST be in written format for this class. If you must reach me or have an emergency, USE: email, IM, text.

## Support Information, Resources, & Tutorials

### **Open Studio Time – Digital Media Arts Open Lab & Darkroom:**

- 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.
- Monday through Thursday 8:00am to 8pm
- Friday 8:00 am to 4:00 pm. Some closures on certain dates – see WebCT

### **Support for WebCT:**

- o - WebCT help: <http://webctinfo.unm.edu/student/>.

### **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 The Learning Center <http://www.unm.edu/~tutor/>. Even online tutoring is available

### **Other tutorials:**

- I will post a number of links to video tutorials in WebCT for this course.

### **Instructor Support:**

- Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

### **Community Support:**

- We will have a HELP FORUM discussion board in the WebCT 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.

## Method of Instruction

Methods of instruction include in-class lectures, demonstrations, discussions, work-time, and project critique/presentations. There will also be supplemental out-of-class and online instruction/homework that will include watching required video tutorials.

**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 5 projects due throughout the semester. Guidelines will be detailed weekly in class, on the syllabus, and in WebCT. 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** – In the Weekly Learning Module in WebCT, 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 in a timely manner, within the week they are posted, and before the class in which we will be discussing the content of the tutorials.

**Other Activities** – There may be other learning activities associated with the weekly content of the course that will be found in the Learning Modules or given in class.

# Course Schedule

## Spring 2013:

Semester begins January 14

Semester ends May 4

## HOLIDAYS:

Spring Break: March 10 - 17– Week 9

<b>Dates</b>	<b>Schedule</b>	<b>Projects</b>
<u>Week 1</u>	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Review Syllabus</li> <li>• Review WebCT</li> <li>• Lecture</li> <li>• Equipment Overview</li> <li>• Supplies Overview</li> </ul>	
<u>Week 2</u>	<ul style="list-style-type: none"> <li>• Digital Camera Capture, Photoshop, Levels Curves, Basic Paint tools, basic selecting, opening/saving files, classroom network</li> </ul>	
<u>Week 3</u>	<ul style="list-style-type: none"> <li>• Composing &amp; Critiquing</li> <li>• Pick Facebook artists and begin making profiles in class</li> </ul>	<b>Project 1 Due:</b> <i>Before &amp; After</i>
<u>Week 4</u>	<ul style="list-style-type: none"> <li>• Edges, selection tools, burning &amp; dodging, mixing tools, cleaning &amp; fine-tuning, layers, layer masks, opacity masks, compositing</li> <li>• <b>Lecture – Composition &amp; Critique</b></li> </ul>	
<u>Week 5</u>	<ul style="list-style-type: none"> <li>• Printing</li> <li>• Work time</li> </ul>	
<u>Week 6</u>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	
<u>Week 7</u>	<ul style="list-style-type: none"> <li>• <b>Project 2 Critique</b></li> </ul>	<b>Project 2 Due:</b> <i>Subject &amp; Abstractions</i>
<u>Week 8</u>	<ul style="list-style-type: none"> <li>• Digital SLR, camera modes, light metering, exposure, using the studio &amp; lighting</li> <li>• <b>Lecture – What's the Message?</b></li> </ul>	
<u>Week 9</u>	<ul style="list-style-type: none"> <li>• SPRING BREAK</li> </ul>	
<u>Week 10</u>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	
<u>Week 11</u>	<ul style="list-style-type: none"> <li>• <b>Project 3 critique</b></li> </ul>	<b>Project 3 Due:</b> <i>Media/Social Critique</i>
<u>Week 12</u>	<ul style="list-style-type: none"> <li>• Scanning, digitizing, color perception, color management</li> <li>• <b>Lecture – Stop-Motion</b></li> </ul>	
<u>Week 13</u>	<ul style="list-style-type: none"> <li>• <b>Project 4 critique</b></li> </ul>	<b>Project 4 Due:</b> <i>Presentations</i>
<u>Week 14</u>	<ul style="list-style-type: none"> <li>• Individual Meetings</li> </ul>	
<u>Week 15</u>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	
<u>Week 16</u>	<ul style="list-style-type: none"> <li>• <b>Final Project critique</b></li> </ul>	<b>Final Project 5 Due:</b> <i>Self-Directed Series</i>

## Project 1: Before & After

### **Objective:**

To introduce the basic functions, tools, and workspace of Photoshop. To encourage you to explore the Photoshop interface and make discoveries on your own.

### **Image:**

Using your own work, choose an image to manipulate. Use the tools you were introduced to and those you would like to play with to create another image using the source file as one *layer* in the final product. The image will be projected for critique and does not need to be printed.

## Project 2: Subject & Abstractions

### **Objective:**

Select a subject. Decide why this is an interesting subject to shoot. Demonstrate your knowledge of digital photographic techniques through use of shooting your own digital images. Demonstrate your knowledge of digitizing images (negatives, prints, photos, 3-dimensional objects, etc...). Think up, compose, shoot, and print four images based on these criteria:

### **Set 1:**

Shoot as many pictures as needed. Consider panning, subject movement, and depth of field. Print three different views of this image: the entire object, a close-up, and an abstraction. Images must be **at least 5" x 7"**.

### **Set 2:**

Using one of the images from Set 1 as a layer, create a collage in Photoshop using layers, masks, blending modes, opacity levels, and more. Print one large format image **at least 11" x 17"**.

You will present **four printed images** at critique for this project: entire object (1), a close-up of the object (1), an abstraction of the object (1), and a Photoshop digital collage (1).

## Project 3: Media/Social Critique using Lighting

### **Objective:**

To introduce the wide variety of possibilities of digital imaging and photography, including advertising and the media. To critique advertisements and create your own dramatic statement using your knowledge of media techniques and lighting to create mood, shock, and other effects. To use Photoshop to enhance your effects, as well as add text.

### **Image:**

Take a digital photograph using the backdrop and studio lighting. Choose an object(s) and/or theme that you will use in an advertisement, campaign, and/or commentary. Use lighting to make the image(s) as dramatic or static as you choose, but use the lighting intentionally! Print an image **no smaller than 11" x 17"** as a poster for this project.

## **Project 4: History & Influences: Artist Presentation & Inspiration Prints**

### **Objective:**

Research the history of photography. Discover what influences photographers have on their artwork. Choose an artist and create prints using a similar style as your chosen artist. Observe print presentation, choices, lighting, and content of an artist you admire. Through the process of working in a similar style, you should become more aware of camera position, lighting, and personal style in both the artist you are using as an inspiration and your own developing style.

### **Process:**

Select a contemporary or historical photographer that you like. Find out about his/her life, his/her work, the time period in which they work/worked, and what influences/influenced his/her work. Use the textbook, library, Internet, ArtStor, WebCT, etc.... as sources.

Create a 5 minute presentation of the artist and their work, and then present your inspiration prints. You can choose your own format – slideshow (PowerPoint, Keynote, Google Office, etc...), video, etc...You must include at least 15 images of the artists work and at least 5 of your own. You will present the to the class.

### **Set:**

Using the artist's influences as your own, shoot as many pictures as needed using digital techniques. You will present these images digitally to the class as part of your presentation.

## **Project 5: Final Project – Personal Voice/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. Think – theme, series. Consider – Stop Motion

### **Process:**

Shoot and either print or project compositions and/or stop motion animations that will explore the development of a common idea and/or subject through the use of multiple imagery. Shoot and print as much as needed. Create a small series (**6 to 10 individual photos, at least 8" x 10"**) exploring the use of photography as an extension of your own voice. Create a narrative – tell us a story (personal, fiction, political, etc.)