

Digital Imaging

Agnes Scott College studio art process
log



ART 244: Digital Processes

Meeting time/place

Monday and Wednesday, 10:30-12:20, Dana 210 — Mac Lab

Instructor

Nell Ruby, x5458, Dana 115 (first floor, next to the kitchen)

Office hours

Tuesdays and Wednesdays: 3:30-4:30, and by appointment

Course Description:

Catalog:

Introduction to digitally based design using the Macintosh platform as a tool to work with typography, photography, illustration, and time-based imagery. Software includes Adobe PhotoShop (CS5), Adobe Illustrator (CS5), and Final Cut Xpress. Projects are conceptually based and focus on experimenting with direct hand-work, digital effects and various modes of presentation. Emphasis on understanding reading and designing meaning and message in visual expression.

In this course we will explore a range of digital media in the quest for meaningful visual expression. The value of the computer is its relationship to the hand, the head and the heart, so handwork is essential to problem solving. Plan to develop a fluid path between handmade and virtual worlds. While there is no textbook, we will discuss and study relevant historical, critical and theoretical issues surrounding art and technology through assigned readings, movies and links.

Prerequisite: Art 160

Overarching Departmental Goals:

WRITTEN COMMUNICATION

- Identify and articulate the elements and principals of design
- Document sources according to accepted professional style
- Organize ideas to support a position

CRITICAL THINKING

- Render an objective description of a work of art
- Contextualize work of art
- Translate concepts across fields or mediums

ORAL COMMUNICATION

- Organize oral critique in logical sequence that will be understood by the audience
- Identify and articulate compositional elements as they pertain to design principles
- Demonstrate professional demeanor, speak clearly, in a well modulated tone, and engage the audience
- Exhibit good listening skills when others are speaking

PROCESS AND PRACTICE

- Demonstrate knowledge of materials
- Integrate knowledge, practice, and application
- Demonstrate technical literacy
- Take responsibility for direction of education
- Articulate areas of future development or inquiry

EMBRACE EXPERIENTIAL LEARNING: MOVING BEYOND OUR CLASSROOMS

- The Dalton Gallery
- Connect with larger art world

Course objectives (Specific Practice):

- Familiarity with and basic facility with industry standard design software (Adobe Photoshop, Illustrator and Final Cut Xpress), as evidenced through three major projects
- Evidence of individual learning approaches as reflected in the students online process log
- Practices in presentation through three major critiques
- Students will devise a personal approach for creative problem through projects designed to focus on analysis, field research, conceptual development, aesthetic judgment and technical skills.

Course Skills:

Students will use the Macintosh platform as a tool to design with typography, photography, illustration, and time-based imagery. Practical skills covered: photographic techniques, font usage, scanning, file organization, resolution reasoning, file formats, vector and raster technology, and the basic methods of deriving, developing and applying digital imagery. Processes for researching artists and imagery will be introduced and practiced, and will be reflected in student process logs. Students will also reinforce foundational knowledge of the elements and principles of design, and express this knowledge in oral and written presentations. Students will develop an understanding of how to navigate current technology on the web by creating and maintaining an electronic portfolio (aka Process Log).

Software:

The software to be used in this class: The Adobe Creative Suite: Adobe Illustrator, Adobe PhotoShop and introductory Final Cut Xpress (a professional video editing software). Like any language, how well you learn the software is directly proportional to how much time you spend in the lab practicing it.

Class policies:

Come to class. Fully participate. Be prepared, intelligent, direct and kind. Engage robustly in critiques and discussions.

Take pleasure in learning. Squealing and other blurts of excitement are welcome and encouraged. Love thy neighbor.

Assignments:

We will complete three major projects and an electronic process log. Each major project has several component exercises designed for exploring the subject. The pace of the projects may vary from the printed schedule depending on class skill and interest, and needs. I like to teach responsively and collaboratively, so deadlines may be malleable. I want you to make excellent work, feel competent in what you do, enjoy and be proud of your accomplishments, and make meaningful work.

Supplies needed:

- Digital camera: of any sort for documenting. For photo project you may borrow a camera from the department if yours is not high enough resolution
- Earphones for private surfing and research (and music during work periods)
- Paper: you will want to buy "better" paper for quality output of final designs (\$25).

- Jump drive: Get a mega jump drive or external hard drive for back up (4gb or greater)
- DVDs: you will need two DVDs to burn your work onto at the end of class (one for me and one for you)
- Other: there may be outside costs for set design or other customizing you may want to work on in your final piece.
- Printer inks will be a shared cost for the class

Attendance:

Attend all class meetings. A MINIMUM of eight hours a week of outside of class work is expected. Studio class is experiential--you **learn while doing**, it is literally impossible to make up missed work, because the work is about the community. Respect time. If you miss a class, please contact your peers --NOT ME--to find out about class content missed. *I will expect that you will be prepared with any materials needed for a class subsequent to the one you missed. If you miss a class it is up to you to figure out what you missed! Because you are a responsible adult!*

*NOTE: **penalty** for attendance problems (under "evaluation" below) is specifically explicitly stated.*

Evaluation:

Unit Grades: Three @ 25% each

(typography—Adobe Illustrator; image—Adobe Photoshop; time-based—Final Cut Express)

Each project grade is based on idea development, innovation, appropriate solution, craft, overall aesthetics, level of sophistication with chosen software and the energy you expend. Every project will have a number of components including quality of design, skills learned, preliminary ideas and sketches, interim critiques and how your project changes through critical review, and final communication and presentation of your ideas. The schedule for each project will include working group and individual critiques as well as a final project critique.

Process log / eportfolio: 25%

This is a grade that reflects an electronic blog that charts work progress and conceptual development for each week of each project, and assures (by publishing/showing) that you have made satisfactory progress in your individual work over the week.

Citizen grade: (+ / neutral / -)

overall participation in the life of the class (open to discussion, involvement in critiques, expressing your opinion, positive attitude, helpfulness.). Good eggs get a + for good deeds, neutral eggs stay neutral, bad eggs get -. Bad eggness can be from excessive absence, being tardy and/or leaving early as this is not neutral activity in a community but actually detracts from a thriving hive. Also, bad eggs are stinky!

Attendance:

I take daily attendance. If you miss more than two class periods, your final grade will decrease by 1/3 of a letter grade for each subsequent class that you miss. **If you miss more than five classes**, (ten in class hours) **you will fail the course**. You must attend all major project critiques. If you miss a day that a project is due, (critique day) your final grade will decrease by 1/3 of a letter grade. Mid-term and semester end project grade will be an average of graded projects. In a studio course, the learning happens through experience over time. It's impossible to make up the work that you missed. It's not about you it's about all of us.

Evaluation Scale:

A: Excellent work exhibited.

Projects: All work contains individual and original creative thought and exceeds project assignments parameters. All work has excellent craft. Appropriate software is used and files are set up in a logical and efficient way. Work progress shows conceptual risks and that new skills were learned. *Process log:* Project analysis is engaging, surprising and goes beyond the ordinary or obvious. Writing and images are thoughtfully organized to present clearly ideas and progression and development of thinking and making. Ideas and images demonstrate a depth or complexity that shows advanced understanding and a sophisticated application of the elements and principles of design. Process log is engaging and meets all requirements and expresses a clear and distinctive personal voice. Writing is clear and concise or straightforward within its voice. No spelling errors, or grammar mistakes.

B: Good work shown.

Projects: Work illustrates creative thought over and above the project parameters. All work is neat and well crafted. Work is turned in by the deadline. *Process log:* project analysis is thorough, and shows evidence of understanding and engagement with design elements and/or principles. Process log is thorough and contains all elements outlined in the description. There may be some spelling and/or grammar mistakes, but overall the writing is well crafted and distinctive.

C: Adequate work shown.

Projects: Work satisfies the project parameters, and shows some individual thought and creativity. Most deadlines were met. *Process log:* project analysis is competent but may lack nuance. Work demonstrates understanding of design elements but not principles, or principles and not elements. Process log meets some or most of the criteria. Writing describes projects but may not show a depth of exploration or effort toward personal voice and may contain spelling and/or grammatical errors or there may be a paucity of entries.

D: Inadequate work shown.

Project: Work shows an inadequate understanding of the project parameters, is carelessly put together and / or deadlines were not met. Work shows little or limited understanding of elements and principles of design. Process log is not fleshed out, simplistic, is difficult to read and navigate, or has very few entries

F: Unacceptable work shown.

Project: Work shows no understanding of the project goals, is careless in presentation and /or deadlines were disregarded.

Process log: Process log is absent or ill-considered

Rework policy: If you turn your work in on time you have the prerogative of reworking it for a better grade. Save the original grade sheet, implement changes and resubmit within one week of receiving your original grade. Include a word document that describes your changes. Your better grade is the final project grade.

Late penalty: I will accept a project up to one week passed the deadline. Project loses a whole grade if it is late, and you lose ability to rework it for a better grade. (So, even if it's unfinished and lame, it's better to turn something in for the critique.)

Class rules:

Don't come late and don't leave early, don't eat in class, turn off your phones, take breaks, do the right thing.

Don't eat in class, **NO OPEN DRINKS** in the lab. Drinks with tops are OK. Really, please don't eat in the lab. It gets nasty stuff on the keyboards, and it is smelly.

Because this is a highly technical class and a lab, there are bound to be technical difficulties. All of the projects are conceptual and design based, and therefore most phases of each project can be presented with a pencil and a piece of paper. If you cannot print or have difficulty with the machine, I will still expect to see results of your work. Don't procrastinate! If the printer goes out a week before the critique, and you make the phone call ITS will have time to fix it. If the printer goes out the night before the critique, plan on a trip to Kinko's (**At the corner of Clairmont and N. Druid Hills, open 24 hours**).

If the ink is out or low on the printer call **ITS x5487** and tell them your location, the color of the ink and the name of the printer. They will send someone over to replenish the ink. Try to anticipate this by looking at ink levels when you know you will be printing a lot of work, and especially on a weekend. Anticipation and planning are key to successful completion of a project in time for a critique. I recommend that you plan to complete the project four days before the due date.

Visual process journal / blog on eportfolio:

The "P" log (process log) tracks your semester's work online, and will be checked frequently. Every work period should be tracked—including non-digital work. All work should be described and represented by a digital artifact (screen shot or snapshot of work done, a photo of you thinking and description of thinking process, the tree you're looking at as you think of how to solve your visual problem, the research you do on line for inspiration...your doodle as you talk on the phone about the problem...). An excellent P-log has personal voice, imparts the information necessary (image description of the working process) and shows your journey. An excellent P-log is a pleasure to read and the viewer/reader gets something out of it—aim for inspiring! Mostly, the process log should be a working document that serves YOU.

Each project should be tracked in your P-Log. Show important developments/benchmarks that lead to the final result. (it's the equivalent of showing your work in a math problem). It can/should be reflective and well written and will include visual artifacts (screen shots, snapshots, stages of development). Tell me what you learned and how you learned it. Do this throughout the project development! Reflect on lessons from the days work: here's what I learned, here's what I did with that information, here's what else I'd like to know, here's some exploring I can do with this...develop curiosity, show your discovery.

Schedule:

Wednesday, August 28

Course introduction

Monday, September 2: Labor day, no classes

Wednesday, September 4

People introductions: a blog, a sentence, a metaphor

The process Log

Considering reflective thinking

The first assignment

Friday, September 6: last day to add a class

Monday, September 9

Wednesday, September 11

Monday, September 16

Tuesday, September 17: last day to drop a class without a W

Wednesday, September 18

Monday, September 23

Wednesday, September 25

Thursday, September 26: Material Witness opens 6-8; Talks by senior art majors 5-6

Monday, September 30

Wednesday, October 2

Monday, October 7

Wednesday, October 9

*Thursday October 10 and Friday, October 11: **fall break**, no classes*

Monday, October 14

Wednesday, October 16

Monday, October 21

Wednesday, October 23

Monday, October 28

Wednesday, October 30

Last day to drop a course with a W; or change to pass/fail

Monday, November 4

Spring course selection begins

Wednesday, November 6

Monday, November 11

Wednesday, November 13

Thursday, November 14: Spring course selection begins

Monday, November 18

Wednesday, November 20

Monday, November 25

(thanksgiving)

Wednesday, November 27-29: THANKSGIVING BREAK

Monday, December 2

Wednesday, December 4

Thursday, December 5: course evaluations open

Monday, December 9

Last day of class

Tuesday, December 10/11: reading days

Wednesday, December 12, exams begin

Tuesday, December 17, 5pm, exams end

Friday, December 20: Thursday, December 5: course evaluations close