

Division of Fine Arts · Visual Arts Program
Grenfell Campus, Memorial University

VART 2601: Introductory Digital Imaging II

Winter 2012

Wednesday 7:00pm – 9:45pm & Friday 1:30pm – 4:20pm
Mac Lab (AS 368)

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Office hours by appointment.

Class website: <http://www.matthewhollett.com/idi2011/>

Class Objectives

Last semester, we learned how to work with raster and vector images using software such as Adobe Illustrator and Photoshop. In **VART 2601: Introductory Digital Imaging II**, we'll continue to develop these digital imaging editing skills, and learn to apply this knowledge to other forms of new media art such as animation, video, and web projects. We'll explore how to present digital artwork on the web, and continue to learn how to talk and write about digital media.

Content and Workload

Assignments 1 and 2 – The loop and the database

At the beginning of the semester we'll discuss two forms which are particularly important in new media art – the loop and the database – and learn how to create art using these structures. For Assignment 1 we'll create a looped animation using Photoshop, while Assignment 2 will be a collaborative class project with a database-like structure.

Assignments 3 and 4 – Digital art on the web

We'll learn to create content for the web and present digital artwork using Dreamweaver CS3, which will include an introduction to both WYSIWYG interfaces and HTML code. We'll continue to explore the possibilities of using text and images together in our digital artwork.

Assignment 5 – An introduction to video

Assignment 5 will include an introduction to digital video editing using iMovie. We'll also learn to use iDVD to present and distribute our digital video work.

Assignment 6 – Final web project

This final assignment will involve creating an online portfolio of digital artwork.

Assignment Schedule

- Assignment 1: Jan. 6 – Jan. 20 (14 days)
- Assignment 2: Jan. 20 – Feb. 3 (14 days)
- Assignment 3: Feb. 3 – Feb. 17 (14 days)
- Assignment 4: Feb. 17 – Mar. 2 (14 days)
- Assignment 5: Mar. 2 – Mar. 21 (19 days)
- Assignment 6: Mar. 16 – Apr. 4 (19 days)

We'll stick to this schedule as closely as possible, but it is subject to change in case of class cancellations or other events.

Note that we do not have class on Wed. Feb. 22, because of the Winter Semester Break.

Materials List

- You probably already have a Grenfell e-mail account (@grenfell.mun.ca). It's important that you check your Grenfell e-mail to keep up with class announcements, including possible class cancellations due to inclement weather.
- A USB flash drive (also called a USB key, memory stick, thumb drive, or jump drive). This is used for submitting your work for evaluation. For this class, you should have at least a 2 GB drive (1 gigabyte = 1000 megabytes).
- The usual artist's tools (pencils, sketchbooks, and so on).
- Source materials (drawings, photographs, journals, maps, magazines, newspaper clippings, comic books, favourite websites, old wallpaper, good music, poems, postage stamps, dreams, dead bugs, long walks, found objects, video games, vacations, abandoned buildings, good old-fashioned imagination, and so on).
- If you have a laptop you are welcome to bring it to class, but it isn't necessary.
- A digital camera might come in handy if you own one, but there's no need to buy one for this class. Students can also borrow digital cameras from the AV desk in the library, or through the Visual Arts department. If you have a cellphone with a camera, you can take photos with that. Most digital cameras can also shoot video. You don't need expensive equipment to make great art!

Studio Safety and Etiquette in the Mac Lab

We'll be using the Grenfell Mac Lab, which has Apple Mac Pro computers with Mac OS 10.6 (Snow Leopard). The software we'll be using includes Photoshop CS5.5 and Illustrator CS5.5, which are part of Adobe Creative Suite 5.5.

Students taking digital classes have after-hours access to the Mac Lab. You are allowed to be in the lab until 2am, or until 3:45am during extended hours. These are the same hours as the Fine Arts building. The rest of the Arts & Science building closes at midnight. You can sign out the key to the Mac Lab from the Security desk near the Bursar's Office.

Food and drink is not allowed in the Mac Lab. Smoking is prohibited in all Grenfell Campus buildings.

Ergonomic safety is important – long periods working at a computer station can cause eye strain, back strain, and even carpal tunnel syndrome. Try to get up and move around once per hour, and try switching between the mouse and the stylus to give your wrists a break.

The Mac Lab is a shared studio space, and studio etiquette is important. During class, **do not use your cellphone or send text messages** except during breaks. Similarly, avoid using Facebook, Twitter, and other social networking websites during class unless it is related to your work. When working in the Mac Lab outside of class, please be considerate of other people working in the lab, and use headphones if playing sound or video. You are not permitted to install software on the Mac Lab computers.

Evaluation

Group Critiques

Each assignment will conclude with a group critique of the work produced. This is a chance for students to share their work with the class, get feedback, and explain their ideas, working process, and research. Students will be evaluated based on the creative and technical ability demonstrated by their work, as well as their ability to articulate concepts. Active participation in group critiques is encouraged.

Evaluation Sheets

Within a reasonable amount of time following each assignment, an evaluation sheet will be provided for the student. This sheet will contain commentary on the work presented, as well as a grade.

Evaluation Criteria for Each Assignment

- 25% Originality and expressive qualities of work

- 25% Technical proficiency of work
- 15% Fulfillment of project requirements (deadlines must be respected, and incomplete work will not be graded)
- 15% Critique (participation in the group critique, presentation, and pertinence and clarity of verbal comments)
- 15% Research (visual and conceptual; try to demonstrate your research and working process in your critique)
- 5% Presentation (tidiness and professionalism of work)

Final Grade Calculation

- 15% Assignment 1
- 15% Assignment 2
- 15% Assignment 3
- 15% Assignment 4
- 15% Assignment 5
- 20% Assignment 6
- 5% Attendance and motivation (attendance is mandatory).

A note about plagiarism

The web, television, photography, and print media are all part of a larger visual culture which can provide endless sources of inspiration for the contemporary artist, and it has been demonstrated time and again in art history that the “borrowing” of visual media and ideas can be a valid strategy of individual art production. That being said, a basic sense of ethics includes the disclosure of sources and openness to discussions of appropriation. Digital technologies make it increasingly easy to “sample” images from many sources, and to avoid misunderstandings it is recommended that influences and sources be openly discussed during group critiques.

Reference Materials

Books relevant to the history and process of digital art production can be found in the art, photography, printmaking, and computer science areas of the Grenfell Campus library. Art and technology magazines are also good sources of inspiration and information about current events.

Because of the nature of digital imaging and new media technologies, the web is a particularly useful source of information about artists working in this medium. These websites are good places to start:

- Whitney Museum Artport: <http://artport.whitney.org/>

- we make money not art: <http://www.we-make-money-not-art.com/>
- TED (Technology, Entertainment, Design): <http://www.ted.com/>
- Rhizome ArtBase: <http://rhizome.org/artbase/>

Attendance Policy

Attendance is mandatory and will be taken at the start of each class. Unexcused absences are taken into consideration when evaluating a student's attendance and motivation. Unexcused absences include: arriving late to class, leaving class early, missing class to catch rides home on weekends or mid-term breaks, sleeping in, or scheduling other outside activities during class time.

In the case of medical appointments, students must make efforts to schedule these at times that do not conflict with classes. However, in those cases where the student has made reasonable attempts but to no avail and must subsequently miss class, flexibility will be given.

Students who miss class for legitimate reasons will be expected to give their teacher(s) a brief written explanation authored by either themselves, or external verification. These written notes are to be submitted at or before the next attended class meeting. These will be placed in their files. Excused absences include illness, bereavement or accidents.

Students who are receiving treatment for a long-term condition will be required to obtain written verification from the professional who is administering the treatment or care. These will be placed on file with the program secretary.

To ensure consistency and equity the Faculty of Visual Arts as a group will assess any absence that is not so easy to categorize confidentially.