

office: Mich 190 & 212h Millennium Hall

office hours:

Monday 4:00 - 5:40

Tuesday 11:00 -12:00, and by appointment

art office phone: 232-1500, millennium hall office: 232-5197

email: haefnerje@uwstout.edu

chat: profhaefner

**prerequisites: ART 101****official course description:**

Creative use of digital technology: the design of 2D images and illustrations in hardcopy and digital formats, using bitmap, vector, layout programs, and HTML editors

**applied learning**

Digital imaging is an introduction to graphic software applications as a tool for creative exploration, mach-up, and design. The course is designed to introduce students to computer graphics, their generation, manipulation and output. This course will focus on content creation of 2-dimensional imagery for both printed and digital media. Scanning hardware, software, and digital photos will be utilized as well. A variety of methods including lectures, readings, demonstrations, individual instruction, and visual presentations will be applied to learning. Critiques are an important part of the curriculum where students develop analytical thinking and vocabulary skills. There will be four major projects.

Programs utilized will include:

Adobe InDesign -for electronic document construction and page layout

Illustrator -for vector-based compositions

Photoshop for raster imaging and manipulation

There will also be an introduction to ImageReady with limited use of Dreamweaver at the end of the semester.

Throughout the course, students will be challenged to resolve both visual and technical problems by appropriately applying design fundamentals and computer skills.

Students will be required to conduct individual research outside of class to successfully meet all of the objectives of this course.

**objectives**

At the conclusion of the course, students will be able to:

- Distinguish the similarities and differences of file formats and image types;
- create simple documents in a page layout program;
- use vector and raster-based programs to generate images;
- develop digital images with visual aesthetic considerations;
- know how to properly scan and prepare images for output to print and electronic formats; generate simple web pages using a GUI-based HTML editor,
- and use FTP software to transfer files to a web server.

**Please notify me within two weeks if you have a disability, so that reasonable accommodations can be made.**

### **required textbooks**

Lewis, Richard, and Luciana, James. Digital Media: An Introduction, Pearson Prentice Hall, 2005. Upper Saddle River, New Jersey.

### **suggested books (non-required books)**

Visual Quickstart Guide: InDesign for Macintosh & Windows, by Sandee Cohen published by Peachpit Press  
© Latest edition

Visual Quickstart Guide: Illustrator for Macintosh & Windows, by Elaine Weinmann + Peter Lourekas, by Peachpit Press © Latest Edition

Additional readings will be assigned or recommended by the instructor to introduce relevant material. These readings will be directed toward specific assignments or exercises and will be indicated later.

**tutorials:** <http://lynda.uwstout.edu>

**Note:** full bibliography, web links, and outline-schedule will be available on D2L.

### **attendance policy**

**Whether you are absent or not, ALL ASSIGNMENTS MUST BE HANDED IN ON TIME.**

Attendance is required for every class meeting. Exceptions can be made for participating athletes, or other events (your assignments must still be turned in on time). A note from faculty or Coach for fieldtrip or game is required for an excused absence. You are granted 2 non-graded days.

The ONLY excuses for absences & non-delivery\* of due assignments allowed:

- Hospitalization- documented
- Doctor's note stating unable to attend class
- Note from Dean of Students/ Campus Counseling stating family or personal emergency. (i.e., Fire, death, institutionalized, etc. Work can then be made up when emergency has subsided or an incomplete may be negotiated. )
- **ALL other incidents including but not limited to: crashed hard drive, (have backups!!!!), car problems, pet's issues, cable installation, etc. will not be considered.**

In addition to non-attendance, unexcused absences include arriving late to class, and leaving class early without prior dismissal. These absences will result in a lower grade proportionate to the number of days absent. **The final grade will be reduced by 10 grade points for every unexcused absence beyond the excused two.** Conversely, those with perfect attendance will be rewarded with a portion of a letter grade i.e., B- becomes B. All to be awarded through Datatel.

**MW -Attendance = 50 points @ 1.72 per meeting for 29 class meetings**

**TTH -Attendance = 50 points @ 1.78 per meeting for 28 class meetings**

### **grading**

Assignments will be due approximately every 3-5 weeks. Additionally exercises may be assigned, and tutorial exercises will be required with a point value of 5 points per exercise. Late exercises (by timestamp) will be graded down 1 point automatically, and 1 point per day to a limit of 3 days/points late.

Late assignments may be accepted for full credit if there is a legitimate reason beyond your control for missing the deadline\* (see excuses for absences and non-delivery above). Otherwise, a letter grade penalty (e.g., B becomes B-) will be assessed for each DAY it's late beyond the due date AND TIMESTAMP.

**Assignments beyond two class sessions late will not be accepted.** You are responsible for completing your assignments and presenting them for critique. If you miss critique, you miss critique points. Also note, if you are late with your assignment, then I may be late returning your grade.

The grade you earn this semester will be based both upon the quality of your work and the quality of your contribution to the class. This includes your attendance, participation in class discussions, critiques, and presentations. Discussion of artists, new media, and art events is encouraged. From time to time you will be asked to post critiques about websites or artwork. Please respond with thought and consideration.

Grading is determined by averaging all of the above. Grade criteria:  
A= excellent: Achievement of class objectives is significantly beyond expectation  
B= very good: Achievement of class objectives exceeds expectation  
C= satisfactory: Class objectives are met adequately  
D= poor: Class objectives are not all met and/or work is below standard  
F= failure: No effort and/or course objectives not met to award credit

**NOTE:** 10% may be deducted from every assignment for simply not following directions. Obviously, you must turn in assigned projects on time to be eligible for a grade of "A."

#### grade percentages

A = 93% or above		C = 73-76.5%
A- = 90-92.5%		C- = 70-72.5
B+ = 87-89.5		D+ = 67-69.5
B = 83-86.5		D = 63-66.5%
B- = 80-82.5		D- = 60-62.5
C+ = 77-79.5		F = 59.5% or lower

#### supplies

Students are expected to supply all materials consumed in the completion of course assignments.

The materials for this course will include:  
possibly a memory stick,  
writable CDs, with one to be turned in at the end of the semester  
diskette carrier,  
idea notebook,  
Bristol or matt board for mounting projects

-other supplies might include such items as a portfolio or folder for carrying artwork, or production props.

#### course recommendations

It is highly recommended that you backup your work onto your personal server space after each session, and back it up onto another device (ie cd, hd, ipod, memorstick). Do not leave your work on lab hard drives as these are erased frequently. Students should save files onto a rewritable storage device in a sequential manner at logical stages of development to assure proper backups. Saving files in this manner not only guarantees you have a backup of your progress, but it allows you to retrace your steps to an earlier version if your most recent files become corrupt, or if you decide to move in a different direction with your work.

#### Responsible and Appropriate Student Use of Laptop Computers Inside and Outside of the Classroom Chapter 17 STUDENT NONACADEMIC DISCIPLINARY PROCEDURES

The use of computers in a manner that is offensive and/or distracting to others present in class falls under the student misconduct prohibited in Chapter 17. Specifically, Chapter 17 prohibits any behavior that interferes with classroom presentations or a student engaged in attending classes. This could include behaviors ranging from sending messages to other students during class to accessing pornographic web sites in class. Misuse of university computer resources is also explicitly prohibited in this chapter. Sections of this chapter that are particularly relevant to student computer use include 17.01, 17.03 4 (b), and 17.05.

For more information see: <http://www.uwstout.edu/es/current/conduct.shtml>

Students will submit an online Portfolio of work (the final) completed during the semester for evaluation and possible presentation to the class exam week. → This also satisfies the requirement for Art Ed. Majors.

**digital imaging -outline**

<b>Week</b>	<b>Software</b>	<b>Assignment</b>	<b>Points</b>	<b>Earned Points</b>
1	Photoshop	Basic Shapes & Tools		
2	Photoshop	Colors & Blends, Layers & Image Control/Masks/Resolution		
3	Photoshop	File Formats, Printing		
4	Photoshop	Posters	100	
5	Illustrator	Basic Shapes & Tools		
6	Illustrator	Pen Tool/ Self-portrait exercise	50	
7	Illustrator	Text & Text Control, Printing		
8		SPRING BREAK		
9	Illustrator	Postcards	100	
10	InDesign	Document Set up, Text		
11	InDesign	Page Layout, Grid System, Newsletter	25	
12	InDesign	Construction Techniques		
13	InDesign	Group Project	100	
14	ImageReady /Dreamweaver	Web Page Graphics Buttons		
15	ImageReady /Dreamweaver	Menu Styles		
16	ImageReady /Dreamweaver	Online Portfolio	100	
	Lynda Tutorials		125	
	Quiz1	PhotoShop	25	
		Attendance	50	
		Participation	20	
		Critiques	80	
		Group Presentations	25	
		<b>Total Possible</b>	<b>800</b>	