Multimedia 200, Section 0380
Advanced Digital Imaging
Don Cole Fall 2012

Class Description:
Explores the advanced combinations of tools and functions of digital applications to create expressive art and commercial work. Through demos and projects, we will cover advanced digital lighting, composition, combining media, color calibration, portfolio presentation, and competitive business strategies.

We will begin by looking at advanced digital settings, digital techniques, as well as an advanced exploration of the foundations of art: composition, color, light. The projects will consist of eight portfolio quality pieces that you can confidently present, as well as convey the ideas communicated in your images. These images will be critiqued in class. Projects turned in on time can be resubmitted for a better grade. Throughout the course, we will discuss business and marketing strategies. (What are your images "worth"?)

At the end of this course, you should be able to demonstrate the effective use and control of color, lighting, and composition in digital imaging software; the use of scanners and digital cameras including their advantages and limitations; advanced digital printing techniques including the use of a service bureau, and learn how to present your portfolio.

Note: Some of the projects in this class may be linked to projects in you other classes. You will still need to present the image portion of the project on time for this class.

Grades:
Your projects, completed on time. They will be a major part of your grade. You will be graded on creativity as well as technique. I will be concerned with your ideas and how successfully you communicated them as well as how you did it. Late assignments will be lowered 1 letter grade. Assignments can and should be redone for a higher grade. Attendance and being on time is crucial. The information can quickly pass you by. Your assignments will be completed using your own work and created in any media for this class only.
You will need to enroll in the lab: Multimedia 500.

Here is a link to the Lab hours: http://lamission.edu/multimedia/labs.html

Grading Policy:
60% is based on homework projects including the final project
20% is based on in class projects
20% is based on participation in class and critiques

1. If you are enrolled then stop coming to class, it is up to you to drop the course. If you fall behind by two assignments, you are advised to drop the class. In addition, if you miss more hours than the class meets per week without a valid excuse, you may be dropped (this is LACCD policy).
2. Lateness and leaving early is unprofessional. As in the workplace, competition arrives to meetings and completes projects early in order to be hired for the next job. Projects are expected to be delivered on time and punctuality is mandatory.

Students with Disabilities: Students with disabilities who need reasonable modifications, special assistance, or accommodations in this course should promptly direct their request to the instructor. If a student with a

disability feels modifications, special assistance or accommodations offered are insufficient he/she should seek the assistance of the Director of Disabled Student Programs and Services on campus.

Materials*: Compressed air*, *2 flash drives* *(4gb minimum each), CD's for burning your projects.* ***Paper*** *for digital inkjet printing.*
Required Text: Photoshop CS5 Visual QuickStart Guide: Elaine Weinmann. ISBN-13: 978-0321701534
Suggested Text: Adobe Photoshop Restoration & Retouching (3rd Edition): Katrin Eismann. ISBN-13: 978-0321316271
Suggested Reading: Photo District News (PDN), Communication Arts.

Note: There is a voluntary inkjet printing fee of $5.00 payable at the Multimedia office to cover the cost of ink.

Multimedia 200: Advanced Digital Imaging Course Schedule: Fall 2012

September 1 Introduction. Traditional portfolio & presentation strategies. Professional digital workflow.
September 8 Demos on creative imaging techniques. Communicating content of imagery.
September 15 Advanced use of Layer Comps. Portfolio Project Critique. In-class project.
September 22 Advanced adjustments in Camera Raw. Demos.
September 29 Alterations beyond the digital process: Combining traditional and digital art. History of the montage, and digital montage strategies.

October 6 Advanced file formats presentation. Smart Objects demo.
October 13 Portfolio example. Adv. Retouching: Damaged print & digital portrait. Portfolio Project Critique.
October 20 3-D Demo. Vanishing Point demo. In-class project.
October 27 Advanced Digital Color theory. Digital Color Calibration.

November 3 Starting a business. Bidding, invoicing, galleries. Working with digital service bureaus.
November 10 Advanced Composition presentation. Business strategies continued. Portfolio Project Critique.
November 17 Traditional and digital techniques combined. Mixed Media explorations. Channel Masking.

November 22-25 Thanksgiving

December 1 Automation techniques. Portfolio Project Critique.
December 8 Fire/Smoke/Water in Photoshop
December 15 **Final**.

Course Objectives. Students will be able to:

1. Effectively use the vocabulary and terminology of selected computer applications for Multimedia;
2. Demonstrate a thorough knowledge of techniques used in selected computer software applications designed for digital alteration of photographic and scanned images in multimedia (such as Adobe Photoshop and Illustrator);
3. Demonstrate the effective application of basic theories on the control of color in imaging software;
5. Demonstrate the effective use of Macintosh, Microsoft Windows operating systems;
6. Demonstrate the effective use of selected computer hardware and peripherals such as flatbed and 35mm slide scanners, ink jet and laser printers;
7. Analyze the effect of digitally manipulated images on selected segments of society with emphasis on a study of media ethics;
8. Demonstrate professional skills in the final presentation of completed multimedia projects in selected computer applications.

For class questions, please e-mail me at: doncolefineart@att.net In addition, I am available before class on Saturday from 8:30 to 9:45am.

Student Learning Outcomes for Multimedia 200, Advanced Digital Imaging

Outcome - The student will: *(Describe the major outcomes that a successful student will gain from the class for use in his/her life. Use higher order Bloom's taxonomy verbs.)*	1. Students will be able to create digital images using advanced digital imaging techniques, and compose a portfolio of images using Adobe Photoshop and Adobe Illustrator. 2. Students will investigate and analyze advanced color theory, color calibration, file formats, lighting, and composition. 3. Students will be able to effectively invoice, bid, and write a business plan. 4. Students will synthesize vocabulary and terminology of selected computer applications for Multimedia. 5. Students will synthesize the advanced vocabulary and terminology of selected computer applications for Multimedia to critique, distinguish, and explain successful elements of a portfolio.
Assessment – as measured by the following method: *(If a rubric has been developed, please attach it.)*	Collect Data from final Assignment that addresses elements of Problem Solving. Projects are evaluated on the following criteria: 1. A synthesis of design and image content communicated in the portfolio. 2. Demonstrates knowledge of digital techniques and visual communication. 3. Demonstrate advanced portfolio presentation strategies.
ILO - which Institutional Learning Outcome(s) (ILO) does this SLO support? *(See College Catalog p. 10.)*	1. Problem Solving 2. Aesthetic Responsiveness

Rubric for Final Project: Portfolio

OUTCOME:

	Exemplary *4 points*	Acceptable *3 points*	Unacceptable *2 points*
Concept, idea, and visualization	Coherent concept with high degree of originality and sophistication.	Some coherency of concepts. Idea is stated with visual elements, but needs to be clearer or more strongly evident.	Lacks general coherency of concepts. Visual elements do not lead the viewer to the intended idea.
Composition and Design	Shows strong internal integrity of the visual elements. Nothing needs to be added or removed.	Shows weaknesses in the internal integrity of the visual elements. Many visual elements need to be added or removed. Framing needs definite adjustment.	Very little internal integrity of the visual elements. Most visual elements need to be rethought.

Technical	Shows mastery in the use of digital techniques to attain assignment parameters.	Shows some command of the use of digital techniques to attain some of the assignment parameters.	Shows limited command of the use of digital techniques to attain a few of the assignment parameters.

Below are the first four projects that are due every two weeks. Each image should be portfolio quality.

Project 1
Due: In two weeks

Photograph/upload 10 images, or scan 10 pieces of your artwork.
Save each image as:

- Tiff format
- RGB mode
- Resize dimensions (Image Size) if necessary
- Apply Unsharp Mask or Smart Sharpen to each image

- Select one image and convert from Tiff to .dng format
  (Use Camera Raw the .dng Converter).

- Select your best Tiff image and make one 8x10 inkjet print. Turn in print at the beginning of the next class meeting.

- Save all scanned images onto two flash drives in one folder. ("Raw Scans")
- Save all processed images onto the same two flash drives into another folder. ("Project 1 Processed")

Project 2
Due: In two weeks

Select an old family photo that has been damaged and the color has faded. Or retouch a portrait you've taken to remove wrinkles, blemishes and smooth skin.

Use advanced retouching techniques demonstrated in class. Research in library: Adobe Photoshop Restoration & Retouching by Katrin Eismann.

Due: One inkjet print of the un-retouched image, and one inkjet print of the retouched image.

Project 3
Due: In two weeks

Magazine Cover
Create a magazine cover for an existing or imaginary publication. Visually challenge the viewer (their audience). At the same time, make your artwork relate to the magazine's theme or content.

For the main cover image, photograph a person whose hair is blowing in the wind against a neutral background. Select the person and her hair using techniques demonstrated in class such as Channel Masking or Extract. Then convincingly combine this image with at least one other image. Research magazine covers to make yours as realistic as possible.

Measure the dimensions of an existing magazine to determine the proportion of your print size.

Select printing paper that enhances your subject matter - what you are communicating.

Project 4
Due: Beginning of next class

Photo Illustration: Without scanning the image, create an illustration from a photograph that is done completely in Photoshop, Illustrator, or both programs.

Pay careful attention to the direction of the light, the shadows, as well as any special lighting effects. The color palette you choose can be completely different from the original image. The Wacom tablet will allow more precision for your illustration.

Select printing paper that enhances your subject matter.