



## **ART 116: Intro to Digital Media COURSE SYLLABUS FALL 2012**

### **Course Description:**

Introduction to digital media serves as an investigative and creative tool in art and design. Students are exposed to digital photography, image and text creation and manipulation, and the Internet through software-based projects. Working in groups, students create collaborative web or time-based projects.

### **Instructor: Amy Hicks**

Section: 010 TR 2:30PM - 4:25PM

Office: 013 Taylor Hall

Office Hours: TR 1:15-2:00 and by appointment

Email: [amyhicks@udel.edu](mailto:amyhicks@udel.edu)

COREQ: ART110 and ART111

RESTRICTIONS: Open to majors only

### **On Sakai:**

COLLOQUIUM SCHEDULE  
SYLLABUS  
INDIVIDUAL PROJECTS  
M/W and T/TH SECTIONS STUDIO CALENDARS

### **Course Work:**

Course work will follow a general model of observation, inquiry, interpretation, and presentation. Class time will be used for project work, short presentations, discussion, and critiques. Everything produced in this class will be made by you (unless otherwise directed) no web image downloads. This course requires that you spend 6-8 hours per week working on projects, in addition to class time and tutorials.

### **Course Objective:**

Art 116 students will:

- Be able to shoot and print high quality digital images using optimal workflow methods
- Use raster (Photoshop) and vector-based (Illustrator) software to create, edit, manipulate, and output images
- Learn basic vocabulary of lens media and use it to discuss readings and critique work orally and/or in writing
- Use the Internet to blog or post and discuss news, examples, and ideas relating to contemporary digital media
- Create video using non-linear editing software

### **Course Requirements:**

Attendance is mandatory; there will be a sign in attendance sheet circulated every class. Three unexcused absences will result in your final grade decreasing by one letter grade (that is, you are allowed two unexcused absences, without penalty). (An absence will be considered excused based on the university's policy). For example, if your final grade is a 'C', three unexcused absences will cause it to fall to a 'D'. Subsequent absences will cause it to fall further, one third of a grade for each absence. Arriving to class late and/or leaving early three times will count as one unexcused absence. To avoid unexcused absences, please consult with me before you miss class. Projects will each be graded on a scale of 100.

Final letter grades will be determined according to the University of Delaware's Official Grade Scale:

<b>Grade</b>	<b>Percent</b>		
A	93 - 100%	C	73 - 77
A-	90 - 92	C-	70 - 72
B+	88 - 89	D+	68 - 69
B	83 - 87	D	63 - 67
B-	80 - 82	D-	60 - 62
C+	78 - 79	F	59 and below

Work not submitted on the designated due date will be considered late. Project grades will decrease by one full grade for each class the project is late. Work will not be accepted if missed due to an unexcused absence. Freshman will receive a mid-term grade. Final Portfolios will be collected at the end of the semester and graded as above. Final grades will be based upon the average of your project grades, your final portfolio grade, attendance, and weighted for effort and class participation. Please be aware that we will have class critiques in which work is shared and discussed. By being part of this class, we each agree to address other people and their work with respect.

A = Outstanding. Extraordinary work, extra effort. Work goes beyond assigned expectations, pursues concepts and techniques above and beyond what was discussed in class. Risks are taken in the pursuit of creative ideas. Expansive investigation of ideas and excellent composition. All assignments completed on time. Insightful contributions to critiques. Goes substantially beyond minimum requirements.

B = Above Average. Substantial investigation of concepts and compositions. Student pursues ideas and suggestions presented in class and goes to extra effort to resolve analytical and creative problems. All assignments completed on time, insightful contributions to critique.

C = Average. Basic required work and effort. All assignments done competently and completed on time. Strong participation in critique.

D = Marginal Work. Late projects, limited investigation of ideas, incoherent compositions. Limited contributions to critiques.

F = Unsatisfactory Work. Course failure due to minimal idea development, disjointed compositions, lack of participation, late assignments, or excessive absences.

#### **Accommodations:**

If you need any accommodations for the class, please send me the documentation ASAP so I can plan accordingly.

#### **Assessment:**

Your grades for the term are based on 700 points made up from the following areas:

- Project 1 *Illustrator* – 100 points
- Project 2 *Website/Blog Responses* – 200 points
- Project 3 *Photography* - 100 points
- Project 4 *Experimental Capture and Photoshop* – 100 points
- Project 5 *Video* – 200 points

#### **Required textbooks:**

Purchase a field guide by David Busch to match your specific camera make and model of digital camera. [David Busch Field Guides](#)

#### *Optional Textbooks:*

Adobe Photoshop CS6 for Photographers: A professional image editor's guide to the creative use of Photoshop for the Macintosh and PC  
May 25, 2012 | ISBN-10: 024052604X | ISBN-13: 978-0240526041  
List Price (approximate): \$55.00 New

A Short Course in Digital Photography, by Barbara London and Jim Stone (224 pages)  
Publisher: Prentice Hall; 2 edition (March 11, 2011)  
ISBN-10: 0205066429 / ISBN-13: 978-0205066421  
List Price (approximate): \$55.00 New

**Supply list:**

Sketchbook/notebook 8x10 or bigger—100+pages—you should fill it\*  
Epson Photo Luster Digital Paper Size A3 – Available at Camera's Etc.  
Digital SLR camera – *see specs below*  
8 gig memory card for camera  
Cable or card reader to transfer images to the computer  
Recommended – tripod and UV filter  
Portable hard-drive – *see specs below*

Software is not required for this course. Our computer lab has all the software you will need. If you have your own laptop you may want to purchase your own software. **(Make sure you get the education discount!)**

I suggest:

[Adobe Creative Suite](#) – a one time educational purchase comes with (Illustrator, InDesign, Photoshop)  
[Adobe Cloud](#) – you pay a yearly fee of \$360 and have access to 16 Adobe programs

**DSLR camera:** You will need your own DSLR camera. Be sure your camera meets these specs:

- A minimum of 6.1MP (cameras on the market now have 12.0 – 18.0MP)
- RAW, JPEG, or RAW+JPEG formats
- ISO 100-5000 (more or less)
- Support for SDHC (SD cards with memory over 2GB capacity)
- Has manual functions (you should be able to control the aperture and shutter speed)
- If it also shoots video—that is a bonus (but not required!)

**A Few Recommended DSLRs:**

Nikon D3100, 3200, D5100 or Canon EOS Rebel T2i, T3i  
(If you already own a Digital SLR camera please email [joncox@udel.edu](mailto:joncox@udel.edu) to see if it will work for this course)

**Required Storage Media:**

Back-up your work on a regular basis! Computers in Recitation are not a safe place to store your work, as they are periodically cleaned out or accidentally deleted/modified by other computer lab users. Therefore, it is required that projects are stored on removable firewire hard-drives, CDs, DVDs, or your personal computer. Losing your files because you have not backed them up is not an acceptable excuse for late assignments.

External Drive: You are required to purchase your own external firewire hard drive for storing and editing your media, which, depending on how much storage space you want, will cost you a minimum of \$110. I suggest you purchase a LaCie Firewire drive, as they are sturdy, reliable drives.

Be sure your external drive meets these specs: 7200 rpm with firewire 800 interface and a minimum of 150GB of space and is compatible with your computer AND the Mac computers in the Mac Lab.

**A Few Recommended External Drives:**

LaCie Rugged All Terrain 250 GB Triple Interface  
<http://www.lacie.com/us/products/product.htm?pid=10949>  
<http://www.newegg.com/Product/Product.aspx?Item=N82E16822154352>

Verbatim 500GB USB 2.0 / IEEE 1394 External Hard Drive 96638  
<http://www.newegg.com/Product/Product.aspx?Item=N82E16822215012>

acomdata pureDrive 1TB USB 2.0 / IEEE 1394a /  
<http://www.newegg.com/Product/Product.aspx?Item=N82E16822216055>

LaCie d2 Quadra Hard Disk 500 GB (eSATA 3Gbits | USB | FireWire 400 & 800)  
<http://www.lacie.com/us/products/product.htm?pid=11156>

**Local camera/art supplies:**

Cameras Etc. 65 E Main St, Newark, T 302 453 9400  
(Ask for Student Discount)

Cameras Etc. 4101 N Market St., Wilmington, T 302 764 9400  
(Ask for Student Discount)

Newark Camera, 63 East Main Street, Newark, T 302 368 3500  
(Ask for Student Discount)

**Online Photographic Suppliers:**

- B&H PHOTO VIDEO      www.bhphotovideo.com
- WEBB CAM                www.webbcam.net
- ADORAMA                www.adorama.com
- CALUMET PHOTO        www.calumetphoto.com
- RITZ CAMERA            www.ritzcamera.com

**Good photographic reference books:**

*Black and White Photography*, Horenstein and Hart, Pearson Education, Prentice Hall

*Learning to See Creatively: Design, Color & Composition in Photography* (Updated Edition) (Paperback) by Bryan Peterson

*Photography*, London, Upton, Stone, Korbe, Brill, Pearson Education Photography and Digital Imaging, Martin Rosen and David Devries, Kendall/Hunt Publishing Company

*Photography And The Art Of Seeing: A Visual Perception Workshop For Film And Digital Photography* by Freeman Patterson

*Photographic Composition* by Tom Grill, Mark Scanlon

*Photographing The World Around You: A Visual Design Workshop For Film And Digital Photography* by Freeman Patterson

*Real World Digital Photography*, Katrin Eismann, Sean Duggan, and Tim Grey, Peachpit Press

**Additional resources for learning software:**

**Adobe Video Training Links:**

You can use the Adobe Video Workshop to start learning about any application you're interested in, whether you own it or not. The Video Workshop shares expertise from across Adobe and the Adobe community—you'll learn tasks, tips, and tricks from leading designers, developers, and Adobe experts. There are introductory videos for new users, and more experienced users can find videos on new features and key techniques. Many videos show you how to use Adobe applications together.

<http://tv.adobe.com/>

[http://www.adobe.com/designcenter/video\\_workshop/about.html](http://www.adobe.com/designcenter/video_workshop/about.html)

**Another great site for tutorials:**

Creative Cow <http://library.creativecow.net/>