

1-2014

## MART 230.01: Introduction to Still Image

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Media Arts 230:01  
**Intro to Still Image**  
Spring 2014

- The University of Montana, Missoula  
**Class time 1:40- pm – 3:00 pm T TR**  
**McGill Hall 127**

Instructor: Jason Gutzmer

**Office Hours: T, TR.m.** Please email me to arrange a meeting time.

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### **COURSE DESCRIPTION**

This course provides an introduction to the practices of digital still imaging, with emphasis on gathering source material, process, concept, and layering. Basic to intermediate production techniques, and the integration of various forms of digital media and compositing are fundamental components of this course.

This course is a studio course for the student interested in beginning to use digital still design as an expressive and communicative art form to build a body of still image design work. Aesthetic, technical, historical and conceptual issues will be addressed through lectures, demonstrations, exercises, and projects. Students are evaluated based on their contribution to the class discussions, critiques, and technical proficiency with various media.

### **OBJECTIVES**

Students will demonstrate understanding of the following principles and techniques through

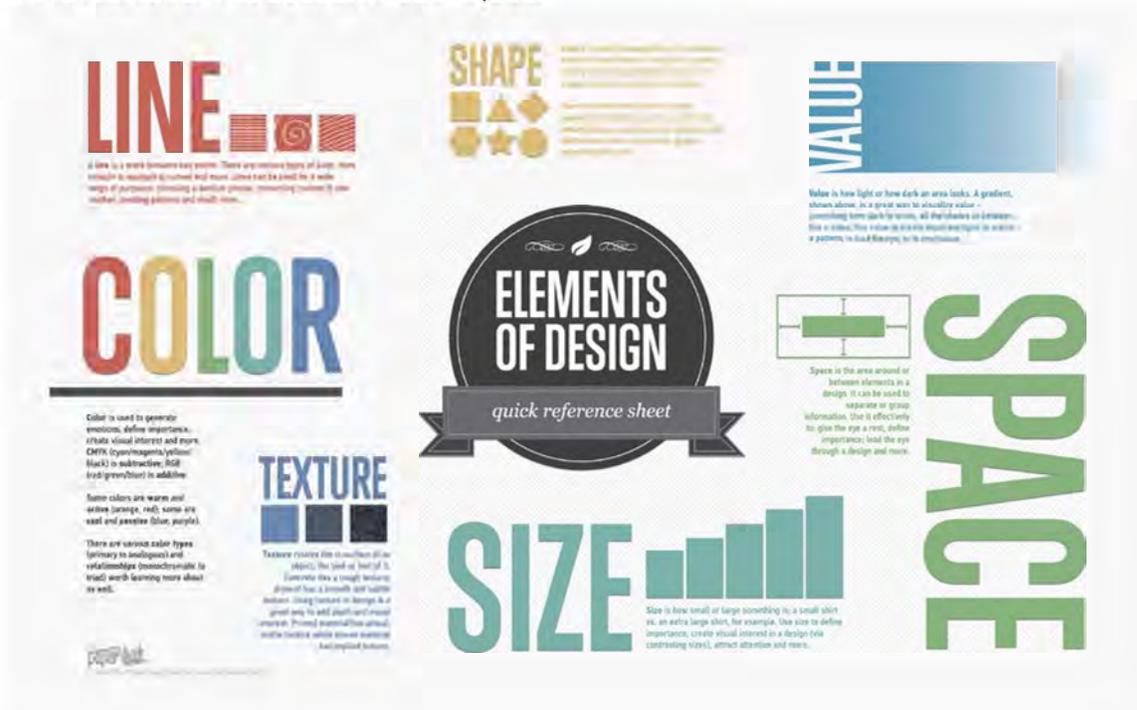
studio assignments:

- Concepts and Terminology
  - Digital Image Specifics (resolution, print vs. digital...)
  - Source Material
  - Composition & Color Design Theory
  - Color Perception
  - Spatial Relationship
  - Blending Techniques
- Application of software for still image based media (students are expected to obtain an intermediate knowledge of Adobe Photoshop CS5)
- Project Development

### **TOPICS**

- Gathering Source Material using the following methods:
  - internet
  - scanner
  - cell phone camera
  - iMac camera
  - digital camera
- Manipulate gathered source material using Photoshop
- Composition
- Still Design Theory

- Professional Production Techniques



## PROJECTS

Refer to Course Calendar for due dates

There will be five projects during the semester:

**Project #1: “Appropriate to Re-Create”** using source material from the Web, resizing, selections and sampling.

Three unified compositions 500x1500pixels 300 dpi for upload 72dpi version

**Project #2: “The theme”** using source material collected w/ cell phones.

A series of 5 images related in theme, composition, palette, etc. 5x7 inches 300dpi for upload 72dpi version

**Project #3: “Handmade & Found”** source material from life, made digital by scanning.

This project will have 2 parts: Three related compositions for print 11x 17 or 12x 18 paper size.300dpi for print for upload 72dpi version

- A scanned library of textures & handmade source material.
- Still designs made in PS from scanned source material

**Project #4: “Social Marketing and Elements of Design”** using source material collected with digital cameras.

This project will have 2 parts:

- A word or phrase developed by a team of students working with a real world social marketing strategy.

Either single photos, symbols or graphics created with photos or a combination with typography and a combination of original photos composited.

- Three distinct still designs made in PS to create this 11x17 300 dpi print.

## Final Project

Project of your choice created in PS using source material you create yourself (scan, digital photos via phone or camera). For oversized printing (larger than 12x18) A small unified body of work in Print quality. Must submit written proposal for approval.

## GRADING

### Philosophy

It is a common misconception that teachers assign grades when in reality it is the student who earns the grade. You are responsible for the effort put into each project therefore you assign your own grade. The purpose of grading, from a teacher's perspective, is to clearly and accurately pinpoint the strengths and weaknesses of your progress.

### Evaluation

Your overall grade will be based on your understanding of the information and ideas discussed, your formal, technical, and conceptual **progress** as demonstrated in projects, your participation in class discussions, and professionalism during the course.

### Grading Formula:

Grades will be based primarily on the student's ability to integrate the digital capabilities of

Photoshop with their aesthetic sensibility and demonstrate an understanding of digital imagery.

This will take into account content areas such as use of color, composition, and visual balance as well as personal expression areas such as semiotics and abstraction. Points will also be given for proper and **punctual delivery** of the PSD / JPEG files, and exercise / project organization. (**For each class day a project is late, the grade for that assignment will drop a full letter.**) The exercises/projects and descriptions are listed on the 15-week schedule sheet. Points will also be given for participation in the Peer Review component of the course. There will be a total of 100 points for the session and the following formula will be used:

Project 1: 15 Points

Inclass self portrait: 5 Points

Project 2: 15 Points

Project 3: 15 Points

Project 4: 15 Points

Final Project: 25 Points

Participation: 10 Points

### Expectations for class participation

Participation by all members is critical to the success of this studio. Excellent participation is a given and includes contributing to ongoing discussions and critiques, suggests alternative ways of approaching projects, along with a thoughtful process and strong work ethic.

### Attendance & participation

Good attendance and punctuality are expected for this course and will strongly affect your grade.

Three (3) unexcused absences will be allowed. Every unexcused absence beyond this

will lower your grade by a full letter. A total of seven absences, excused or unexcused, will result in you receiving a grade of "F" for the class. Excused absences include religious holidays, a verifiable death in the family or illness with a doctor's note.

### **Classroom etiquette**

You are expected to conduct yourself with proper respect for the classroom environment.

Disruptive behavior will not be tolerated. **Turn off your cell phones** prior to class.

## **THE LAB**

• **What this lab is**..... This lab has been established so that students in the **Media Arts Dept.**

can have a dedicated lab in which to do their course work. You will have griz card access to this lab all day, every day. Be aware, however, that the building is not always open, so you may have to work around that. Our office will establish a class list with Campus Security, whom you may call to get in after hours.

• **What this lab is not**..... This lab will **not** be used to work on things that are outside of the course requirements and will not be used by students outside of the program. If you want to spend time fooling around with your friends, then do it at home. Abuse of this lab will not be tolerated.

## **SOFTWARE INFORMATION**

The primary software program that you will be using are:

• **Adobe Photoshop**

You will also be using the internet, scanner, and the network browser in the lab.

• It is important that throughout the class you take advantage of the manuals, the program help menu, and related articles downloaded from the web.

## **REQUIRED CLASS SUPPLIES:**

- External Hard-drive or alternate external storage device (iPod...)
- Digital Camera
- Cell Phone with camera

## **THIS COURSE SYLLABUS IS SUBJECT TO CHANGE AT THE DISCRETION OF THE INSTRUCTOR.**

### **Academic Misconduct and the Student Conduct Code**

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at HYPERLINK "<http://www.umt.edu/SA/VPSA/Index.cfm/page/1321>" [www.umt.edu/SA/VPSA/Index.cfm/page/1321](http://www.umt.edu/SA/VPSA/Index.cfm/page/1321).

Week 1 1/28	Week 2 2/4	Week 3 2/11	Week 4 2/18	Week 5 2/25
<p><b>Tues</b> - Intro - Project 1 Intro &amp; Demo - Folder Set-up</p> <p><b>Thurs</b> Source Material from Web - Photoshop Review: <i>interface, New Canvas, image &amp; doc size, tools:select, move, copy/cut/paste, layer mngmnt, transform.</i></p>	<p><b>Tues</b> Selection tools Image transparency Fill &amp; Modes</p> <p><b>Thurs</b> Layer Mask vs. eraser Project 1 cont.</p>	<p><b>Tues</b> image adjustments, fx layers</p> <p><b>Thurs</b> - Non-destructive effects, smart layers and effects Project 1 cont. -</p>	<p><b>Tues</b> <b>Project 1 in class Critiques</b></p> <p><b>Thurs</b> - <b>Project 1 in class critiques</b> - Project 2 Intro - Using Cell Phones as cameras &amp; how to get content to computer</p>	<p><b>Tues</b> In class self portrait using iMac's iSight</p> <p><b>Thurs</b> - Project 2 cont. -</p>

Week 6 3/4	Week 7 3/11	Week 8 3/18	Week 9 3/25	Week 10 4/1
<p><b>Tues</b> - - Project 2 cont. -</p> <p><b>Thurs</b> - - Project 3: Part 1 Intro - Using the scanner</p>	<p><b>Tues- Project 2 in class critiques</b></p> <p><b>Thurs</b> - <b>Project 3: scanned source material library due.</b> - Project 3: Part 2 Intro</p>	<p><b>Tues</b> Project 3: Part 2 contin...</p> <p><b>Thurs</b> - Project 4: Intro Using your digital camera Social Marketing</p>	<p><b>Tues</b> . - <b>Project 3 in class critiques</b></p> <p><b>Thurs</b> - Project 4 cont. - Photography workshop: field trip around campus to work on framing BRING CAMERA</p>	<p><b>Tues</b> <b>Spring Break</b></p>

Week 11 4/8	Week 12 4/15	Week 13 4/22	Week 14 4/29	Week 15 5/6
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<p><b>Tues</b> -Project 4 cont.</p> <p><b>Thurs</b> -Project 4 cont. - PS workshop: adjusting part of your image - Tool: <i>blur</i> - Effects: <i>blur</i> &amp; <i>sharpen</i> - <b>Final Project:</b> <b>Intro &amp; Inspiration</b></p>	<p><b>Tues</b> - <b>Final Project Idea Due via email.</b> - <b>Project 4 in class critiques</b></p> <p><b>Thurs</b> - - <b>Project 4 in class critiques</b> - Final Project cont.</p>	<p><b>Tues</b>  - Final Project cont.</p> <p><b>Thurs</b> Final Project cont.</p>	<p><b>Tues</b> - Final Project cont. Gallery peer review.</p> <p><b>Thurs</b> Final Project Production Day</p>	<p><b>Tues</b> <b>Final Project Due Critique in class</b> <b>Thurs</b> <b>Final Project Due Critique in class.</b></p> <p><b>Portfolio reworks due finals week.</b></p>
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