

SCHOOL OF FINE ART AND MUSIC
Fall Semester 2017
SART*2700-01
DIGITAL MEDIA I



INSTRUCTOR: Nestor Kruger
TIME: Monday & Wednesday, 11:30am – 2:20pm
LOCATION: Zavitz Hall, Rm. 318
OFFICE: Zavitz Hall, Rm. 414
EMAIL: krugern@uoguelph.ca
OFFICE HOURS: By appointment

CALENDAR DESCRIPTION:

This course continues digital drawing on the computer, specifically, translating traditional media into more complex raster and vector images through a number of directed projects. Readings covering relevant principles and theories will form a critical supplement to the course. Some computer experience is recommended.

Prerequisite(s): (1 of ARTH*1220, ARTH*1510, ARTH*1520), SART*1050, SART*1060. SART*1060 can be taken as co-requisites.)

COURSE DESCRIPTION:

The aim of this course is to extend traditional studio practice into digital media. Students will learn how to use the fundamental tools and processes in the Adobe graphics editing software, *Illustrator* and *Photoshop* for creating content.

Adobe Illustrator is the leading vector graphics editor. The program is used not only for the creation of original content but increasingly for creating the files that computer controlled cutting machines are required to use to cut various materials; a practice more commonly found in the sign industry for cutting vinyl letters but increasingly in other areas of manufacturing.

Adobe Photoshop is the leading raster graphics editor and is used primarily for various levels of image manipulation of raster based images, from low-level colour correction to highly manipulated composited content.

Many artists and designers use both programs extensively in their studio practice for, basic image correction, previsualization, preparing artwork for manufacturing, and for the production of publicity materials such as posters and brochures. For a number of leading practitioners, these programs are used exclusively for the creation of original content that often explores, challenges and reflects on the medium and by extension the degree to which computers and digital media occupy our daily lives.

Projects and in-class exercises in the course are designed to provide students with a

stronger understanding of the fundamental differences between vector and raster-based images and how they might be used in the creation of content for both art and design. A number of technical demonstrations and in-class exercises throughout the course will guide students through the proper use of the basic tools and processes unique to each program. Students will learn how to draw with both the pen and brush tools, work with layers, masks, adjust colour, and perform various transformation functions to create complex digital images. Students will also learn the basic concepts for preparing digital images for print or screen, such as colour space and resolution. A number of readings critically examining the culture of digital media will give students a stronger theoretical and historical grounding in the medium.

To complete the course, students will work on two major self-directed projects.

1. A typographical design poster printed on a wide format colour printer.
2. A large-scale composite image printed on a wide format colour printer.

Work will be graded on originality, demonstration of competency in the use of the software and the complexity of the submitted project.

NOTE: This is a 0.5 credit course. Each week, students are expected to spend approximately 4 – 6 hours outside of class on related course work.

LEARNING OUTCOMES:

- Gain skills in working with both vector and raster based digital images in leading graphics editing software.
- A stronger understanding of a number of basic concepts and methods when using digital media software.
- An awareness of the contemporary issues facing the production and use of digital images for the artist and designer

LAB FEES:

A compulsory materials fee of \$25.00 will be charged for materials provided in support of required course projects. The amount will be invoiced by the Office of the Bursar and paid directly with your tuition payment – no additional payment is necessary. **THE LAB FEE WILL NOT BE REFUNDED AFTER THE THIRD WEEK OF CLASSES.**

Items provided by Lab Fee:

- Premium Ink jet paper and ink for (3) 13X19” Ink Jet Prints for Assignment 01.
- Premium Ink jet paper and ink for (3) 13X19” Ink Jet Print for Assignment 02.

PLEASE NOTE: Under no circumstances should a student be required to pay any additional monies for supplies needed to complete course assignments – excluding

items listed under “Items Provided by the Student”. All supplies are to be paid for using Lab Fee monies. If you are being charged additional monies, please report to Robin McGinnis (rmcginni@uoguelph.ca) in the main office (Zavitz Hall rm. 201) immediately.

METHOD OF EVALUATION:

Assignment 01 – Design: Due: OCT 16	35%
Assignment 02 – Compositing: Due: NOV 29	35%
In-class exercises and Readings (Ongoing)	20%
Participation	10%