UNIVERSITY of GUELPH

SART*2700 Digital Media I: Using Vector and Raster Images

Fall 2019
Section(s): C01

School of Fine Art and Music
Credit Weight: 0.50
Version 1.00 - July 15, 2019

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1 Course Details

1.1 Calendar Description

This course provides an in-depth introduction to the image making possibilities in digital media. Students will learn various methods of drawing vector-based imagery and compositing raster images in industry-leading drawing and image creation applications. Readings covering relevant principles and theories in digital media will form a critical supplement to the course. Some computer experience is recommended.

Pre-Requisites:	(1 of ARTH*1220, ARTH*1510, ARTH*1520, ARTH*2220), SART*1050, SART*1060
Co-Requisites:	SART*1060 can be taken as co-requisite
Restrictions:	This is a Priority Access Course. Enrolment may be restricted to particular programs, specializations, majors or semester levels during certain periods. Please see the department for more information.

1.2 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 using 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 projects.

1. A poster created using the vector drawing tools in Adobe Illustrator and printed on a wide format colour printer. This project will focus on the use of type in contemporary art as a theme.
2. A large-scale composite image created in Adobe Photoshop and printed on a wide format colour printer. This project will focus on the prevalence of the manipulated image in mainstream media as a theme.

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.

1.3 Timetable

Timetable is subject to change. Please see WebAdvisor for the latest information.

1.4 Final Exam

Exam time and location is subject to change. Please see WebAdvisor for the latest information.
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2 Instructional Support

2.1 Instructional Support Team

Instructor: Nestor Kruger
Email: krugern@uoguelph.ca
Telephone: +1-519-824-4120 x56852
Office: ZAV 414
Office Hours: By Appointment

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3 Learning Resources

3.1 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.

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4 Learning Outcomes

4.1 Course Learning Outcomes

By the end of this course, you should be able to:
1. Recognize the difference between vector and raster based digital images and how to employ the appropriate digital image format.
2. Identify the unique properties of vector and raster-based images and create digital images by changing the properties unique to each graphic technology.
3. Use a number of basic functions, tools and processes including drawing, painting,

transforming objects, organizing content using layers and groups and preparing files for printing in Adobe Illustrator CC and Adobe Photoshop CC.

4. Identify and explain a number of important contemporary issues facing the production, use and experience of digital images for the artist and designer

5 Teaching and Learning Activities

6 Assessments

6.1 Assessment Details

Design (35%)
  Due: Mon, Oct 21
  Learning Outcome: 1, 2, 3, 4

Compositing (35%)
  Due: Fri, Nov 29
  Learning Outcome: 1, 2, 3, 4

Reading and Exercise 01: Type (5%)
  Due: Mon, Sep 16
  Learning Outcome: 1, 2, 3, 4

Reading and Exercise 02: Chance (5%)
  Due: Mon, Sep 30
  Learning Outcome: 1, 2, 3, 4

Reading and Exercise 03: Google Images (5%)
  Due: Mon, Oct 28
  Learning Outcome: 1, 2, 3, 4

Reading and Exercise 04: Mockups (5%)
  Due: Mon, Nov 11
  Learning Outcome: 1, 2, 3, 4

Participation (10%)

7 University Statements

7.1 Email Communication

As per university regulations, all students are required to check their e-mail account regularly: e-mail is the official route of communication between the University and its students.

7.2 When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. The grounds for Academic Consideration are detailed in the Undergraduate and Graduate Calendars.

Undergraduate Calendar - Academic Consideration and Appeals
https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml

Graduate Calendar - Grounds for Academic Consideration
https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml

Associate Diploma Calendar - Academic Consideration, Appeals and Petitions
https://www.uoguelph.ca/registrar/calendars/diploma/current/index.shtml

7.3 Drop Date

Students will have until the last day of classes to drop courses without academic penalty. The deadline to drop two-semester courses will be the last day of classes in the second semester. This applies to all students (undergraduate, graduate and diploma) except for Doctor of Veterinary Medicine and Associate Diploma in Veterinary Technology (conventional and alternative delivery) students. The regulations and procedures for course registration are available in their respective Academic Calendars.

Undergraduate Calendar - Dropping Courses
https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml

Graduate Calendar - Registration Changes
https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/genreg-reg-regchg.shtml

Associate Diploma Calendar - Dropping Courses
https://www.uoguelph.ca/registrar/calendars/diploma/current/c08/c08-drop.shtml

7.4 Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

7.5 Accessibility

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is

required; however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to book their exams at least 7 days in advance and not later than the 40th Class Day.

For Guelph students, information can be found on the SAS website
https://www.uoguelph.ca/sas

For Ridgetown students, information can be found on the Ridgetown SAS website
https://www.ridgetownc.com/services/accessibilityservices.cfm

7.6 Academic Integrity

The University of Guelph is committed to upholding the highest standards of academic integrity, and it is the responsibility of all members of the University community-faculty, staff, and students-to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff, and students have the responsibility of supporting an environment that encourages academic integrity. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

Undergraduate Calendar - Academic Misconduct
https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml

Graduate Calendar - Academic Misconduct
https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml

7.7 Recording of Materials

Presentations that are made in relation to course work - including lectures - cannot be recorded or copied without the permission of the presenter, whether the instructor, a student, or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

7.8 Resources

The Academic Calendars are the source of information about the University of Guelph's procedures, policies, and regulations that apply to undergraduate, graduate, and diploma

programs.

Academic Calendars
https://www.uoguelph.ca/academics/calendars

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