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ARTS 341: Image Practice

DESCRIPTION

In this course, we'll study how images are produced and received. We'll learn to observe, interpret and critique image-based forms of communication. We will do this primarily through the construction of images in digital form.

CONTEXT

This course is a required introductory-level course for New Media majors in the School of Art and Design. The New Media BFA degree prepares students for work in art-related careers where functions and audiences are in constant flux. As New Media graduates will be working in a variety of contexts and for all manner of clients (including themselves), this course must provide a broad view, foregoing such specific, applied situations as Advertising, Publishing, or Commercial Graphics.

CONTENT

Technical: Digital Image Acquisition, Composition, Synthesis and Output. Vector and raster-based image editing (Illustrator and Photoshop), scanning, wacom tablet and digital camera operation, output for screen and print forms. Presentation platforms for online and offline display. Input devices

Methods: Research techniques and processes, work-flow for ideation and editing, presentation strategies.

Formal: Collage, Compositing, Information Visualization, Illustration, Instructional Imagery, Documentary, Narrative. Forensic and Scientific Imagery.

Thematic: (Issues and trends from contemporary media studies) Convergence, Post-humanity, Authenticity, Accident, Mobility, Speed, Network.

PREREQUISITE KNOWLEDGE

This course assumes a basic familiarity with Apple's Macintosh hardware and operating system, including basic file management and navigation. Ideally you have had some educational experience with composing images in physical or digital media. For at least one assignment you will be asked to draw. You also should have had some experience with operating a digital photo camera and transferring recorded images to a computer.

EXPECTATIONS

Your primary responsibilities in this class will involve the research, creation and successful realization of images for print and screen presentation. You should expect to spend as much as 10 hours a week outside of class on work for our assignments.

Homework will involve some reading, writing and research, including realization of short-term benchmarks along the way to finished projects. All work, including process and research assignments, should be completed on time.

Some collaborative work will be involved. We will also be conducting in-class critiques and discussions, for which participation is mandatory.

You are expected to be in class every day – even lab days - and on time. Your full participation in all class-work is expected; working in class on non-class projects, email or web applications will result in a lower grade.

Each assignment will require demonstration of technical mastery in specified aspects of our software. You may go beyond demonstrated methods to use other facets of the software or even other media, as long as you fulfill assignments and adhere to project parameters.

If you don't already, start keeping an online scrapbook of interests through storing links, commenting and tagging them. You will be asked to submit at semester's end either a delicious page or tumblr page, which should contain at least 2-3 links per week of our semester. This will count for 5% of your total grade. Please use the tag "2010arts341" for all items, so we can track them.

GRADING

You are expected to attend class on time, to participate in all in-class activities, and to fulfill out-of-class projects within assigned parameters. More than three absences of any kind will result in a final grade drop. After three late arrivals, your final grade will drop half a letter grade for each new instance of tardiness.

You will be graded based on completed projects (75%) and participation (25%).

- A: Brings new examples to discussion, extends the course material through discovery and sharing of new relevant material. Goes above and beyond for homework assignments, in quantity, complexity, and competence. This is an exceptional grade, rarely given.
- B: Above average in the same, talks often in class discussions, shares material with others, spends more time than required for projects, completes them with competence and great time spent.
- C: Fulfills assignments with minimum of time, imagination and effort. Participates regularly in class discussions.
- D: Does not complete assignments adequately or according to parameters fails to speak in discussions.
- F: Total lack of engagement in class-time, meager efforts on incomplete projects.

MATERIALS REQUIRED

You should bring to class every day a storage device for your media and projects. Online storage will not suffice for this purpose, so you should procure a large (10GB+) portable storage device. (If you plan to take video courses in the future, you will need something larger. Please consult instructor for recommendations.)

Works completed in this course will be submitted primarily via print media. For this you will need to print in the labs at Art and Design – prints are then billed to your student account (which is probably mailed to your permanent home address.)

We'll be working in the Adobe CS5 software suite, primarily utilizing Adobe Illustrator and Photoshop. If you plan to work in part on another computer in addition to the lab computers provided, you'll need to make sure that you either have the same software version on that computer, or that you save multiple versions of your document.

Lastly, if you have a digital camera you will use it often, and are encouraged to bring it to class on days where we are conducting lab time or introducing new projects. If you don't have a camera, you'll

need to purchase a memory card for use in the cameras available at the Art and Design Checkout Window.

SCHEDULE

Subject to change. Updates on public Google calendar
al1e3lgb1o4lenvdm42i904qik@group.calendar.google.com

- 8/23 Intro to class: Themes and Forms. Assign *Project 01 / Compositing*.
Homework: Start online logging.
- 8/25 Tech Session: Seamless Compositing in Photoshop.
Homework: Sketches and Photographs for Project 01.
- 8/30 Lab time. Tech Session: Printing.
- 9/01 **Project 01 due printed.** Critique. Assign *Project 02 / Digital Collage*.
Homework: Collect materials, read assigned article.
- 9/06 (no class: Labor Day)
- 9/08 Tech Session: Seam-ful Compositing in Photoshop.
Discuss article. Lab time.
- 9/13 **Project 02 due printed.** Critique.
Homework: reading for Project 03.
- 9/15 Discuss reading. Assign *Project 03 / Illustration*.
Tech Session: Working from hand drawings in Photoshop.
Homework: drawings for Project 03.
- 9/20 Lab time.
- 9/22 Lab time.
Homework: reading for Project 04
- 9/27 **Project 03 due printed.** Critique.
Discuss reading. Assign *Project 04 / Instructional Graphics*.
Homework: sketches and storyboards
- 9/29 Tech Session: Vector Graphics. Lab time.
- 10/04 Process critique for Project 04. Lab time.
- 10/06 **Project 04 due printed.** Critique.
Assign *Project 05 / Information Visualization*.
Homework: reading and research.
- 10/11 Discuss article for Project 05.
Tech Session: Math, spreadsheets.
- 10/13 Lab time.
- 10/18 Process critique for Project 05. Lab time.

- 10/20 Lab time.
Homework: reading for Project 06.
- 10/25 **Project 05 due printed.** Critique.
Discuss reading for Project 06.
- 10/27 Assign *Project 06 / Image in Context*.
Tech Session: Web Presentation Formats
Homework: research and prototypes
- 11/01 Review sketches for Project 06. Lab time.
- 11/03 Lab time.
Homework: reading for Project 07.
- 11/08 **Project 06 due posted online.** Critique.
Discuss reading for Project 07.
- 11/10 Assign *Project 07 / Indexical Image*.
Tech Session: macros, programming.
Homework: sketches and source material
- 11/15 Review sketches for Project 07. Lab time.
- 11/17 Lab time.
Homework: reading for Project 08.
- 11/22 - FALL BREAK
11/24 - FALL BREAK
- 11/29 **Project 07 due.** Critique.
Discuss reading for Project 08.
- 12/01 Assign Project 08 / *Documentary Image*.
Lab time.
- 12/06 Lab time.
- 12/08 **Project 08 due.** Critique.