

School of the Arts
MMEDIA 1B03 – The Digital Image
Course Outline – Winter 2007

Class meeting time: Monday 7 p.m. – 9 p.m.

Instructor: Liss Platt, TSH-327, x27954, plattl@mcmaster.ca
Office Hours: Monday 5:30 – 6:30 p.m., or by appointment
URL: <http://www.humanities.mcmaster.ca/~plattl>
URL 1B03: <http://www.humanities.mcmaster.ca/~plattl/academia/1bwinter07.html>

Course description:

Digital imaging and graphic design are everywhere around us: from television and film industries, to book covers and magazine advertisements, to web sites and multimedia kiosks. With the growth of the computing industry and the rapid development of the Internet, digital imaging and graphic design no longer belong exclusively to the professional graphic designer. Inexpensive design tools for creating digital documents are readily available to anyone with access to a computer.

Access to tools, however, guarantees neither design skill nor creativity. And most importantly, it does not necessarily encourage users to consider the act of digital image creation within the larger social context of media culture. As a student in *MMEDIA 1B03: The Digital Image*, you will have the opportunity to explore, shape, and analyze modes of digital expression through the creative and critical application of digital imaging. You will learn the technical skills necessary for creative electronic expression and you will investigate the social context and cultural significance of image creation within digital culture.

Course materials:

- It is recommended that students purchase at five CDs (700 Mb) for storage and final project.

Required texts:

- MMEDIA 1B03E coursepack

Software

Students will use a variety of software packages, including the following:

- Adobe Photoshop
- Macromedia Dreamweaver
- Macromedia Fireworks

Assignments

Detailed descriptions of individual assignments will be distributed in class. There is no final exam for this class, meaning that term work may seem more intense than in courses with a final exam. You are encouraged to begin working on assignments well in advance of their due dates. **Attendance in this class is mandatory.**

Digital Images (three at 10% each)	30%
Rough draft and writing for Web Site	15%
Final Project - Web Site	20%
Test	20%
Participation (includes in-class writing assignments)	15%

Late assignments will be penalized by 5% per day of the week (including weekends). Extensions will be given if requested before the assignment's due date and if the reason is considered legitimate by the instructor.

Note: Readings are listed on the day they are assigned. Tutorials refer to the tutorial that will be held in the same week as the lecture.

Week 1 – January 8

Lecture: Intro to Class & History of Digital Imaging, Intro to Photomontage

Tutorial: First Class Conferencing, Intro to Scanning, Photoshop Basics

Assignment: Digital Image #1 – Due JANUARY 29th

Week 2 – January 15

Lecture: History of Dada and Photomontage

Tutorial: Scanning, Intro to Layers, Masking

Week 3 – January 22

Reading: Coursepack – Paul Martin Lester (What the Brain Sees: Color, Form, Depth and Movement)

Lecture: Intro to Design, Design and Visual Communication

Tutorial: More tools for selection – lasso, magnetic lasso, pen tool

Week 4 – January 29

Reading: Coursepack - Paul Martin Lester (Graphic Design)

Lecture: More on Design, Image and Text

Tutorial: Filters, Tools, Type

Assignment: Digital Image #2 – Due FEBRUARY 20th

DUE: Digital Image #1

Week 5 – February 5

Reading: Coursepack - Ann Morgan Spalter (Digital Painting and Photoediting); Holtzschue (Using Color pp. 67-81)

Lecture: Electronic Color; Color and Meaning

Tutorial: Image correction tools, creating shadows, coloring B&W images

Week 6 – February 13

Reading: Coursepack – Lunenfeld (The Dubitive Image)

Lecture: Digital Photography and Post-photographic Truth, Taking Photographs

Tutorial: Coloring Exercise – an in-tutorial exercise

Assignment: Digital Image #3 – Due MARCH 13th

Week 7 – February 20

NO CLASS OR TUTORIAL – WINTER BREAK

DUE: Digital Image #2

Week 8 – February 27

Reading: Coursepack – Barrret (Interpreting Images)

Lecture: Interpreting Images and Intro to Web Design

Tutorial: Creating seamless fictions: light quality and direction, edge sharpness, depth of field, shadows

Assignment: Web Project – ROUGH DRAFT and WRITING DUE THE WEEK OF THE 20^h
(meetings with instructor), Final Web Projects due MARCH 27th*

Week 9 – March 6

Reading: Coursepack – (Early Internet Art)

Lecture: More Web Design – Evaluation, Audience, Intentionality

Tutorial: File formats, images, and the World Wide Web; Intro to Fireworks and Dreamweaver

Week 10 – March 13

Reading: Coursepack – review all readings for test

Lecture: Test Review; in-class writing exercise

Tutorial: Exporting from Fireworks and using Dreamweaver

DUE: Digital Image #3

Week 11 – March 20

Lecture: Meetings with student groups to discuss web drafts

Tutorial: More on Fireworks and Dreamweaver – managing web sites

DUE: Web Drafts and writing for web project must be ready to show instructor during scheduled meeting. WRITING SHOULD BE PRINTED OUT AS IT WILL BE COLLECTED.

Week 12 – March 27

Lecture: TEST

Tutorial: LAB day – students work on projects

Week 13 – April 2

Lecture: Critique Selected Student Web sites

Tutorial: None

***NOTE:** Final Web Projects will be accepted up to this date, without late penalty

IMPORTANT INFORMATION ON ACADEMIC DISHONESTY

Academic dishonesty consists of misrepresentation by deception or by other fraudulent means and can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on

the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university. It is your responsibility to understand what constitutes academic dishonesty. For information on the various kinds of academic dishonesty please refer to the Academic Integrity Policy, specifically Appendix 3, located at http://www.mcmaster.ca/senate/academic/ac_integrity.htm

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
2. Improper collaboration in group work. (Taking credit if your partner does all the work)
3. Copying or using unauthorized aids in tests and examinations.