

Introduction to Digital Imaging

DGIM-101-MO3

Course Outline

Instructor's information

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Course information

Term and date: Fall 2010 - 09/10/2010-12/17/2010

Course number and section: DGIM 101 **Credits:** 3

Meeting times: Lecture Friday 06:00PM - 09:00PM,

Building and room number: West 61st Street, Room 927

Prerequisites and co-requisites: None

Required texts (including ISBN numbers)

A text book is not required for this course

Materials and supplies

A portable hard drive or flash media drive would be helpful for storing class work and assignments. A completely free alternative to a portable drive is to use an online storage account such as acrobat.com to store and retrieve files.

Course description from catalog

This course acts as an introduction to the concepts of Digital Imaging for TV, Film, Advertising, and the Web. Students learn to create, optimize and output various forms of imagery, and explore the potential of new media forms using the computer. The class focuses on the Internet as the main output medium, and each student creates his or her own Website.

Course goals and introduction

Media and technology are inherently linked. New media is created and pushed by the advent of new technologies and advancing technologies allow for the creation of new media. Projects are designed to give students an introduction to industry standard design software. Students will obtain a basic understanding of how computers function and learn how to overcome basic computer problems in order to continue working and protect files. This course will cover both the aesthetics and techniques of modern digital design, the technical (how to use the applications) skills of design and the aesthetics (what looks good and why), because without an understanding of both you can't be a designer, editor or any type of creative professional. Not an employable one anyway.

Learning outcomes and instruments of assessment

Upon successful completion of this course, students will be able to:

1. Develop original design ideas from concept to completion that incorporate current technologies.
2. Analyze project needs and incorporate current usability concepts to make appropriate technology and design choices.
3. Develop a basic to intermediate knowledge of current technologies used in interactive design.

Methods of assessment will include:

1. Technical skill: shows how well you have mastered the techniques we are using.
Because yes, while it isn't the end all and be all of being a designer you do have to know which buttons to push to be employable.
2. Originally: reflects the originality and innovative quality of your idea. Design is all about creative problem solving. Have you chosen a creative route to accomplish the design problem in front of you, or did you play it safe and work within an already established routine?
3. Execution: exhibits how well your idea comes through overall. In reality anyone can come up with an idea that seems good in their heads, but fewer individuals can actually make their dreams into reality. This is real life, if your ideas are impractical they won't do you or your client any good.

Additional Grading Criteria: participation in class critiques, turning in work on time, pushing your own limits during the semester, and demonstration of mastery of techniques and concepts.

Grading formula

Grade	Quality Points Per Credit
A (Excellent)	4.0
B+	3.5

B (Good)	3.0
C+	2.5
C (Satisfactory)	2.0
D (Unsatisfactory)	1.0

Grading Criteria

Homework/Out of Class Assignments: 15%
 Presentations: 20%
 Midterm Project: 20%
 Class Participation: 15%
 Final Project: 30%

Exams and quizzes

There will be both a mid-term and final project.

Description of assignments

1-Presentation 01

Students will research and present a on a current design principle or software technique.

2-Mid-term Project

The mid-term project is an exercise in creating a corporate or personal identity. Each student will create a unique motif for either themselves personally or for their company (if they have one). The project which will include both a logotype and a motif will serve as the basis for the website created for the student's final project.

3-Presentation 02

Students will research and present an oral report on a topic related to computer graphics or animation.

Topics must be pre-approved prior to the presentation day. Sample topics:

Rotoscoping • Henri De Toulouse Latrec • HDRI (High Dynamic Range Imagery) • Color Mode & Bit Depth • Greeble • Morphing • Art Nouveau • Industrial Light and Magic • Pixar • George Melies • Ray Harryhausen • Saul Bass • Digital Domain • Max Fleischer • Kyle Cooper • The Principle of Design • The Elements of Design

4-Final Project

The final project will be the creation of a high concept mini site to promote either the student as an individual or their company (if they have one). The essential idea to be addressed is to answer the primary question of all corporate or individual identity pieces; Who are you and why should we care?

5-Misc. Projects

In addition to the four listed main project above in accordance with the listed grading criteria a variety of in-class and homework assignments will be counted towards the final grade.

- Plan on working on your projects outside of class time. The studio part of class time is not adequate for you to create a good project.
- It is highly unlikely that you will get an A grade in this class if any work is turned in late.

Policy for make-up exams and missed or late assignments

Any projects not turned in or incomplete projects that are turned in will be deducted from the final grade. Projects or partial project will not be accepted after the last day of class. No late final Exams will be given.

Attendance policy

On-time class attendance is required, 3 credit hours is the maximum absence allowed per semester. This allows absences of one class before your final grade can be penalized. If you are late three times, it will be considered one absence. Attendance will be taken by the professor at each session.

Withdrawal policy

A student may withdraw from a course without penalty through the end of the 8th week of class during a 14- or 15-week semester and through the 8th meeting during an 8week course cycle. After this, the student must be doing passing work in order to receive a W grade. Students who are not passing after the 8th week or equivalent will be assigned the grade of WF.

It is the student's responsibility to inform the instructor of his/her intention to withdraw from a course. If a student has stopped attending class without completing all assignments and/or examinations, failing grades for the missing work may be factored into the final grade calculation and the instructor for the course may assign the grade of WF. The grade of F is used for students who have completed the course but whose quality of work is below the standard for passing.

Withdrawal forms are available in departmental offices and once completed must be filed with the registrar. Students should be reminded that a W notation could negatively impact their eligibility for financial aid and/or V.A. benefits, as it may change the student's enrollment status (full-time, part-time, less than part-time). International students may also jeopardize their visa status if they fail to maintain full-time status.

Academic integrity and plagiarism policies

Each student enrolled in a course at NYIT agrees that, by taking such course, he or she consents to the submission of all required papers for textual similarity review to any commercial service engaged by NYIT to detect plagiarism. Each student also agrees that all papers submitted to any such service may be included as source documents in the service's database, solely for the purpose of detecting plagiarism of such papers.

Plagiarism is the appropriation of all or part of someone else's works (such as but not limited to writing, coding, programs, images, etc.) and offering it as one's own. Cheating is using false pretenses, tricks, devices, artifices or deception to obtain credit on an examination or in a college course. If a faculty member determines that a student has committed academic dishonesty by plagiarism, cheating or in any other manner, the faculty has the academic right to 1) fail the student for the paper, assignment, project and/or exam, and/or 2) fail the student for the course and/or 3) bring the student up on disciplinary charges, pursuant to Article VI, Academic Conduct Proceedings, of the Student Code of Conduct.

Library Resources

All students can access the NYIT virtual library from both on and off campus at www.nyit.edu/library. The same login you use to access NYIT e-mail and NYITConnect will also give you access to the library's resources from off campus.

On the upper left side of the library's home page, select links for "Find Resources", "Research Assistance", "Services", "Help", and "About". Using "Quick Links" on the right hand side of the home page will also assist you in navigating the library's web pages. Should you have any questions, please look under "Research Assistance" to submit a web-based "Ask-A-Librarian" form.

Additional resources for further learning

Video Training: Lynda.com, TotalTraining.com, CreativeCow.net

Written Tutorials: CreativeCow.net, Tutorialized.com, Adobe.com

Support for students with disabilities

NYIT adheres to the requirements of the Americans with Disabilities Act of 1990 and the rehabilitation Act of 1973, Section 504. The Office of Disability Services actively supports students in the pursuit of their academic and career goals. Identification of oneself as an individual with disability is voluntary and confidential. Students wishing to receive accommodations, referrals and other services are encouraged to contact the Office of Disability Services as early in the semester as possible although requests can be made throughout the academic year.

Schedule of Dates

Date	Tentative Topics	Readings/Assignments
9/10/2010	Introduction & Syllabus Review	
9/17/2010	Introduction to Photoshop pt 1	
9/24/2010	Introduction to Photoshop pt 2	
10/1/2010	Content vs Form	
10/8/2010	The Principles of Design	http://char.txa.cornell.edu/language/principl/principl.htm http://www.digital-web.com/articles/principles_of_design/
10/15/2010	The Gestalt Theory of Composition	http://daphne.palomar.edu/design/gestalt.html

10/22/2010	Presentation01 Day 01	
10/29/2010	Presentation 01 Day 02	Mid-Term Project Due
11/5/2010	Introduction to Flash	
11/12/2010	Introduction to Flash	
11/19/2010	Introduction to Interactivity 01	
11/26/2010	No Class-Thanksgiving Recess	<i>Class Meets 11/24/2010</i>
12/3/2010	Introduction to Interactivity 02	
12/10/2010	Presentation 02 Day 01	
12/17/2010	Presentation 02 Day 02	Final Project Due