ART 124-01

Digital Imaging & Online Media

Eastern Connecticut State University
Department of Art & Art History | Digital Art & Design

Package Design | ART 124-01 | Spring 2021 | M,W 12 –2:45pm | FAIC 327
Soojin Kim | Office: FAIC 318 | Hours: T 9-10 am, W 3-4, F 12-3 pm

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Course Description

This is a studio course in which students will be introduced to computer imaging and online media. Students will learn to use the digital imaging software, create design, and apply it to online media.

Primary Software Used: **Adobe Illustrator, Photoshop, and XD**
Levels: Undergraduate

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Objectives

Upon successful completion of this course, the student will learn how to::

- ❏ Develop and use a vocabulary of computer graphics and design terminology
- ❏ Apply visual design principles across an online media.
- ❏ Create vector icons for clear visual communication
- ❏ Edit and retouch photographic images
- ❏ Manipulate still images and make it into an animation
- ❏ Lay out text and images to create efficient and visually satisfying communication
- ❏ Create a digital portfolio for online media

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Materials

- ❏ Blackboard access *
- ❏ An external hard drive or flash drive (32GB or more) and/or cloud data account(Such as Google and One drive)
- ❏ High quality digital(or cell phone) camera
- ❏ Headset or earbud, and microphone for online learning environment.
- ❏ Sketch paper pad and pencil

Revisions To Syllabus*

The information contained in this syllabus is subject to revision at the discretion of the instructor. Students will be notified of any changes that will be made.

Class Rules

No food or drink in the Computer Lab. No exceptions! Smart-phones: no cell calls and no ear buds during class. We need to communicate throughout each class. Do not use the Internet for anything other than class work during class time. Use break time instead.

Attendance Policy

You are required to attend each class in its entirety. More than 2 absences, 2 late arrivals or early departures will affect your grade negatively unless you have a doctor's note. Attendance will be taken at the beginning of each class. It is your responsibility to see me during class if you arrive after attendance is taken. Email me ahead of time if you cannot attend class, if you will be late for class, and if you need to leave early for class. This does not constitute an excused absence, it is a professional best practice.

Grading

Your grade is based on assignments(30%), final projects(40%), in-class exercises and participation(20%), and attendance (10%).

Important Requirements: Be prepared to participate in class. Readings are due before the beginning of class for the date assigned so that you are familiar with the topics and prepared for discussion. Assignments are due at the beginning of class unless otherwise notified by the instructor. Two-thirds of the work for this class is expected to be accomplished outside of class. Use the Webb 410 General Computer Lab and FAIC 330/327 Open Lab, 313 Digital Resource Room (available with instructor permission for classwork only), online help, and textbooks—including associated websites—as reference tools to complete work and to practice techniques.

A 100–95 90% | **B** 89 85 80% | **C** 79 75 70% | **D** 69 65 60% | **F** 59% or below (A grade of C, 75% is the minimum grade which counts toward your major.)

Department of Art & Art History Policy on Returning Artwork and Other Assignments

Assignments will be returned during scheduled class time, instructor's office hours, or by special arrangement with the instructor. The instructor will hold assignments for six weeks following the end of class. Assignments not picked up during this period will become the property of the university and may be discarded.

Assistance at the Writing Center

The Eastern Writing Center, located in the ASC and staffed by trained peer tutors, is available to help all students with their writing. The Writing Center supports the liberal-arts mission of Eastern by helping students with their writing from any class, at any stage, from brainstorming and drafting to revision to proofreading and editing. We help students do their own work and do it more comfortably and confidently. Any student can and should use the Writing Center. The process of talking with readers about writing and getting feedback on student writing is something all writers do and can benefit from. Students can either drop into the Center or make an appointment by going to the "Useful Links" column on the Current Students web page and selecting

"GradesFirst" http://www.easternct.edu/index/current-students/.

Students are asked to bring copies of any assignment sheets to the Writing Center, so tutors know what is expected of the assignment.

Assistance with Academic Advising and Subject Tutoring at the Academic Service Center

Students are encouraged to use the support offered by the Academic Services Center (ASC) located on the ground floor of the Library. Advising Services and tutoring in math, writing, and other subjects, including supplementary instruction, are available. The ASC also offers Peer Academic Coaching (PAC) assistance with study techniques, time management, "Eastern in 4" planning and understanding learning styles. For further information about our services, please call 465-4625 or check the ASC

website at

https://www.easternct.edu/academic-services/index.html

Office of Access Ability Services (OAS)

Eastern Connecticut State University is committed to following the requirements of the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. If you are a student with a disability (or think you may have a disability) and require adaptations or accommodations, or assistance evacuating a building in the case of an emergency, please contact the Office of AccessAbility Services (OAS) at 860-465-0189 to discuss your request further. Any student registered with the OAS should contact the instructor as soon as possible for assistance with classroom accommodations. Please note that accommodations are not retroactive, and must be communicated through a Letter of Accommodation which is drafted by the OAS. The link to the OAS website is:

http://www1.easternct.edu/accessability/

Cheating, Plagiarism, and Personal Misconduct

Students are responsible for familiarizing themselves with the University's numerous policies and procedures contained in the University Catalog and Student Handbook. The Code of Conduct policies and the Policy on Academic Misconduct are of special significance, since cheating, plagiarism, and personal misconduct are strictly prohibited and carry severe penalties. Students should read and understand Eastern's Academic Misconduct Policy, which can be found in the student handbook.

https://www.easternct.edu/student-affairs/studenthandbook.html

All violations will be handled under the procedures established in this policy.

Student Sexual Misconduct Policy

Title IX of the Education Amendment of 1972, as well as the Board of Regents Policy on Sexual Misconduct Reporting, Support Services, and Processes, prohibit acts of sexual misconduct – sexual harassment, sexual assault, sex-based discrimination, dating violence, domestic violence, stalking, and inappropriate relationships between employees and students. If you or someone you know has been or experiences harassment or assault, resources are available with the Sexual Assault & Interpersonal Violence Response Team (SAIV-RT). Alleged violations can be reported to the Title IX Coordinator in the Office of Equity and Diversity at 860-465-5791. Reports to law enforcement can be made to Eastern Connecticut State University Police Department at 860-465-5310. To receive support and advocacy, please contact the Coordinator of the Sexual Assault & Interpersonal Violence Response Team (SAIV-RT) at 860-465-4314. You may also visit the SAIV-RT website at

https://www.easternct.edu/.../sexualassaultpolicyandprocedures.html for more information including a list of confidential resources.

Student Crisis Statement

Any student who is facing challenges (i.e. mental health, securing food/housing) and believes this may affect their performance in the course is urged to contact the Dean of Students at 860-465-5244 for support. Students experiencing an immediate threat to their safety or wellbeing should contact 24-hour emergency services by dialing 911 or the Eastern's University Police Department: 860-465-5310.

Final Examination Statement

University policy states that "No examination shall be given during the final week of scheduled classes of a full semester course." Faculty must receive prior approval from the Vice-President of Academic Affairs in order to schedule an examination during the final week of classes. Faculty may, with approval from the Vice-President of Academic Affairs in consultation with the Academic Dean and Registrar, hold a single exam session for all sections of the same course. Students will be notified of the exam date, time, and place on the course syllabus.

COVID 19 Statement

Maintaining a safe and healthy campus is only possible if every member of the campus community follows the rules. Therefore, Eastern is requiring that all students and faculty wear a face mask that fully covers the nose and mouth but should not have a valve or vent to expel respiration, whenever they are on campus. This includes whenever an individual is in a classroom or classroom building. Face shields can only be worn with an appropriate face mask. Students who refuse to wear a mask in class can be referred to the Office of Student Conduct. This protocol complies with the safety standards established by the CDC and the Connecticut Department of Public Health and is included in the Student Code of Conduct.

Course Outline

WEEK 1 1/2, W		COURSE INTRODUCTION, SYLLABUS REVIEW STUDENT SURVEY

WEEK 2 2/1, *M	EXERCISE 1 **DUE**	**TUTORIAL - GET TO KNOW ILLUSTRATOR** https://helpx.adobe.com/support/illustrator.html **LECTURE - FUNDAMENTALS OF COMPUTER GRAPHICS** **(RASTER V.S. VECTOR GRAPHICS)** **EXERCISE 1 - CREATE AND EDIT ARTWORK IN** **ILLUSTRATOR** 1. Complete *Create and edit shapes* tutorial https://helpx.adobe.com/illustrator/how-to/shapes-basics.html?playlist=/services/playlist.helpx/products:SG_ILLUSTRATOR_1_1/learn-path:get-started/set-header:ccx-designer/playlist:ccl-get-started-1/en_us.json&ref=helpx.adobe.com 2. Complete Transform and edit artwork tutorial https://helpx.adobe.com/illustrator/how-to/edit-artwork-basics.html?playlist=/services/playlist.helpx/products:SG_ILLUSTRATOR_1_1/learn-path:get-started/set-header:ccx-designer/playlist:ccl-get-started-1/en_us.json&ref=helpx.adobe.com 3. Complete Change color and strokes tutorial https://helpx.adobe.com/illustrator/how-to/color-basics.html?playlist=/services/playlist.helpx/products:SG_ILLUSTRATOR_1_1/learn-path:get-started/set-header:ccx-designer/playlist:ccl-get-started-1/en_us.json&ref=helpx.adobe.com Save the outcome files into *.pdf then submit them to the blackboard. Please do not submit the *.Ai files.

WEEK 2 2/3, W	EXERCISE 2 **DUE** ASSIGNMENT 1.1	**EXERCISE 2 - LAYERS AND ARTBOARD** 1. Complete Organize content with layers tutorial https://helpx.adobe.com/illustrator/how-to/ai-layers-basics.html?playlist=/services/playlist.helpx/products:SG_ILLUSTRATOR_1_1/learn-path:get-started/set-header:ccx-designer/playlist:ccl-get-started-2/en_us.json&ref=helpx.adobe.com 2. Complete Work with artboards tutorial https://helpx.adobe.com/illustrator/how-to/artboards-basics.html?playlist=/services/playlist.helpx/products:SG_ILLUSTRATOR_1_1/learn-path:get-started/set-header:ccx-designer/playlist:ccl-get-started-2/en_us.json&ref=helpx.adobe.com Save the outcome files into *.pdf then submit them to the blackboard. Please do not submit the *.Ai files. **ASSIGNMENT 1 - CHARACTER ICONS**

Overview & Specifications

In this assignment, you should create authentic character icons from existing story based contents(Movie, Game. Graphic novels, Childrens' book, Comicbook, Web toon, etc,) Consider the delivery of the core message yet with the best simplification. Also, maintain the unity and consistency in this set of characters. Outcome should be one set of icons of 5 different characters.

ASSIGNMENT 1.1 :

1.Choose your story and extract 5 important characters from the story.
2.Create a mood board from the original illustration.
3.Create a mood board for character icons of your interest.
4.Generate thumbnail sketches for 5 characters then refine them as much as possible.
5.Create a concept board with 2, 3, and 4. In this document, the title of the story and character's name has to be included.
 –Export the conceptboard as a pdf then submit pdf.

WEEK 3	ASSIGNMENT	STUDIO - ASSIGNMENT 1.1
2/8, M	1.1 DUE	

WEEK 3	EXERCISE	**CONCEPT BOARD PRESENTATION**
2/10, W	3 DUE	**EXERCISE 3 - VECTOR PORTRAIT**

1. Complete Make a minimal vector portrait tutorial
https://helpx.adobe.com/illustrator/how-to/minimum-vector-portrait.html?playlist=/services/playlist.helpx/products:SG_ILLUSTRATOR_1_1/learn-path:key-techniques/playlist:topic/set-header:create-and-edit-content-you-draw/en_us.json&ref=helpx.adobe.com

Save the outcome file into *.jpg then submit it to the blackboard. Please do not submit the *.Ai files.

WEEK 4	ASSIGNMENT	**ASSIGNMENT 1.2 :**
2/17	1.2	

1.Using your sketches, create vector color icons in illustrator.
2.Place your icons) in one artboard and also place each icon on the separate artboards in the same illustrator file.
3.Save the outcome file into a single 6 page pdf then submit it to the blackboard. Please do not submit the *.Ai files.

WEEK 5	ASSIGNMENT	STUDIO - ASSIGNMENT 1.2
2/22, M	1.2 DUE	

WEEK 5	EXERCISE	EXERCISE 4 - IMAGE MANIPULATION I

WEEK 5

2/24, W

EXERCISE

4

DUE

EXERCISE 4 - IMAGE MANIPULATION I

1. Complete Retouch images tutorial
https://helpx.adobe.com/photoshop/how-to/photo-retouching-basics.html?playlist=/services/playlist.helpx/products:SG_PHOTOSHOP_1_1/learn-path:get-started/set-header:ccx-designer/playlist:ccl-get-started-2/en_us.json&ref=helpx.adobe.com

2. Complete Combine images tutorial
https://helpx.adobe.com/photoshop/how-to/combining-images-basics.html?playlist=/services/playlist.helpx/products:SG_PHOTOSHOP_1_1/learn-path:get-started/set-header:ccx-designer/playlist:ccl-get-started-2/en_us.json&ref=helpx.adobe.com

3. Complete Build a composite with layer mask tutorial
https://helpx.adobe.com/photoshop/how-to/create-composite-with-layer-mask.html?playlist=/services/playlist.helpx/products:SG_PHOTOSHOP_1_1/learn-path:key-techniques/set-header:photo-compositing/playlist:topic/en_us.json&ref=helpx.adobe.com

Save the outcome files into *.pdf then submit them to the blackboard. Please do not submit the *.psd files.

ASSIGNMENT 2 - SURREAL COLLAGE

Overview & Specifications

Create a HD resolution **surreal** photographic illustration appropriating the existing photographs in photoshop. You may also want to use your own photo for this project. Choose a scene from any fictional stories from a novel, fairy tale, or your dream. Please be creative and artistic.

ASSIGNMENT 2.1 :

1.Choose a surrealistic scene from a story and perform a research.
2.Create three different sketches(ideas) for the chosen scene.
3.Collect image resources from the web or scanning from existing publications and create collage prototypes in photoshop for three different sketches.
 –Export the three prototypes as a pdf then submit pdf.

WEEK 6

3/1, M

ASSIGNMENT

2.1

DUE

STUDIO - ASSIGNMENT 2.1

WEEK 6 3/3, W	ASSIGNMENT 2.2	**PROTOTYPE PRESENTATION** **ASSIGNMENT 2.2 :** 1.Choose one prototype after the presentation. 2.Develope a final collage from the prototype. Consider the color, image quality and also the image masking quality. 3. Finalize and submit as a pdf file.
WEEK 7 3/8, M	EXERCISE 5 **DUE** ASSIGNMENT 2.2 **DUE**	**EXERCISE 5 - FRAME ANIMATION** 1. Complete Create an animated GIF from a series of photos tutorial https://helpx.adobe.com/photoshop/how-to/make-animated-gif.html?playlist=/services/playlist.helpx/products:SG_PHOTOSHOP_1_1/learn-path:intermediate-advanced/set-header:ccx-photographer/playlist:basictraining/en_us.json&ref=helpx.adobe.com **ASSIGNMENT 2.3 :** 1.Sketch an animation concept of your collage. 2.Alter the collage to create 24 different frames to make an animation. 3.Create a GIF file from the set of images in step 1. 4.Submit the GIF file.
WEEK 7 3/10, W	ASSIGNMENT 2.3 **DUE**	**STUDIO - ASSIGNMENT 2.3**
WEEK 8 3/15, M	Project 1.1	**LECTURE- WRITING WITH PICTURES: INTRODUCTION TO COMIC BOOK** **PROJECT 1— EASTERN DIARY: COMIC BOOK** **Overview & Specifications** In this project, we are going to create comic pages about your daily Eastern episode and college food recipe which will eventually be posted on the web site. We will learn basic panel techniques, combining image and texts for online publishing throughout a series of tasks. **PROJECT 1.1:** 1. Collect 2 different episodes. The stories should come from your own experience from your Eastern University life. You will tell these stories in the next class and record.

WEEK 8 3/17, W	Project 1.1 **DUE** Project 1.2	**STORY PRESENTATION** **PROJECT 1.1(CONTINUED):** 2. Write a story down from your recording. You will then edit each story in 100-200 words. Give a title to the stories. 3. Submit your stories in PDF. **PROJECT 1.2:** 1. Choose a final story to turn into a comic page. Analysis the story. Extract' Who' and 'Where' information. Who will become characters and Where will become the scenery. 2. Create main character(s) profile sketch. 3. Search or collect the image resources for the scenery. 3. Create a 4 -6 cut storyboard. 4. Submit a storyboard and character sketch in PDF or JPG.
WEEK 9 3/22, M	Project 1.2 **DUE**	**STUDIO-PROJECT 1.2** **PROJECT 1.3:** 1. Create two one-page panel compositions. If needed go back to the lecture slides. This process should be done in adobe illustrator or in sketch book. 2. Place the essential texts. 3.Submit these two different approaches in PDF or JPG.
WEEK 9 3/24, W	Project 1.3 **DUE**	**STUDIO-PROJECT 1.3**
WEEK 10 3/29, M	Project 1.4	**COMPOSITION PRESENTATION and CRIT** **PROJECT 1.4:** 1. Choose the final composition and work on the Adobe illustrator. The width of the art board should be 1080 pixel and the height should be 1920 pixel. Find out relevant fonts for your comic book page. If needed, download and install the searched font. 2. Submit your comic book page in PDF.
WEEK 10 3/31, W	Project 1.4 **DUE** Project 1.5 **DUE**	**STUDIO-PROJECT 1.4** **PROJECT 1.5:** 1.Choose your favorite meal or food that you often make. 2.To create a Recipe infographic using a character from your comic page, generate two sketches of infographics with a text instruction. Infographics should have a title. 3. Submit your sketches in JPG or PDF.

WEEK 11 4/5, M	Project 1.6	**SKETCH PRESENTATION and CRIT** **PROJECT 1.6:** 1.Choose one idea from Project 1.5 then Create a Recipe infographics using a character from your comic page. We will use Adobe illustrator and the same font from the comic page, so this recipe can be the companion of the comic page. The width of the art board should be 1080 pixel and the height should be 1920 pixel. 2. Submit your recipe infographic in PDF.
WEEK 11 4/7, W	Project 1.6 **DUE**	**STUDIO-PROJECT 1.6**
WEEK 12 4/12, M	Project 2.1 **DUE**	**DEMONSTRATION: WEB DESIGN** **PROJECT 2— EASTERN DIARY : WEB SITE** **Overview & Specifications** Students are going to create a web site based on the comic pages created in project one. A few related digital contents will be created and designed into individual web pages. After creating pages students will link the webpages to become a functional website. **PROJECT 2.1:** 1.Using the project 1 outcomes,, you are going to create a web-stite with 5 different pages:Home,Episode, Character, Recipe, About author. 2. Research the digital contents web sites. Pick two interesting websites and introduce them to classmates. 3. Produce two sketches of the home page including a logo and logotype. 4. Submit your sketches in JPG or PDF.
WEEK 12 4/14, W	Project 2.2 **DUE**	**PROJECT 2.2:** 1. Create a logo and logotype. 2. Create character icons. 3. Write a short introduction of yourself in less than 50 words 4. Submit a logo, icon, and statements in a single PDF.
WEEK 13 4/19, M	EXERCISE 6 **DUE** Project 2.3	**ADOBE XD TUTORIAL** **PROJECT 2.3:** 1. Create and design Individual web page sketches. 2.Refine the design of Individual Pages and create PROTOTYPES in adobe xd.

WEEK 13 4/21, W	Project 2.3 **DUE** Project 2.4	**STUDIO-PROJECT 2.3** **PROJECT 2.4:** 2.Refine the design of Individual Pages. 3. Create PROTOTYPES. 1.Test and refine site and pages. 2. Submit the complete individual pages and xd shared links.
WEEK 14 4/26, M	2.4 **DUE** Project 3.1 **DUE**	**STUDIO-PROJECT 2.4** **SHOWCASE: ONLINE(CLOUD) WEB DESIGN TOOLS** **PROJECT 3— PORTFOLIO: WEB SITE** **Overview & Specifications** In this project, we will build a professional portfolio website using a cloud base(i,e, WIX)web design tool. Students will learn archiving, writing statements, and retouching images to enhance the quality of their portfolio **PROJECT 3.1:** 1. Collect your art & design work images including works from this class. The minimum number of images should be 12. 2.Name the files following the Digital Art and Design guidelines. 3. Submit images in JPG or PDF. 4. Research existing portfolio websites, and introduce two pics to the class. .
WEEK 14 4/28, W	Project 3.2 **DUE**	**PRESENTATION: ART IMAGES AND PORTFOLIO WEBSITE** **PROJECT 3.2:** 1. Study Wix templates. You are also welcome to use other online web softwares, if you are already using it. 2. You can start work with one that fits best to your vision. 3. Submit the temporary home page address.
WEEK 15 5/3, M	Project 3.3	**PROJECT 3.3:** 1. Write a design statement in 150 words. If needed work with a writing center. 2.Create pages including home, design statement, contact & portfolio. 3.Make updates and submit the home page address.
WEEK 15 5/5, F	Project 3.3 **DUE**	**CRIT** **STUDIO-PROJECT 3.3**
FINAL **EXAM**		**FINAL CRIT on Project 1 & 2**