

Digital Imaging

MSTD 226 - Spring 2006

Course Description: Instruction in the technology of digital imaging and photojournalism. Practice in the creation, editing and processing of digital images for use in various media including World Wide Web. Visual communication theories and history are also covered.

Location: Whitt 222

Meeting day(s): Wednesday

Meeting time(s): 6:30 - 9:30 p.m.

Prerequisite(s): MSTD 326 or 328

Instructor Information

Name: Pamela Helm

Email: phelm@radford.edu or pam@pchelm.com

Office hours: by appointment

Biography: Ms. Helm has been a professional multimedia designer and developer since 1991. Her BA is in Art with a concentration in Graphic Design and her MFA is in Art with a concentration in Multimedia. She also is a certified expert in Adobe Photoshop and Macromedia Flash. She has been teaching at Radford University since 1999 and also operates her own multimedia company - pchelm.com

Course Goals

Students who successfully complete this course will have acquired skills to prepare them for desktop publishing, electronic publishing or broadcast graphics work. They will also have learned photojournalism from a critical standpoint and acquire the judgment necessary to serve as a photo editor and the aesthetic sense needed for visual editing. They will also have a good understanding of the legal and ethical rights and responsibilities of the mass media in dealing with photographs and graphic images.

Late Policy

No late assignments will be accepted since project management skills are part of the course objectives. There is also no make up for in-class presentations, group work, or quizzes.

Course Requirements and Grading

Despite the novel content of the course, the assessment measures are traditional; assigned projects, mid-term and final examinations, quizzes on readings, and class participation.

Grading:

15 Assignments = 60 points (4 points per assignment)

3 Quizzes = 45 points (15 points per quiz)

Midterm = 50 points

Final = 50 points

Class Participation = 30 points

A = 211-235 Total Points
B = 188-210 Total Points
C = 164-187 Total Points
D = 141-163 Total Points
F = 0-140 Total Points

Class Participation

Class participation requires class attendance and proper class participation. This means refraining from cell phone use, emails, chatting during lectures and lab time, inappropriate computer use and other inappropriate disruptions. Points will be deducted from class participation grade if disruptive behavior or lack of attendance occurs. If you are sick or otherwise must miss class the only valid excuse is one approved by Student Affairs. The protocol is to contact Kim Vest (kvest@radford.edu) in the Dean of Students Office. Kim will work with the student to verify his/her absences. That number is 831-5321. If you want to be guaranteed an excused absence this is what you will have to do.

Class Participation Points

0 classes missed = 30 points (max)

1 class missed = 25 points (max)

2 classes missed = 20 points (max)

3 classes missed = 10 points (max)

4 or more = 0 points

(remember that points will also be deducted for inappropriate class behavior including cell phone use, chatting, inappropriate computer use and other inappropriate behavior)

Textbooks

Required reading: Graphic Communication Today - 4th Edition, William Ryan and Theodore Conover, Thomson - Delmar Learning, 4th Edition - 2004, 0-7668-2075-0

Required reading: Adobe Photoshop CS2 Classroom In A Book, Anita Dennis and Andrew Faulkner, Peachpit Press, CS2 - 2005, 0-321-32184-7

Required reading: Required Readings - posted in WebCT, various

Honor Code

Students' adherence to the University Honor Code is presumed in this course. The University Honor Code reads as follows: By accepting admission to Radford University, each student makes a commitment to understand, support and abide by the University Honor Code without compromise or exception. Violations of academic integrity will not be tolerated. This class will be conducted in strict observance of the Honor Code. Refer to your Student Handbook for details.

Students with Disabilities

If you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Disability Resource Office (DRO). The DRO is

located in Room 32, Tyler Hall. Phone is 831-6350. To receive academic accommodations for this class, please obtain the proper DRO forms and meet with me at the beginning of the semester.

Disclaimer

This syllabus is a dynamic document. This means that there will be additions and perhaps changes in lessons, quiz dates, assignments, etc. Additions and changes will be announced.

week 1 - Introduction to Course | Digital Imaging Tools

Lesson: Digital Imaging Tools

Date: Wednesday, January 11, 2006

Topics: Input: Scanners, Digital and Traditional Cameras, Processing: Digital Imaging Software, Output: Web, Print, Broadcast / Video

Readings: see required readings -

1. Raster Images and Vector Graphics (File: required readings/bitmap_vector.pdf)
2. Image Resolution (File: required readings/resolution.pdf)
3. File Formats (File: required readings/file_formats.pdf)

week 2 - Adobe Photoshop (Lessons 1, 2 and 16)

Lesson: Getting to Know Work Area | Using Adobe Bridge | Producing Consistent Color

Date: Wednesday, January 18, 2006

Topics: Tools, Tool Options, Palettes, Undo and History, Custom Workspaces, Image Ready, Help, Online Services, Toolbox | Viewing and Editing in Bridge, Metadata, Searching, Favorites, Automation, Stock Photography | Reproducing Color, Color Management, Proofing, Gamut, Adjustments, Printing

Readings: Classroom In A Book - Lesson 1, 2 and 16

Assignments: see assignments

week 3 - Adobe Photoshop (Lessons 3, 4 and 8)

Lesson: Photo Correction | Retouching and Repairing | Correcting Digital Photographs

Date: Wednesday, January 25, 2006

Topics: Retouching Strategy, Resolution and Image Size, Cropping, Auto and Manual tonal adjustments, Removing Color Casts, Color Replacement, Intro to Correction Tools, Unsharp Mask | Clone Stamp, Healing Brush, Patching | Camera RAW, Digital Image Correction, Vanishing Point, Image Distortion

Readings: Classroom In A Book - Lessons 3, 4 and 8

Assignments: see assignments

week 4 - Adobe Photoshop (Lessons 5 and 7) and QUIZ

Lesson: Selections | Masks and Channels

Date: Wednesday, February 1, 2006

Topics: Selection Tools, Magic Wand, Marquee, Lasso, Rotating, Cropping | Creating Masks, Selections as Masks, Editing, Loading, Extracting Images, Filter Effects, Gradient Masks

Readings: Classroom in a Book - Lessons 5 and 7

Assignments: see assignments

week 5 - Adobe Photoshop (Lessons 6 and 9)

Lesson: Layer Basics | Typographic Design

Date: Wednesday, February 8, 2006

Topics: About Layers, Layers palette, rearranging, layer styles, flattening | About Type, clipping masks, design elements, point type, paragraph type, warping

Readings: Classroom in a Book - Lessons 6 and 9

Assignments: see assignments

week 6 - Type | Color

Lesson: Type Basics and Creative Typography

Date: Wednesday, February 15, 2006

Objectives or Goals: Overview, Function, Terms, Anatomy, Type Groups, Measurement, Specification, Creativity | Color Communication, Physical and Psychological, Terms, Reproduction, Harmony, Strategy

Readings: Graphics Communication Today - Chapter 3 and 4 (pages 104-165), Graphics Communication Today Chapter 6 (pages 166-191)

Assignments: see assignments

week 6 - Photography (will NOT be on midterm)

Date: Wednesday, February 15, 2006

Readings: read Graphic Communications Today - chapter 8 (pages 232-292), Composing Your Images (see required readings)

Assignments: see assignments

week 7 - MIDTERM

Date: Wednesday, February 22, 2006

Objectives or Goals: Will Cover Syllabus Topics Through Week 6 except for the Photography Lecture (review slides/outlines, required readings, reading assignments) (multiple choice/short answer, matching, etc...)

week 8 - Design Principles | Lab: Compositions

Date: Wednesday, March 1, 2006

Readings: read Graphic Communications Today Chapter 5 (pages 130-164)

Assignments: see assignments

week 9 - Lab: Work on Compositions

Date: Wednesday, March 8, 2006

Readings: file formats (see weekly info or required readings)

week 10 - Illustration and Intro to Adobe Illustrator, QUIZ

Date: Wednesday, March 22, 2006

Readings: Graphic Communications Today, Chapter 7 (pages 194-228)

Assignments: see assignments

week 11 - Adobe Illustrator Lab

Date: Wednesday, March 29, 2006

Readings: Vector vs. Bitmap Graphics and Toolbox Overview and Gallery (both of these files are under required readings AND week 11)

Assignments: see assignments

week 12 - Adobe Illustrator Lab

Date: Wednesday, April 5, 2006

Assignments: see assignments

week 13 - Intro to Macromedia Fireworks / Lab

Date: Wednesday, April 12, 2006

Readings: see required readings - Fireworks Notes (File: required readings/fireworks_notes.pdf)

Assignments: see assignments

week 14 - Copyright, Case Studies and Ethics, QUIZ

Date: Wednesday, April 19, 2006

Readings: see required readings - 1. Digital Photojournalism - Case Studies and Ethics (File: required readings/case studies and ethics.pdf), 2. Digital Photojournalism -

Copyright Issues (File: required readings/copyright issues.pdf)

Assignments: see assignments

week 15 - Course Review

Date: Wednesday, April 26, 2006

Final Exam

Date: Wednesday, May 3, 2006 @ 8:00 p.m.