WDMD 202 Digital Image Development
Fall Semester 2016
Course Times: Tuesdays and Thursdays 12:35-1:50
Classroom Location: A224 Science Building

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Office Hours: Mondays 11:00-1:00   **Office Location:** B239 Science Building
Tuesdays 11:00-12:30   **Email:** kstern@uwsp.edu
Thursdays 11:00-12:30 or by appointment

Course Description

In this course you'll use graphics and animation tools to develop visual projects that have impact and strong storytelling ability. In addition to building background knowledge in art history and color aesthetics, this course will build skills with the digital camera and Adobe Photoshop, Illustrator, and After Effects. Best business practices for digital image files will also be discussed.

Library Cameras

The CNMT Department provides five Canon G12 digital cameras, eight Nikon D40 digital cameras, and two tripods available for overnight check-out. Because there are only 13 cameras, check-out periods are very limited. The IT Help Desk in the basement of the University library handles all equipment check-outs. To encourage students to return cameras on time, penalties are VERY expensive!

Camera Specifications (if you wish to use your own camera in class)

NOTE: You are NOT REQUIRED, or even encouraged, to purchase a camera for this class! Don't spend the money unless you want to! If you decide to use your own camera, it will need to have the following:
- You must be able to set the aperture and shutter speed manually
- You must be able to override the light meter readings manually (look for "exposure lock meter" and "exposure compensation" in your owner's manual)
- One fully functioning lens
- An in-camera functioning light meter
- An owner's manual written in English

You are also required to have some method of steadying their camera. A tripod is the best choice. Hand-holding cameras while taking photos rarely gives you the required results for this course. Blurry photos due to unintentional camera shake will be severely downgraded.

GEP-Art Designation

The arts celebrate the human capacity to imagine, to create, and to transform ideas into expressive forms. The arts provide us with a rich record of human cultures and values throughout time. They enable us to understand and enjoy the experience of our senses and to sharpen our aesthetic sense. Courses in the arts observe the process of creativity, explore the artistic imagination, and examine the relationship between artists, their works, and the societies in which their works are produced. The arts challenge us to understand creativity and the distinctive intellectual process of the human imagination.

GEP-Art Competencies

By the end of this semester, you will have demonstrated the following:
- **GEP-Art Outcome 1:** Describe, analyze or critique creative works utilizing knowledge of relevant aesthetic criteria or stylistic forms (relates to WDMD Program Outcomes #2a, b, c and #3b)
    - Related assignment: Identify good, fair, and poor examples of visual hierarchy in websites by analyzing use of typography and color

- **GEP-Art Outcome 2:** Demonstrate an understanding of creative expression by producing or performing a creative work
    - Projects (such as Philographics and Typography) will be both instructional and creative. In-class critiques will encourage you to progress to a higher level of creativity during second attempts at those projects (relates to WDMD Program Outcomes #1a and #2a, b, c).

o Final Semester Project: Photoshop World Conference Motion Graphics. This project will be broken into a series of creative steps reflecting the creative process used by motion graphics professionals
- Extensive design research
- Development of mood boards
- Development of style frames based on your selected mood board
- Production of motion graphics based on your style frames

WDMD Program Competencies

The WDMD faculty members at UW-Stevens Point have developed a set of program competencies that define the educational goals of the WDMD major. No single WDMD course can cover all of the program competencies, but together the required and elective courses within the major meet all of these goals. This course is designed to help you meet the following program competencies:

1. **Technical Knowledge and Skills**
   a. Students will critically identify, select, and use techniques of web and digital media development in the context of their practice (relates to WDMD 202 Course Competencies #1, 2, 3, and 4)

2. **Design Knowledge and Skills**
   a. Students will demonstrate a working knowledge of basic design concepts (relates to WDMD 202 Course Competency #2c and 2d)
   b. Students will design and develop still and interactive media to enhance the main concept of web/multimedia projects (relates to WDMD 202 Course Competencies #2a – 2d and #3a, 3b, and 3e)

3. **Personal Communication Skills**
   a. Students will use industry-standard language when communicating with them about projects in both face to face and distance situations (relates to WDMD 202 Course Competencies #1b and #1c, #3d, and #4a)
   b. Students will prepare and deliver persuasive, informative, and critical verbal, visual, and written communications (relates to WDMD 202 Course Competencies #1b and #1c, #3d, and #4a)

4. **Contextual Knowledge and Values**
   a. Students will demonstrate the ability to identify and express a diversity of perspectives on contemporary technological issues including but not limited to copyright/intellectual property, open source, censorship, online personas, and privacy (relates to WDMD 202 Course Competencies # 3d and #4a)

5. **Life Long Learning**
   a. Students will demonstrate the ability to innovate in unfamiliar or uncomfortable situations in order to progress without the fear of failure privacy (relates to WDMD 202 Course Competency # 5a)

WDMD 202 Course Competencies

1. **File management skills:**
   a. Organize, re-name, and distribute files using Adobe Bridge
   b. Submit files with exact naming conventions for grading by following written instructions provided by the professor
   c. Maintain an organized reference of the copyright owner and origin of the photos/videos used for inspiration in your final semester project

2. **Visual/photography/video skills:**
   a. Identify images/videos that visually support a theme or message
   b. Identify images that demonstrate great and shallow depth of field
   c. Create images that demonstrate conscious use of color
   d. Identify and use basic design concepts of line, shape, value, texture, color, pattern, rhythm, perspective, and scale

3. **Digital darkroom skills:**
   a. Demonstrate both local and global awareness and control over contrast with use of Curves Adjustment layers
   b. Demonstrate both local and global awareness and control over exposure with use of Levels Adjustment layers
   c. Demonstrate industry-standard skills in changing file resolution and file sizes
   d. Demonstrate industry-standard skills in metadata and file management
   e. Demonstrate an understanding of color theory and color selection for projects

4. **Legal skills:**
   a. Demonstrate an understanding of copyright law through documentation of copyright ownership of graphics used in your Final Semester Project

5. **Life-long learning skills:**
   a. Demonstrate visual research skills that assist in creative brainstorming and visual representations of ideas

Grading Policy
Project assignments will be graded according to the following criteria:
1. **TIMELINESS.** This class is built around the concept that viewing projects and assignments is critical to the understanding of the digital imaging process. Photos and other projects must be available to be shared during class times. **Assignments handed in any time later than the *beginning* of the class period it is due will result in a loss of 10% of the available points per weekday it is late. Assignments handed in more than four weekdays late will not be graded.**
2. Attention paid to the emphasis of that week's lesson plan. If we study photo retouching one week, that week's assignments should show a good understanding of photo retouching.
3. Attention paid to previous week's lesson plans. Your assignments should reflect prior learning as the semester progresses. If we studied depth of field one week, your future assignments should continue to reflect an understanding of depth of field.
4. Active, POSITIVE participation in discussions regarding student work. Harsh, negative comments about student work will not be tolerated and can result in point deductions, removal from a class session, and, if the negativity persists, can be reported to the Dean of Students.

PLAGIARISM is monitored on class projects and will not be tolerated. Do not copy images from websites without supplying a bibliography to credit the original copyright owner. Otherwise you have plagiarized the original creative work. Students who plagiarize websites or use materials without giving credit to the author (either photos, music, or written) will be subject to penalties under the University rules and regulations regarding plagiarism. This can affect your grade in a single project/exam and can affect the grade you receive in the class at the end of the semester.

Projects will be graded for creativity, neatness, and appropriate use of digital equipment. **You will find that taking visual risks rewards you with higher grades.** Boring, quickly taken, everyday images or other visual projects may not receive passing grades. Grades will be recorded in the D2L grade book.

Sometimes you will have one chance to complete a project, and other times you will have the chance to improve projects. Each "first time" assignment, if so named, is worth 10 points apiece. A "first time" assignment is typically given when you are learning a new skill or experimenting with a new technique. You are expected to do your best and get the assignment done on time, but it needn't be perfect. You are graded specifically on your attempt and timeliness of completion. If it is clear that minimal effort was put into the first time assignment, a grade range of 0-9 points is possible.

Each "second time" assignment is worth 20 points apiece unless otherwise specified. A "second time" assignment is given after we have reviewed the "first time" assignment results in class. Your "second time" attempt should show improvement over your "first time" attempt as a result of those reviews. As a result, a grade of 10 points for a "first time" assignment *does not* mean you can skip the 20-point assignment. The two assignments are independently graded.

D2L quizzes are assigned points according to the length of each quiz. Each quiz may have different points assigned to it. Each D2L quiz is only available during class time and you must be present in class to take the quiz. Quizzes cannot be made up outside of class unless you were sick *and notified me of that fact via e-mail on the day you missed class*. D2L quizzes must be made up in a classroom or public lab close to the professor's office and must be set up in advance. No quizzes will be made available more than 5 working days after the original quiz was given.

Your final grade is based on the percentage you earn out of the total number of points you can earn during the semester. Fractions of points will *not* be rounded up to the next highest percentage point.

A = 94-100% of possible points	B- = 81-83.99%	D+ = 70-71.99%
A- = 90-93.99%	C+= 78-80.99%	D = 68-69.99%
B+ = 87-89.99%	C = 75-77.99%	F = <68%
B = 84-86.99%	C- = 72-74.99%	

Academic Courtesy: Part of a liberal education is learning how to agree to disagree. Students who make statements during class or submit discussion threads that are negative toward another *student* rather than a *student's point being made*, or in any way personally criticizes or discriminates against a person by gender, race, ethnic background, religion, or sexual orientation, will be subject to the University's disciplinary procedures. If you disagree with someone's comment, support your reason with factual information and be careful not to make it a personal issue.

Textbook
Photo 1: An Introduction to the Art of Photography: Stern. Available through Text Rental.

Pinterest
During the semester we will be using Pinterest to share images you have found online. Your name will have to be associated with your posts, and therefore you will be identified as a UW-Stevens Point student in a public arena. If you are not comfortable with this, let me know and we will develop an alternative assignment for you. You must tell me of your concerns by the end of Week 1 of the semester or I can assume you accept your name being viewable online by the public.

Social Media, Mobile Devices, Web Surfing, and e-Communication Policy
        *****NOTE***** Violators of this policy will lose 10 points from their final cumulative grade for the semester for each violation (more than one 10-point loss per day is possible). Continued violations can result in a student being dismissed from class. Do not expect warnings, just point deductions! Watch your D2L grades to view point deductions for violations.

Cognitive science has proven that we can't actually multitask despite our own perceptions to the contrary. Our brains switch back and forth very quickly between two tasks, but only one task receives our attention at any given time. **As a result, the class policy is this: When the professor is teaching, your attention should be on that subject only.** Otherwise you are more likely to fall behind and get lost. All social media, mobile devices, Web surfing, and e-communication must be accessed *only before the class begins* unless it is specifically requested by the professor. **Using non-instructional online media after the professor has called the class to order, while the professor is talking, or while the professor is conducting a class activity (unless that activity is directly approved by the professor) is a violation of this policy.**

Attendance
Attendance is the responsibility of the student. Students missing class are expected to obtain class notes from other students. It is not feasible to ask the professor to completely repeat an entire class period for individual students. Attendance will be taken periodically during the semester, and students not attending will be reported to the administration.

Online Resources
D2L and online resources will be extensively used in this class. **You will want to have listening devices available every class period.**

In an Emergency:
- In the event of a medical emergency, call 911 or use red emergency phone located to the right of the pendulum in the 2nd floor hallway of the Science Building. Offer assistance if trained and willing to do so. Guide emergency responders to victim.
- In the event of a tornado warning, proceed to the lowest level interior room without window exposure <u>on the first floor lavatory in the Science Building</u>. If time or space do not allow, go to A224 or A225 Science Building or remain in the hallways around those classrooms. See http://www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx for floor plans showing severe weather shelters on campus. Avoid wide-span rooms and buildings.
- In the event of a fire alarm, evacuate the building in a calm manner. Meet at <u>(state logical location to meet 200 yards away from building)</u>. Notify instructor or emergency command personnel of any missing individuals.
- Active Shooter – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Follow instructions of emergency responders.
- Watch the Active Shooter video at: https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Shots%20Fired%20-%20Lightning%20Strikes.aspx
- Watch the Preventing Violence video at: https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Flashpoint%20on%20Campus.aspx
- See UW-Stevens Point Emergency Management Plan at www.uwsp.edu/rmgt for details on all emergency response at UW-Stevens Point.

Final Exam

The final exam for this class is **Friday, December 21st 12:30-2:30 in Room A224 Science Building.** Your Final Semester Project will be due at the end of this final exam period. There will not be a written exam during that time. I will be in the classroom throughout the final exam period. You are welcome to work in A224 during that time, but you are not required to come if you have completed your project beforehand.

Student Rights and Responsibilities:
Student Academic Standards and Disciplinary Procedures
UWSP has specific guidelines regarding student rights and responsibilities in class and on campus explained at http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/rightsCommBillRights.pdf.
Student academic standards and disciplinary procedures are explained at http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/SRR-2010/rightsChap14.pdf.

Disability Services
For information on **accommodations** available to students with disabilities, visit the Disability and Assistive Technology Center in Room 609 Learning Resource Center (715-346-3365) or their website: http://www.uwsp.edu/special/disability/.