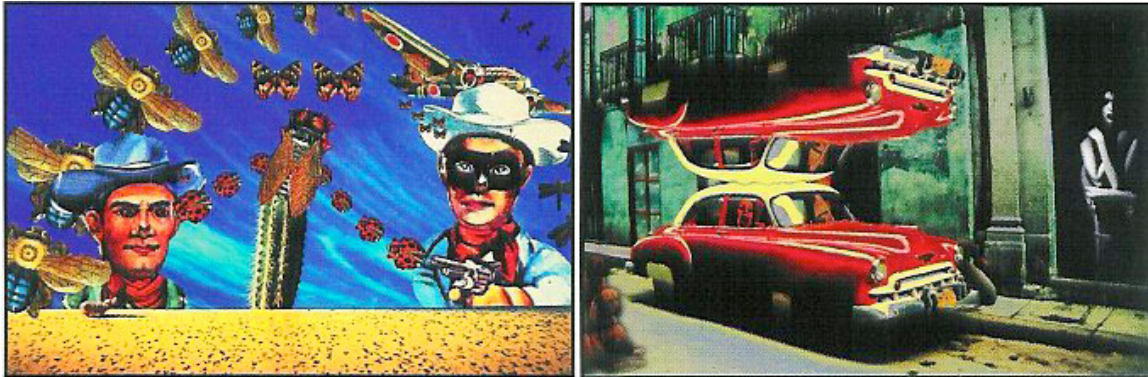


# THE DIGITAL IMAGE



*Arizona and Havana, Yuri Dojc. From Pixel Pushers Exhibition.*



## STUDY GUIDE MM 1B03

**WINTER 2009**

**DR. LORI SHYBA**

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Faculty of Humanities, McMaster University

# The Digital Image – MM1B03

Winter 2009, Department of Communication Studies and Multimedia  
Seminar Mon 7:00 – 9:00 p.m. | Room TSH 201 | Tutorial before and after

Instructor: Lori Shyba MFA PhD | TA: Josh Willard

Office hours: M/W/F 12:00 – 2:00 or by appointment. Location: 304 Togo Salmon Hall.

Email: [shybal@mcmaster.ca](mailto:shybal@mcmaster.ca) | [willarj@mcmaster.ca](mailto:willarj@mcmaster.ca)

Course site: <http://hccmoodle.mcmaster.ca>

## 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, 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 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.

## ASSIGNMENTS:

Digital Images (three projects 12% each)	36%
Ideation and Planning of Web Site	12%
Final Project Web Site and Art Statement	25%
In-class exam	20%
Participation (includes in-class writings)	14%

Detailed descriptions of assignments and due dates will be available on the Moodle CMS.

**EVALUATION:** Evaluation criteria specific to each project will be identified as we go along. Given the nature of the artistic process, grading will include subjective assessment.

## REQUIRED RESOURCES:

- MMEDIA 1B03E coursepack
- A flash drive and multiple CD-ROMs for storage and submission of projects.

**SCHEDULE: Week 1 – January 5**

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

**Tutorial:** none | **Assignment:** Digital Image #1 – Due February 2, 2009

**Week 2 – January 12**      *Reading: Coursepack – TBA*

**Lecture:** History of Dada and Photomontage

**Tutorial:** Using Moodle, Intro to Scanning, Photoshop Basics,

**Week 3 – January 19**      *Reading: Coursepack – TBA*

**Lecture:** Intro to Design, Design and Visual Communication

**Tutorial:** Intro to Layers, Masking, and tools for selection – lasso, magnetic lasso, pen tool

**Week 4 – January 26**      *Reading: Coursepack – TBA*

**Lecture:** More on Design, Image and Text

**Tutorial:** Filters, Tools, Type | **Assignment:** Digital Image #2 – Due February 23, 2009

**Week 5 – February 2**      *Reading: Coursepack – TBA*

**Lecture:** Electronic Color; Color and Meaning

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

**Week 6 – February 9**      *Reading: Coursepack – TBA*

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

**Tutorial:** Coloring Exercise – an in-tutorial exercise. Digital Image #3 – Due March 8, 2009.

**Week 7 – February 23**      *Reading: Coursepack – TBA*

**Lecture:** Interpreting Images and Intro to Web Design

**Tutorial:** Seamless fictions: light quality and direction, edge sharpness, depth of field, shadows

**Assignment:** Web Project – Planning Documents and writing due March 22, 2009, Final Web Projects due March 27, 2009. | Meetings with instructor

**Week 8 – March 2**      *Reading: Coursepack – TBA*

**Lecture:** More Web Design – Evaluation, Audience, Intentionality

**Tutorial:** Seamless fictions continued; File formats, images, and the World Wide Web

**Week 9 – March 9**      *Reading: Coursepack – TBA*

**Lecture:** Web Design and Web Art Projects | **Tutorial:** Intro to Fireworks and Dreamweaver |

**Week 10 – March 16**      *Reading: Coursepack – review all readings for test*

**Lecture:** Test Review; in-class writing exercise

**Tutorial:** Exporting from Photoshop/Fireworks and using Dreamweaver |

**Week 11 – March 23**

**Lecture:** Meetings with student groups to discuss web drafts

**Tutorial:** More on Fireworks and Dreamweaver – managing web sites | Due: Web Site Plans

**Week 12 – March 30**

**Lecture:** TEST | **Tutorial:** LAB day – students work on projects | **Due:** Final Web Projects

**Week 13 – April 6**

**Tutorial:** None | **Lecture:** Critique Selected Student Web sites

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

**CLASS POLICIES: Attendance is mandatory for succeeding in this course.** Only two unexcused absences will be allowed, after which time it will be suggested to you that you drop the course. If you are more than 10 minutes late for class, it will be considered an absence. Positive and consistent class participation is essential. I expect to hear everyone's voice during class discussions and I have no hesitation to cold call for responses. During presentations, you are expected to participate or observe with interest and enthusiasm.

You are responsible for completing all reading assignments, without exception, by the day they are discussed. Be prepared for regular "response writings," five- to ten-minute in-class writing assignments that focus on the readings and studio work. Sometimes these responses will be written at the beginning of class, to evaluate your preparation; sometimes they will be written at the end of class, to gauge your participation.

Assignments must be completed and submitted/presented at the time they are due, or they will be considered late. Assignments drop half a letter grade for each day they are late, including weekends. Extensions will only be considered if requested before the assignment's due date and for legitimate reasons.

Please focus on classwork during class time. Checking email or working on other course material is not allowed. Web surfing or playing games is likewise not permitted if not related to course material. Unless permitted to do otherwise, during seminars, presentations, and discussions you will be required to close your laptop or turn off your computer's monitor in order to give your full attention to the class proceedings. If you choose to breach these requests, you will be dismissed from class.

**ACADEMIC HONESTY:** 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](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 your own and where credit is not cited.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations.

**Email:** It is the policy of the CSMM Department that all email communication between students and instructors (including TAs) must originate from their official McMaster University email accounts. This policy protects the confidentiality and sensitivity of information and confirms the identities of both the student and instructor

**Accommodations For Students With Disabilities:** If you require special accommodation for learning or have any special needs, please let me know of them as soon as possible in order that arrangements can be made. Students with disabilities are encouraged to register with the Centre for Student Development.

**Safewalk:** For a safe walk any time, call S.W.H.A.T., 905 527-7070, Ext. 27500.