

SCHOOL OF ART  
BACHELOR OF DIGITAL MEDIA

COURSE OUTLINE

DIGITAL COMPOSITE TWO

2001

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SART2608

S1 or S2 HPW3 C?

**COURSE DESCRIPTION:**

Topics to be considered include shooting for digital colour theory, operation of input and output devices, image manipulation, compatibility issues and digital composite. The knowledge, skills and experience gained in practical and theoretical session will provide a profound understanding of the digital composite cycle, students will apply imaging theory to optimise their digital media practice in a variety of situations across mutable media, using industry standard packages. The pre requisite for Digital Composite Two, is Digital Comp One.

**COURSE CONTENT:**

This course extends and develops student's creative skills and apperception of the digital composite process. The course content covers understanding and working within specific colour space models, how to plan and produce digital composite imagery for a diverse and integrated outcome

**COURSE OBJECTIVES:**

Gain an overview of technology currently used in digital imaging. Understand and use in context imaging terminology. Understand and appreciate the nature of colour and human colour perception in the Digital Imaging, context. Appreciate the constraints of computer hardware upon image processing and storage. The student will be expected to achieve a proficiency in basic digital imaging techniques. In conjunction with the above, it is expected that the student will continue to develop a keen critical awareness of contemporary visual imaging practice and issues, central to the production of their work.

**ASSESSMENT:**

To qualify for a passing grade all students must complete all set work, which is to be submitted on time. Where absences in excess of three (3) classes occur, students may be given a fail grade. Students must be punctual and participate in all class activities. The student should be expected to show evidence of the achievement of the course's objectives.

## Weekly schedule:

<b>Week 1</b>	<b>Lecture</b> Subject outline /Assessment Policy Projects outlined. Space Odyssey - Due week 10 Digital folio – Due week 14 <b>Tutorial</b> Over view of Photoshop 6.0
<b>Week 2</b>	<b>Lecture</b> Elementary design issues- Fibonacci, Geometry and golden mean. Setting up for work in a creative environment <b>Tutorial</b> * <b>The basics, in retouching project 10% DUE week 2</b>
<b>Week 3</b>	<b>Lecture</b> Introduction to colour Calibration. Colour Management. <b>Tutorial</b> OS9.1 and ColorSync™ Photoshop™ ICC Profiles, Colour adjustments.
<b>Week 4</b>	<b>Lecture</b> Colour Calibration implementation. Colour Management. RGB to CMYK <b>Tutorial</b> RGB to CMYK conversion implementation and output
<b>Week 5</b>	<b>Lecture</b> Automating Photoshop- colour conversion file types, images size and effects. Extending Photoshop 6.0 <b>Tutorial</b> * <b>The basics, enhancement project 10% Due week 5</b>
<b>Week 6</b>	<b>Lecture</b> Colin Wheildon Communicating or just making pretty shapes. Text & texture Styles. Elementary design issues, Fonts & layout usage. Contextual views of Design. Type One Fonts & True Type Fonts EPSF File types and True type font usage. <b>Tutorial</b> Type One Fonts & True Type Fonts EPSF File types and True type font usage. * <b>On screen Design project Photoshop/Illustrator</b>

- Week 7**            **Student interviews “Digital Portfolio” & “Space Odyssey” discussion** Folio Project work sketches to be delivered.
- Week 8**            **Lecture**  
Project process and Development Style, colour, format: structure composition, layout, interface.  
**Tutorial**  
**Project work – “Space Odyssey”**
- Week 9**            **Lecture**  
Profile image composite  
**Tutorial**  
**Project work – “Space Odyssey”**
- Week 10**         **Lecture**  
Introduction to QuickTimeVR  
**Tutorial**  
**QTVR studio & Lab work-**  
**\*Space Odyssey’ Project DUE**
- Week 11**         **“Digital Portfolio” Project work**
- Week 12**         **Semester review**
- Week 13**         **Folio Project work**
- Week 14**         **“Digital Portfolio”**, students presentation and class discussion. Students will present a short profile of their “Portfolio Projects”. Students will, through their work, discuss the current interest in image making.

**All “Project work” to be handed in after student presentation  
Prints and all semester assessment items.**

### Project work

#### Electronic Logbook 15% DUE Week 15

This semester I would like you to develop an ALMOST totally electronic logbook. You may hand in work in a printed form if appropriate.

This logbook is where you will store all your class exercises, tutorial work and research material. The logbook is seen as critical to your research practice. Information relating to your research should be maintained and updated. The logbook is viewed as a compilation of specific information that systematically

documents your exploration of the many facets of this medium. With this in mind, marks will be give for;

- \* ordering of your thought processes.
- \* inclusion of appropriate and related articles and texts.
- \* documentation of your work process, including weekly tutorial activities where appropriate.
- \* indication of your problem solving ability.
- \* demonstrating to the lecturer how you have extended your particular experimentation and to what extent extra curricula and research activities have been undertaken in relation to imaging.

1. The log book requirements are that a progressive documentation of all work is kept. This will include initial working documents, drawings, photographs, etc... (negatives B/W, colour or transparency).

2. Include articles that are of specific interest, ie., news and magazine articles, etc., that profile Digital media in addition to including all class notes and handouts.

3. On a zip disk you should have a record of terminology that is new to you with an explanation of what the new terminology means. This should be an ongoing process. Try to keep the logbook down to 100MB.

4. Writings of your own, related to the **“Digital Portfolio”** project, in note form, where appropriate.

**NOTE** -Store your work **ONLY** on the appropriate Partition of the server. Work left anywhere other than the designated work partition will be deleted from the hard drives.

### **“Digital Portfolio” 30% DUE Week 14**

#### **“Digital Portfolio” -Two images- minimum**

Your project is to produce a **“Digital Portfolio”** the images must be of a type that could only be “Digitally Manipulated”. They should display your ability to use and control Digital tools.. The **“Digital Portfolio”** should have a style and consistency that is particular to you. We will spend time in class Tutorials developing your works.

The images will be A4 Pictograph Prints..

## **SPACE ODYSSEYS: STUDENTS ONLINE**

*Space Odysseys: Sensation and Immersion in Contemporary Art* is an exhibition that presents the work of leading Australian and international artists who create large scale installations that physically immerse or surround the viewer. The works in the exhibition explore the themes of space, time and light.

The exhibition is jointly presented by the Art Gallery of New South Wales, Sydney (18 August-14 October 2001) and the Australian Centre for the Moving Image, Melbourne (February-April 2002). *Space Odysseys* includes the work of Bruce Nauman, Gary Hill, Luc Courchesne, Mariko Mori, David Haines, Joyce Hinterding and James Turrell.

### **PROJECT DESCRIPTION**

As part of the innovative public programmes developed for this exhibition, the Art Gallery of New South Wales is collaborating with tertiary institutions in Sydney to produce an online exhibition of student work. Access to this online project will be via a website developed as part of the exhibition programme and hosted by the AGNSW.

The aims of this project are:

- to present students with the opportunity to showcase their work in conjunction with a major exhibition at the AGNSW
- to develop closer ties with tertiary audiences through working relationships with tertiary institutions

The project will be co-ordinated by the AGNSW with assistance from key staff from participating institutions.

### **SUGGESTED APPROACHES**

Imagination is the original interactive multimedia and the resonant metaphor of the journey is destined to grow ever more powerful as our virtual and real worlds collide. *Space Odysseys* delivers physical, spiritual and virtual experiences at the crossroads of art, new technologies and the human senses.

Outlined below are suggested thematic approaches to this project.

- space
- time
- light
- odyssey/journey
- immersion
- imaginary worlds

## **PROJECT GUIDELINES**

1. Projects will be drawn from digital media or related coursework undertaken by tertiary students within Semester 1, 2001.
2. Projects must be creative, original and may be linear, interactive or use hypertext. Interactive projects should allow visitors to the website to physically interact with the project via the keyboard and or mouse, with any other form of interaction at the discretion of the project organisers.
3. Projects should be efficiently and appropriately sized.
4. Projects can only use Shockwave, Flash, Quicktime, Cosmo and Flatlands plug-ins. Use of any other plug-ins needs to be negotiated with the project organisers.
5. Due to navigation considerations necessary for the construction of the site, works must not occupy the entire 600x800 pixel screen.

## **SELECTION PROCESS**

Projects will initially be vetted by their home institution, with a subsequent selection made by a panel consisting of representatives from participating institutions and the AGNSW.

## **CONDITIONS**

1. Applicants must be enrolled students from a designated participating tertiary institution.
2. All material used in projects must only contain material that is free from any potential copyright claim by a third party. Any work that breaches copyright will not be considered for inclusion.
3. Any work that the AGNSW and participating tertiary institutions considers defamatory will not be considered or included.
4. It is a condition of entry that all or any aspect of successful projects may be reproduced for promotional and educational purposes in conjunction with the exhibition *Space Odysseys*.

## **Consultation**

Consultation will normally be by appointment.  
Phones- 93850769 or Mobile 0427 074 519  
E-mail < P.George@unsw.edu.au >

## **BACKUP ALL YOUR WORK**

**Note** You will need to acquire removable cartridges to store files generated during the semester. Diligently backup all work (that is important to you) at regular intervals. **IT IS YOUR RESPONSIBILITY TO BACK UP ALL YOUR WORK!** Extensions of time for assignments will not be granted to students who lose work through software/ hardware /operator error.

## Assessment

**Pass mark 50%**

<b>Exercise 1 -“basics enhancement project “</b>	<b>DUE week 2</b>	<b>10%</b>
<b>Exercise 2-“basics in retouching project</b>	<b>DUE week 5</b>	<b>10%</b>
<b>Project 1 -“Space Odyssey”</b>	<b>DUE Week 10</b>	<b>20%</b>
<b>Project 2“Digital Portfolio”</b>	<b>DUE Week 14</b>	<b>30%</b>
<b>Electronic Log Book</b>	<b>DUE Week 15</b>	<b>15%</b>
<b>Examination</b>	<b>DUE Week 15</b>	<b>15%</b>

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