

Lingnan University
Department of Visual Studies
B.A. (Honors) in Visual Studies

Course Title	:	Studio Practice: Digital Imaging
Course Code	:	VIS 214
Recommended Study Year	:	2 nd and 3 rd years
No. of Credits/Term	:	3
Mode of Tuition	:	Studio-based, guided practice
Class Contact Hours	:	1.5 hours each, twice per week
Category in Major Programme	:	Programme Elective
Prerequisite(s)	:	N/A
Co-requisite(s)	:	N/A
Restriction(s)	:	Maximum enrolment - 15 students
Exemption Requirement(s)	:	N/A

Brief Course Description

Digital images are usually associated with “intangibility”, as they are “non-material” and “duplicable”, which can be encoded into a series of numbers and formulas. However, in our everyday practices, the manipulated digital images are seldom perceived by us in their pure non-material forms. There is usually a medium which carries them to us, sometimes through displaying on a LCD monitor, projecting on a screen or printing on specific materials. In this notion, most of the digital images have a tangible form in their presentations. This course will focus on exploring the physicality of these digital prints on different surfaces: garment, ceramics, wood, plastic and metal, in order to redefine the prescribed role of commercial digital printing. There will be several in-class exercises of Adobe Photoshop and Illustrator which will lead into individual creative project. An exhibition will be organized by the class at the end of the term in the School Art Gallery.

Syllabus Keywords:

Digital Imaging, printmaking, virtual-physical, tangibility, physicality, personalized surfaces, situation aesthetics.

Indicative Content

1. An introduction to the basic workflow in digital imaging
2. Working with Photoshop and Illustrator
3. Bitmap & vector
4. Selection tools, layers, masks, channels
5. Techniques on image enhancement
6. Using digital drawing pad
7. Digital drawing styles
8. Collage, assemblage & surrealism
9. Applications of UV Printer
10. Understanding different materials’ characteristics
11. Presentation techniques

Aims

To equip students with proficient digital imaging techniques
To initiate reflections on digital images
To increase students’ awareness on the physicality of printed materials
To create opportunity for students to improve their project management skills
To facilitate active class involvements through studio practice

Learning Outcomes

On completion of the course, students will be able to:

- i) explain basic principles in digital image processing
- ii) apply Photoshop and Illustrator to manipulate computer graphics.
- iii) manage different digital printing techniques and facilities.
- iv) redefine the prescribed role of commercial digital printing in artistic needs.
- v) adopt better presentation techniques

Measurement of Learning Outcomes

Students' progress towards the learning outcomes outlined above will be measured by means of:

1. Active participation in class discussions and class exercises which reflects their eagerness to learn and ability to explain basic principles in digital image processing.
2. In-class exercises of Photoshop and Illustrator which students practice under step-by-step instructions. The works will be posted on Moodle for direct sharing and comments. They will demonstrate students' achievement in imaging techniques per class exercise.
3. A 3-5 pages project proposal which requires students to conceptualize an artistic project based on their understanding of digital media and situation aesthetics. Production plan, sketches, pictures and references are expected to be included.
4. A 10-minute presentation which requires students to present the projects proposed by their classmates. It demonstrates their ability in handling different art expressions. It also shows their understanding to others' projects in order to form a peer-learning network within the class.
5. An art project which requires students to integrate the learnt skills and concepts into material practices. In addition to their ability to execute the agreed upon project with Photoshop and Illustration, students are expected to consider their artistic decisions carefully with the choices of materials, the size and site of the presentation, the relations of the artwork to its viewers and how these work together to achieve the expression of their concepts and artistic goals.
6. A 15-minute project presentation in which students are expected to explain their artist statements and further compare their objectives in the proposed project with the completed artworks.

Assessment

Active class participation	30%
Project proposal	15%
Mid-term group presentation	15%
Art project and presentation	40%

Teaching Method

The course will start with several in-class exercises for technical training on two popular digital graphic applications: Adobe Photoshop and Illustrator. More time will be spent on individual or small group meeting with instructor for specific technical assistance on the proposed projects. Students will be expected to design their projects in a combination of digital graphics and hand-made elements and be sensible on their choices. A field trip to a print houses will be arranged during the course time, in which students will take the opportunity to investigate and experiment the possibility of articulating different surface qualities of digital print with industrial technology in the sake of their artistic needs.

Required readings

Peltomäki Kirsi, *Situation Aesthetics: The Work of Michael Asher*, The MIT Press, 2010.

Recommended readings

Adobe Creative Team, *Adobe Photoshop CS5 Classroom in a Book*, Adobe Press, 2010.

Adobe Creative Team, *Adobe Illustrator CS5 Classroom in a Book*, Adobe Press, 2010.

Bourriaud, Nicolas, *Relational Aesthetics*, Les Presse Du Reel, Franc, 1998.

Doherty, Claire, ed., *Situation (Documents of Contemporary Art)*, The MIT Press, 2009.

French, Nigel, Berkeley, Calif, *Adobe Photoshop Unmasked: the Art and Science of Selections, layers, and paths*, Adobe Press, 2007.

Johnstone, Stephen, ed., *The Everyday (Documents of Contemporary Art)*, The MIT Press, 2008.

Oliveira, Nicolas De, Nicola Oxley and Michael Petry (Authors), *Installation Art in the New Millennium: The Empire of the Senses*, Thames & Hudson, 2004.

Important Notes:

- (1) Students are expected to spend a total of 9 hours (i.e. 3* hours of class contact and 6* hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.

* Numbers of hours are subject to adjustment for individual courses.