

# ART 2210 — Digital Imaging

PROFESSOR: Jiong Li  
OFFICE: CN 225A  
PHONE / E-MAIL: 435.865.8114 / li@suu.edu  
RESOURCES: [www.jiong.com/resources](http://www.jiong.com/resources)

COURSE DESCRIPTION	This is a basic course dealing with visual communication using the computer as a creative medium. Hands on software training directed toward the art of graphic design and aesthetic expression will be emphasized. Several projects will be created using the computer and related tools. Different design style will be demonstrated and discussed in the class. Critical reviews of design projects will focus on the elements and principles of visual design.												
PRE-REQUISITES	ART 1120, or approval.												
REQUIRED TEXTS / MATERIALS	No text book is required for this class, however, each student need to have a sketchbook to collect visual elements, to doodle, and to sketch. You will be asked to turn in your sketchbook for review from time to time. You are also expected to have a portable storage device (iPod, USB drive, etc.) to store your digital files.												
MEETING TIME / LOCATION	M, W, F, 8:00 – 9:50 am / Centrum Mac Lab												
OFFICE HOURS	T, R, 1:30 – 4:00 pm												
COURSE OBJECTIVES	The purpose of this course is to provide students the technical skills to work with computers and design related software. Students will also have the opportunity to improve their visual communication skills through class projects and critical reviews.												
COURSE PROCEDURES	<p>The course consists of three parts, lab, critiques, and individual attention.</p> <ol style="list-style-type: none"><li>1. Computer Lab (Mondays). All students will be in attendance. Students will have hands on training working with the computer to produce the assigned project related to course lectures and demonstrations. Each day attendance will be taken and a lab assignment will be given. You must complete the assignment and hand it in at the end of class. No excuses will be accepted. Late assignments will not be accepted, unless otherwise stated by your instructor.</li><li>2. Class Lecture / Presentations / Critiques (Wednesdays). All students will be in attendance, on time with the required assignment completed.</li><li>3. Individual Attention / Work Day (Fridays). All students will be in attendance. You can work on your project, and ask me in case you have questions.</li></ol>												
GRADING	<ol style="list-style-type: none"><li>1. Preparation points cannot be made up.</li><li>2. Late assignments = 5% grade cut.</li><li>3. Most assignments may be redone and re-graded.</li><li>4. No late assignment will be given the option of re-grading.</li></ol>												
PERCENTAGES	<table><tr><td>100 – 94 = A</td><td>86 – 83 = B</td><td>76 – 73 = C</td><td>66 – 63 = D</td></tr><tr><td>93 – 90 = A-</td><td>82 – 80 = B-</td><td>72 – 70 = C-</td><td>62 – 60 = D-</td></tr><tr><td>89 – 87 = B+</td><td>79 – 77 = C+</td><td>69 – 67 = D+</td><td>59 – 0 = F</td></tr></table>	100 – 94 = A	86 – 83 = B	76 – 73 = C	66 – 63 = D	93 – 90 = A-	82 – 80 = B-	72 – 70 = C-	62 – 60 = D-	89 – 87 = B+	79 – 77 = C+	69 – 67 = D+	59 – 0 = F
100 – 94 = A	86 – 83 = B	76 – 73 = C	66 – 63 = D										
93 – 90 = A-	82 – 80 = B-	72 – 70 = C-	62 – 60 = D-										
89 – 87 = B+	79 – 77 = C+	69 – 67 = D+	59 – 0 = F										
PROJECT STEPS	<p>Step 1. RESEARCH / CONCEPT DEVELOPMENT. Gather visual elements related to the project based on your research and concept. Hopefully your sketchbook will also have something inspiring by now.</p> <p>Step 2. THUMBNAILS. A visual representation of an idea. 5 or more, small (2 to 4 inch) quick rough concept sketches. Options of shape and type should be explored. Make sure they are dark and clear enough to communicate at a distance. Keep thumbnails simple.</p> <p>Step 3. LASER SKETCHES. A further visual representation of an idea produced using digital means. Typically printed out on a black and white laser printer. Size should be actual, or printed version sized to fit a standard sheet of paper.</p> <p>Step 4. PREFINAL. Pretend final. This work is as complete and refined as possible. This ensures a better critique to catch any problems before the actual finish.</p> <p>Step 5. FINISH. Final and complete project. Mounted and presented as specified. Finish the best design for review. The finish should be accurate and well crafted.</p>												

PROJECTS	1. PICTOGRAPHS	15 points	3. LAYOUT	35 points
	Thumbnails	*1 point	Thumbnails	*1 point
	Laser Sketch	*1 point	1st Laser Sketch	*1 point
	Prefinal	*1 point	2nd Laser Sketch	*1 point
			3rd Laser Sketch	*1 point
	2. BOOK COVER	25 points	Prefinal	*1 point
	Thumbnails	*1 point	Research	2 point
	Laser Sketch	*1 point	Lab Points	12 points
	Prefinal	*1 point	*Preparation Points	11 points
			Total	100 points

**PROJECT ONE: PICTOGRAPHS**

Create at least 3 original, interrelated icons that communicate interrelated actions, processes, concepts, or objects. These pictographs should communicate a specific function that could be used for the purposes of editorial design, application programs, interactive multimedia presentation, or websites online.

Each pictograph can be done in color but must communicate effectively at any pixel depth including black and white. Design pictographs about 2" x 2" printed at 300 dpi. They must also communicate effectively at 32 x 32 pixels. Examine and study various computer icons / pictographs. Take a close look at different websites, look at design books and magazines, and notice other uses for pictographs. You might want to use these symbols later for your own website or resume. One of the pictographs may be a trademark. The other pictographs may be used as secondary marks or information symbols.

Finished pictographs should be printed in color. All pictographs are expected to be labeled, identifying the function of each one. Arrange your designs on an 8.5" x 11" print.

**PROJECT TWO: BOOK COVER**

Select a story or subject matter that can be represented by both visuals and words. Design a title and other appropriate information for a book cover (author, publisher, etc.).

Typography will be emphasized as one of design elements. All design elements should reflect the content of the book. Final project should be printed in color with the size being at least 8.5" x 11".

**PROJECT THREE: LAYOUT**

Based on the topic of art or design, the following elements will be designed:

1. Three spreads (6 pages) options
  - a. Two double page spreads for a magazine or book, a cover and contents page or,
  - b. Three double page spreads for a magazine or book.
2. Elements and format
  - a. At least 500 or more words of text, A headline or title, At least four visuals, color, any size.
  - b. Must be mounted on neutral colored mat board.

**IMPORTANT**

1. Research various magazine and book layouts. Notice the basic grid structure and placement of type and visuals, or, in some other cases, free form expressive design without grid structure.
2. Select type appropriate to the content.
3. Visuals may be existing illustration or photographs, your own, or a combination of both.
4. Type may be hand lettered or set on computer or a combination of both.
5. Scanned images or pasted up prints may be used.
6. Finish should be printed in color.

**PROJECT GRADING GUIDE**

Grading will be based on following criteria:

1. Composition. Strong visual impact at first sight.
2. Visual hierarchy.
3. Expressive and communicative quality of type.
4. Type or text in relationship to imageries.
5. Type or text as a shape or an image.
6. Appropriate selection or creation of visuals.
7. Craftsmanship is important, but design and concept will be emphasized.
8. Finishes will not be graded based solely on computer skills.

**RESEARCH PROJECT**

Research contemporary digital design or illustration through various sources. Your assignment is to find two opposite examples (strong design vs. weak design according to your best judgement), and present them to the class and tell us why you think so.

CLASS SCHEDULE

Monday	Wednesday
Aug. 28 Introduction	Aug. 30 Research due / Lab
Sep. 4 Labor Day (no class)	Sep. 6 Pictograph thumbnails due
Sep. 11 Illustrator lab	Sep. 13 Pictograph laser sketch due
Sep. 18 Illustrator lab	Sep. 20 Pictograph prefinal due
Sep. 25 Illustrator lab	Sep. 27 Pictograph finish due
Oct. 2 PhotoShop lab	Oct. 4 Book cover thumbnails due
Oct. 9 PhotoShop lab	Oct. 11 Book cover laser sketch due
Oct. 16 PhotoShop lab	Oct. 18 Book cover prefinal due
Oct. 23 Harvest Day (no class)	Oct. 25 Book cover finish due
Oct. 30 PhotoShop lab	Nov. 1 Layout thumbnails due
Nov. 6 InDesign lab	Nov. 8 Layout 1st spread laser sketch due
Nov. 13 InDesign lab	Nov. 15 Layout 2nd spread laser sketch due
Nov. 20 InDesign lab	Nov. 22 Thanksgiving (no class)
Nov. 27 InDesign lab	Nov. 29 Layout 3rd spread laser sketch due
Dec. 4 Work day / Layout prefinal due	Dec. 6 Layout finish due

ACADEMIC INTEGRITY

Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior.

ADA STATEMENT

Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in Room 205C of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

DISCLAIMER

Information contained in this syllabus, other than the grading, late assignments, makeup work, and attendance policies, may be subject to change with advance notice, as deemed appropriate by the instructor.