

IMM110: Introduction to Digital Media

Digital media provides us with innovative methods of visual communication, affecting the way we work, play and interact in our environment. The convergence of art and technology has allowed artists to explore a new realm of communication. The integration of digital imagery, video, sound and interactivity has proven to be a powerful medium to express our ideas. Digital authoring software packages provide artists with the tools to create, publish and distribute their work.

This studio/seminar course will explore ways of constructing media while considering the aesthetic and social effects of their work. In the computer lab, we will focus on methods of creating digital media including: image editing and manipulation, video and sound. We will also discuss how new and emerging technologies are effecting the way we approach our art. We will use critiques of individual student work and current events to examine the evolving technical and social implications of this medium.

Course Work:

Project One: Digital Imaging Project
Project Two: Simple Animation Project
Final Project: Short Film

Students will need to spend a minimum of 6 hours per week in the lab outside of class in order to complete class assignments.

Grading:

Grading will be based on class projects and participation. All assignments must be presented on due date. Assignments not handed in at all will receive an "F" grade. Assignments handed in late, without a proper excuse, will receive a grade penalty. Projects may be reworked and re-submitted, after initial critique and grading, for re-grading. Re-submission does not guarantee a higher grade.

25% - Project 1
25% - Project 2
40% - Final Project
10% - Class Participation

Recommended Texts & Materials

All of the readings for this course will be provided by the instructor via our course website: <http://www.johnkuiphoff.com/courses/imm110/>. You are not required to purchase any textbooks. Although, students sometimes purchase visual quickstart guides on Photoshop and Final Cut Pro to help guide them through their projects.

You will be required to purchase a mini-DV tape as we begin our unit on digital video. Mini-DV tapes cost approximately \$5.00.