



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
DES-226	Digital Imaging	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
DES-116	Design and Multimedia	Fall/Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	Graphic communication	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Andreas Tomblin	2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Conventional	N/A	N/A

### Course Objectives:

The main objectives of the course are to:

- Introduce the digital image as a communication tool.
- Analyze the image, its context and meaning.
- Explore digital image manipulation through experimentation of various materials.
- Identify, examine and apply theoretical issues that are applied to image making.
- Formulate and apply a personal visual language to digital image making.
- Plan, organize and apply image based solutions for print.
- Examine and apply creative design processes in digital image making from concept to final design.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Analyze a range of visual image concepts and demonstrate how the meaning of an image is shaped, altered, formed and manipulated, in order to communicate a given concept.
2. Demonstrate and combine the acquisition of skills in digital image making and electronic montaging of imagery from a variety of input sources.
3. Determine and employ various software and hardware tools.
4. Evaluate and communicate the context and meaning of images through theory and practical project work.
5. Cite the technical issues for output of an image.
6. Identify and differentiate various visual languages employed in image making.

7. Organize and demonstrate the design process of digital image making from research, Concept development to final visual outcome.
8. Evaluate and discuss design issues related to digital image making verbally and in written form.
9. Examine, evaluate and explain their own design work verbally in the form of presentations and written documentation.
10. Creatively apply and produce digital image making outcomes.

### **Course Content:**

- Introduction to digital image making as a creative form of communication.
- Industry requirements / standards.
- Digital image making process and visual language.
- Creative experimental work exploring visual language through the use of different materials.
- Visual perception and its application.
- Communication of information through digital image making.

### **Learning Activities and Teaching Methods:**

- Lectures and presentations of project related material, visual & theoretical.
- Lab demonstrations / Tutorials, software and hardware.
- Practical design exercises and assignments focusing on the image-making as a means for communication and expression.
- One-to-one and group tutorials on concept, ideas, and project development.
- One-to-one project feedback.
- Group tutorials in the form of project based critics and discussion.

### **Assessment Methods:**

#### **Practical studio based project 1 and 2. Outcome design process and artifacts.**

##### **Assessment Factors**

- Problem analysis
  - Research (visual / textural)
  - Conceptual development (rough work, ideas generation)
  - Project Development
- Final work (creativity, application of media skills, quality of final work)

**Required Textbooks / Readings: N/A**

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Creative Photoshop	Edited by Derek Lea	Taylor & Francis	2012	ELSEVIER ISBN: ISBN: 978-0-240-5204
Digital Illustration: A Masterclass in Digital Image-Making	Lawrence Zeegen	Rotovision	2005	Print copy available ISBN: ISBN-13: 978-2880467
The Complete Guide to Digital Illustration	Steve Caplin, Adam Banks	Ilex	2003	ISBN-10: 1904705006 ISBN-13: 978-1904705000
Collage Techniques: A Guide for Artists and Illustrators	Gerald Brommer	Watson-Guption Publications Inc.,US	1994	ISBN-10: 0823006557 ISBN-13: 978-0823006557
Artists' Journal and Sketchbooks: Exploring and Creating Personal Pages	Lynne Perrella	Rockport Publishers Inc	2007	ISBN-10: 1592530192 ISBN-13: 978-1592530199
Practices of Looking: An Introduction to Visual Culture	Marita Sturken, Lisa Cartwright	Oxford University Press	2000	ISBN-10: 0198742711 ISBN-13: 978-0198742715

**Magazines:**

- Computer Arts Magazine
- Creative review

**Internet sites:**

[www.museumofcomputerart.com/editorial/jdessay](http://www.museumofcomputerart.com/editorial/jdessay)  
[www.creativebloq.com/computer-arts-magazine](http://www.creativebloq.com/computer-arts-magazine)  
[www.creativebloq.com/imaginefx](http://www.creativebloq.com/imaginefx)  
[www.digitalartsonline.co.uk](http://www.digitalartsonline.co.uk)  
[www.internationaldigitalart.com](http://www.internationaldigitalart.com)