



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code DES-226	Course Title Digital Imaging	ECTS Credits 6
Department Design and Multimedia	Semester Fall	Prerequisites DES- 116
Type of Course Major	Field Graphic communication	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2 nd	Lecturer(s) Andreas Tomblin
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Introduce digital image as a communication tool.
- Discuss and analyze the power of image, its context and meaning in graphic communication.
- Introduce students to the technology used in digital image manipulation, and experimentation using various materials.
- Cover the theoretical issues applied in image making.
- Enable students to formulate and apply a personal visual language to digital image making.
- Make students aware of the creative design processes used in digital image making from concept to final design; planning, organization and application of image based solutions for print.

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 in the completion of an image based project.
4. Evaluate and discuss the context and meaning of images through theory and practical project work.
5. Identify and cite the technical issues for output of an image.
6. Differentiate and discuss 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.

Course Contents:

1. Introduction to digital image making as a creative form of communication.

2. Industry requirements / standards.
3. Digital image making process and visual language.
4. Creative experimental work exploring visual language through use of different materials.
5. Visual perception and its application.
6. Applying visual interpretation of written text.
7. Sequential image making the narrative.

Learning Activities and Teaching Methods:

Lectures and presentations , Lab demonstrations Exercises and Assignments One-to-one Group Tutorials, Critiques and Discussions.

Assessment Methods:

Practical design projects, Research/written document, Attendance.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Ambrose, G. & Harris, P.	Image	AVA Publishing	2005	978-2-940373-30-7
Mark Wigan	Thinking Visually	AVA Publishing	2006	978-2940373154

Recommended Textbooks/Reading:

Tristan Manco	Street Sketchbook (Street Graphics / Street Art)	Thames & Hudson Ltd	2007	0500513627
Banksy	Wall and Piece	Century; New Ed edition	2006	1844137872
Mark 'Wigan' Williams	Basics Illustration: Sequential Images	AVA Publishing SA	2007	2940373604
Steve Caplin , Adam Banks	The Complete Guide to Digital Illustration	Ilex	2003	1904705006
Fiona Nickerson David Wooton	The Illustrators: The British Art of Illustration 1800-2007	Chris Beetles Ltd	2008	1905738056