UNIVERSITY of NICOSIA

ECTS Syllabus

Course title	**Digital Imagemaking**				
Course code	**GDES-226**				
Course type	**Compulsory**				
Level	**1st Cycle**				
Year / Semester	**2nd**				
Teacher's name	**Andreas Toblin, Yiannis Hadjipanayis**				
ECTS	6	**Lectures / week**	1/week	**Laboratories / week**	
Course purpose and objectives	The main objectives of the course are to: • Introduce students to the role of digital image as a communication tool. • Analyze images in a cultural context and interpret their meaning. • Explore digital image making and manipulation through experimentation of various materials. • Discuss theoretical issues and their relevance to image making. • Formulate and apply a personal visual language to digital image making. • Develop an ability to design image-based solutions for print and screen. • Apply creative design processes in image making from concept to final design, exploring new digital technologies and applications.				
Learning outcomes	After completion of the course students are expected to be able to: 1. Analyze 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 skills in digital image making and electronic montaging of imagery from a variety of input sources. 3. Employ effectively various software and hardware tools. 4. Evaluate and communicate the context and meaning of images through theory and practical project work. 5. Identify and differentiate various visual languages employed in image making. 6. Organize the design process of digital image making from research, concept development to final visual outcome. 7. Evaluate and discuss design issues related to digital image making verbally and in written form. 8. Explain their own design work verbally in the form of presentations and written documentation. 1. Creatively apply digital techniques to produce digital image making outcomes.				

Prerequisites	GDES-206	**Required**	
Course content	Introduction to digital image making as a creative form of communication; Creative thinking and development of personal visual and expressive language; Idea generation techniques and development using new digital methods and applications; 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.		
Teaching methodology	Lectures, Lab demonstrations, Tutorials, Projects, Design exercises and assignments, Critiques and discussions.		
Bibliography	Chavez C., 2023, *Adobe Photoshop Classroom in a Book 2024 Release*, Adobe Press, 978-0138262525 Webb, J., 2020 *Design Principles for Photography* (*Basics Creative Photography*), 2nd ed., Routledge, 978-1350001299 Smith, I. H., 2018, *Selling the Movie: The Art of the Film Poster*, University of Texas Press, 978-1477317730 Sturken, M., Cartwright, L., 2017, *Practices of Looking: An Introduction to Visual Culture*, 3rd ed., Oxford University Press, 9780190265717 Judkins, R., 2015,*The Art of Creative Thinking*, Sceptre, 1444794485 Kleon, A., 2012, *Steal Like an Artist: 10 Things Nobody Told You About Being Creative*, Workman Publishing Company, 9780761169253 Lea, D. (ed.), 2012, *Creative Photoshop*, Taylor & Francis, 978-0-240-5204 Caplin S., 2008, *Art and Design in Photoshop: How to simulate just about anything from great works of art to urban graffiti*, Routledge, 978-0240811093 Lynne, P., 2007, *Artists' Journal and Sketchbooks: Exploring and Creating Personal Pages*, Rockport Publishers Inc, 1592530192 Aulich, J., 2007, *War Posters: Weapons of Mass Communication*, Thames & Hudson, 978-0500251416 Zeegen L., 2005, *Digital Illustration: A Masterclass in Digital Image-Making*, Rotovision, 978-2880467 Steve, C., Banks A., 2003, *The Complete Guide to Digital Illustration*, Ilex, 1904705006 Brommer, G., 1994, *Collage Techniques: A Guide for Artists and Illustrators,* Watson-Guptill Publications Inc, US, 0823006557		
Assessment	Practical studio-based projects, Project development, Final work		
Language	English		

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