

## **Digital Imaging Production**

**GRA2316**

**Section 7350**

**Fall 2012**

**Tuesday 2:00 - 5:20**

**Rm G208**

Instructor: Professor Matthew Lange

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Office Hours: Tuesdays and Fridays 1:00-2:00

### **Description**

Digital Imaging Production is an advanced course that continues to develop the ability to capture, color correct, adjust tonal levels and curves and retouch bitmapped images. In this course you will learn how digital cameras and high-end scanners capture images and how to provide optimized files. You will be exposed to professional techniques for making corrections and altering pictures to match a client's instructions, and using software such as Adobe Photoshop on the Macintosh operating system. This course is a priority for students planning to continue for the Bachelor of Technology degree.

### **Expectations**

Students in this class are expected to explore, construct and demonstrate knowledge of the technology, terminology, skills, tools, and procedures to understand the applied theory and management of digital imaging production. This includes the fundamentals of publication production, analysis, editing, storage, output, distribution technologies and processes. Students are expected to work individually to document, analyze and apply learning about key digital imaging production topics and concepts.

Each student is required to demonstrate an understanding of the topics and skills from lectures and assignments by completing related homework assignments and by participating in class discussions. A mid term examination, two written quizzes and a final exam will supplement weekly assignments and a term project.

### **Grading**

Class Participation and Productivity	10%
Weekly Journal Entries	30%
Quizzes	15%
Mid Term Evaluation	10%
Final Exam	10%
Term Project	25%

### **Attendance:**

College and Departmental policies regarding attendance and lateness will be strictly upheld. Only two absences will be allowed. Students arriving after role is taken will be marked late. 2 lates = 1 absence. After being absent two times or equivalent, a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).

Please notify me in advance if you will be unable to attend a class session. It is your responsibility to obtain notes for missed sessions from your peers. You will be expected to email homework assignments to the instructor before or immediately after any missed sessions. Absence from class does not excuse you from submitting homework assignments on time.

## **Academic Integrity Standards**

You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

## **Recommended Texts**

*Adobe Photoshop CS5 Classroom in a Book*. Adobe Creative Team. Adobe Press. 2010.  
*Adobe Photoshop CS6 Classroom in a Book*. Adobe Creative Team. Adobe Press. 2012.

## **Additional Resources**

GOOGLE!, Adobe.com, Library of Congress Digital Collections, Wikimedia Commons, NYC Municipal Archives, Archives.org

## **Course Materials**

It is highly recommended that you begin using a portable hard drive for for storing, transporting and managing your digital files. This is a good habit that will become necessary as you accumulate images and continue building a portfolio. At very least, for this course, you will be required to work with a 16gb USB storage device.

In addition to portable storage devices, you should also familiarize yourself with cloud storage options such as Dropbox, Google Docs, and iCloud. While these resources will not be acceptable means of transporting files to and from class on a weekly basis, they are potentially valuable tools for backing up and transferring files.

Access to Adobe Photoshop on a regular basis, outside of class, will be necessary to complete this course. Please familiarize yourself with lab hours at City Tech if you do not have access to photoshop on your own computer.

## **OpenLab**

We will use the OpenLab platform as a central resource for engaging in discussions outside of the classroom. Weekly homework assignments and other course materials will be readily accessible to you via this platform. You will be responsible for creating an OpenLab profile (if you have not done so already), and posting homework assignments via OpenLab and Wordpress.

Our OpenLab Course page can be found at the following URL:  
<http://openlab.citytech.cuny.edu/groups/digital-imaging-production/>

All posts and additional information can also be found at the following URL:  
<http://gra2316.wordpress.com/>

## **Class Schedule**

### **Week 1 - August 28**

Introduction and Course Overview:

Review of Digital Imaging Fundamentals, Build OpenLab Group

For Next Week:

Begin "collecting" images for selections and montages

### **Week 2 - September 4**

Selection and Masking Techniques:

Quick mask mode, channels, controlling the edges of masks and selections, making photo-realistic composite images

For Next Week:

Isolate 3 separate images using layer masks and composite the images onto a new background

### **Week 3 - September 11**

Working with Layers

Planning image edits, masking tools and clipping groups, managing file sizes, layer options, transparency, adjustment, and linking layers. The use of adjustment layers for tone, for color control, and as a creative tool.

For Next Week:

Create 3 photomontages, combining at least 5 images each to create a photorealistic scene.

**NO CLASSES September 18**

**NO CLASSES September 25**

### **Week 4 - October 2**

FIRST QUIZ!

Photomontage: Advanced creative, efficient montage and photo-realistic compositing techniques. Selecting and masking techniques. Using layer masks and clipping groups. Applying other layer options and mode settings. Blending separate images into a seamless panorama.

For Next Week

Revisit your previous images, improving the quality of your composites and expanding the canvas based on our discussions in class.

### **Week 5 - October 9**

Shadows and Detail

Creating realistic shadows and tonal adjustments for composited or montage elements, emulating realistic light qualities

For Next Week:

Create a new composite emphasizing the use of light and shadow to emulate a realistic environment.

### **Week 6 - October 16**

Retouching

Cleaning up faxed, scanned and transmitted graphics. Retouching with cloning techniques.

For Next Week:

Create a new image by removing excess information by cloning out elements, and "lighting" replacement parts to match.

### **Week 7 - October 23**

Midterm Evaluation: One-on-One Meetings

For Next Week:

Visit the "Faking It" exhibition at the Metropolitan Museum of Art. Select an artwork from the show that interests you, and create a montage inspired by the image you chose.

### **Week 8 - October 30**

Color Management

Making and applying ICC color profiles and other advanced color management.

For Next Week:

Using the selected group of images, use global and local corrections to optimize the images for specific color profiles.

### **Week 9 - November 6**

SECOND QUIZ!

Tone and Color Adjustment: Setting white point and black point. Removing color casts.

Preparing files and preferences for RGB to CMYK conversions. Advanced sharpening techniques.

For Next Week:

Using the selected group of images, make global and local color corrections and sharpening adjustments to to optimize for different forms of output.

### **Week 10 - November 13**

Applying Color

Coloring black-and-white images. Duotones. Spot color channels.

For Next Week:

Using adjustment layers and blending modes, add realistic color to a black and white photo

### **Week 11 - November 20**

File Management

Calculating appropriate image resolution and working efficiently with large files. Lossy and lossless compression for image management and archiving.

For Next Week:

Organize your hard drive! Work on managing your archive.

Begin work on your final portfolio. Write a proposal outlining your concept and plans for executing it.

**Week 12 - November 27**

Synergy from Platforms to Output

Placing Photoshop images in other applications such as Adobe Illustrator and InDesign.

Optimizing clipping paths from Illustrator to Photoshop and visa versa.

For Next Week:

Create an image that combine elements produced using both Photoshop and Illustrator. Save the image as a PDF using InDesign.

**Week 13 - December 4**

THIRD QUIZ!

Productivity with Images

Planning and production techniques to optimize the quality and efficiency of digital image editing. Appropriate use of shortcuts, function keys, context-sensitive menus.

For Next Week:

Batch process a sequence of composited image, and format the final files for publication on the web.

**Week 14 - December 11**

Flexibility for Multi-Purpose Images

Strategies & techniques to edit files. Optimize tone and color when multi-purposing images for print &/or on-line.

For Next Week:

Finish your final portfolio.

Study for the Final Exam!

**Week 15 - December 18**

Final Exam and Portfolio Presentations