

Technology Applications - Digital Graphics and Animation

Digital Graphics & Animation P. Kougar-Melton K206 Spring Woods High School

Course Requirements

As a Digital Media Artist you will be expected to:

- complete all assigned work
- produce quality work on a consistent basis
- work collaboratively with your classmates as directed
- work independently and be self-motivated
- conduct yourself in a mature and professional manner at all times
- work independently while refining & developing your skills.
- be on time and ready to work when the bell rings
- respect lab and equipment, leave work area clean
- listen attentively and participate actively
- be considerate and respectful of others
- be in class the whole period
- focus on topics related to this course

Course Work

- Requirements will be given for each assignment. Examine assignment requirements carefully and before the projects deadline. If you do not understand the assignment review project handouts, posted clarifications and journal notes. Your instructor can clarify requirements.
- Incomplete or late assignments will give you only 65 points. All assignments must be completed for a passing grade.
- Work will be posted on line, displayed as printed hardcopy or used in the daily broadcast bulletin. No project will receive higher than 75% if it cannot be posted.
- Tutorials and makeup days will be announced. All work missed because of absence must be made up during that time.
- Make up work is a student responsibility.
- It is helpful to have the software used in class, but is not required. Most Adobe products can be downloaded for 30 day trials. There are many online tutorials that may be of help in the initial learning process

Grading

- | | | |
|-------|-----------|---|
| • A - | 90% -100% | Excellent |
| • B - | 80% -89% | Very Good |
| • C - | 75% -80% | Meets expectations |
| • D - | 70% -74% | Needs Improvement (suggested re-do) |
| • F - | 00% -69% | Assignment not acceptable. (submit a new) |

Each grading period will consist of projects, test, and daily work. There is a Project Portfolio Final after each term.

Class Supplies

You should supply the following for class:

- Black 2 inch Clearview Binder to use for Journal notes & Prints
- Pen, pencil and colored markers for design work
- A good attitude and a willingness to learn independently
- A Digital Camera will be very helpful but not required

Welcome to Digital Media

Quality time will be spent in Lab organization and learning how to be successful in creating digital images. You will be required to keep a Journal (digital & hardcopy) with all handouts, notes and reference materials. Your weekly timesheet reports will document your journey to becoming an excellent Digital Artist. Your final portfolio will document your talents.

What is Graphic Design

Graphic design is the process of developing a visual solution for a communication problem. The following should always be kept in mind.

1. Does the idea resolve a specific problem or meet a goal?
2. Is the idea creative and original?
3. Is the idea an appropriate treatment for the intended media?
4. Will the idea work within the guidelines
5. Is the idea appropriate for the audience?
6. Is the idea appropriate for the message?
7. Is your client satisfied with the idea?

Graphic Design Definition, Developing Visual Solutions, Intellectual Property

Graphic artists develop visual solutions for a communication problem. They solve problems and generate creative, appropriate and original work.

Intellectual Property – copyright, patent and trademark will be discussed as well as Public Domain and Fair Use responsibilities.

Tools of the Artists- Introduction to Adobe Photoshop

Students will learn the basics of the digital imaging applications, and, in the course of completing PS skill exercises, familiarity with the hardware and software.

Basic Skills – Digital Graphics _ digital media creations

This time will be spent learning the basics of Photoshop. First there is an introduction to the PS toolbar and basic options and pallet organization. A series of skills will be demonstrated and each student must complete a series of increasingly difficult exercises. Students will learn how to create successful digital compositions using application, menus, options, pallets and inspectors offered for solving the visual problem. Students must begin to understand the importance of using their own initiative. The main projects during this learning period will be

teacher assigned. Keeping complete Journal notes will provide reinforcement to learning. It is important that each skill is understood because overall mastery depends on building skills.

Elements and Principles of Digital Design

This time will be spent learning the Elements and Principles of Design. Demonstrations and examples showing successful design will be shown daily. Project files will be posted to www.photoshop.com. Digital compositions showing examples of each element will be completed and printed out in the form of a PS contact sheet. These will be kept as part of the required Journal.

Introduction to Composition and Lighting

This time will be spent learning the basics of digital composition. Refer to the web sites posted. Activities will be given as well as skill exercises to complete. One Major Work piece will be required using compositional and lighting techniques.

Always ensure consistency in your use of light.

You should not have the light source on one side for one object, and the other side for another object, in the same image.

Consistent light creates a feeling of reality in your images.

Introduction to Digital Camera

This time will be spent learning the basics of using a Digital Camera.

Each student will be required to complete a series of Shot-List exercises. From the digital photos collection each student will complete an original Major Work. Digital cameras store digital pictures on a hard disk or memory card inside the camera.

Digital cameras come with software that you can use to download the images from the camera to a hard disk. Some operating systems recognize the camera as a storage device when it is connected, and you can copy and paste files from it to any other storage device.

Understanding Vector or Bit-Map (Raster) Applications

Fireworks or Adobe Illustrator are vector-based Applications. Students must know the advantages of the two types of programs. (Vector & Bit-Map *Raster*) Basics of each program will be explained and skill exercises completed. Review how to create, save, and close a graphics file.

Using Color

- Understanding digital color theory is very important and time will be spent completing activities that will help the student understand the range of colors that can be reproduced by a specific color model. The importance of understanding:
- Color perception and meaning
- Memory and Emotional Color
- Primary Colors the Two sets and when to use them RGB, CYMK
- Complementary color and other color schemes

Creating Original Work – How to get ideas

Brainstorming:

Define the problem, then, look for solutions

- No right or wrong answers
- Look for visual synonyms, antonyms, rhymes, and analogies

Follow a stream of consciousness

- Visual brainstorm with sketches
- Use an inspiration file to spark creativity

Internet Research:

- Google Search
- Specific keywords narrow search results
- Most search engines offer “advanced” pages to narrow a search
- Use boolean operators (and, or, not) to refine a search

Online discussion groups, blogs, forums etc, allow designers to collaborate:

- Technical information at software- and hardware-specific forums
- Creative ideas, tips, and advice at general discussion sites

Creating Major Works

Digital compositions for: Art, Desktop Publishing, Multimedia, Video or Web

Animation

- An animation (also called a movie) is a graphic that includes motion.
- Animations are used in Web sites and presentations to add visual appeal.
- Animations may be used for: A moving or blinking corporate logo, A flashing advertisement, A product demonstration, A how-to tutorial

Sound

- During this time each student will learn the basics of digital audio
- Record a sound file.
- Edit a sound file.
- Import a sound into an animation program.
- Add a sound to an animation

Publish your Work

- Analyze
- Optimize
- Publish a movie for Web delivery.
- Publish a movie for Broadcast
- Publish a movie to QuickTime. Flash and other various files formats

Portfolio

Each student will compile Major Works into a Digital Portfolio showing off creative talents and original ideas.

LESSONS

01. Journal (Student Hardcopy Record) *Note Taking Skills developed*
02. Forms in Space (PS Interface/Selections)
03. Name Plate (Text Tools/Pallets)
04. Stacked Words (Type Tools/layers)
05. Shapes (Adv Selections/Design Principles Balance)
06. Donut Poster (Artistry/Composition)
07. Football (Poster Composition)
08. Cigar man (Cloning/Image Editing)
09. Landscape (Transformations/Design Principles Fig/Grd Pos/Neg)
10. Big Hand Tiny Gal (Adv Selections)
11. Espresso (Cloning/ Adv Tools)
12. Logo Design (Adv Tools/Design/DP)
13. Soap (Compositing/Story Telling)
14. Fantasy Landscape (Adv Skills/Filters/Effects)
15. Perspective Illustration (Aerial & Linear)
16. Cube (3D design)
17. (myPod) Illustration
18. Digital Camera Techniques (Shot Lists)
19. Movie Poster (Image Research/Presentation)
20. Illustration for Multi-Media (Resolution/files/formats)
21. Self Portrait (Adv Filters/Tools/Composition)
22. DVD Cover (Layout/Design)
23. Animation (Word) PS timeline
24. Animation (Cartoon) Image Ready or Flash
25. Motion Graphics (Still Photo/QT) Motion Effects
26. Portfolio Presentation (Application Skills/Artistry)

Congratulations on a job well done!

Certification is a final option: <http://www.adobe.com/education/instruction/ace/>

Get your Adobe Certified Associate credentials.