

DIGITAL ART

Leysin American School

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Course Description/Objectives:

This course is designed for students who are interested in expressing themselves visually and digitally in a variety of different ways. Using computer-based programs, students will learn the basic principles of photography, graphic design and video production. Students will learn the fundamentals of design and technical skills to create original works. By the end of this class, students should be able to create striking photographs, edit images into art works and design-oriented products, and create and edit video.

Course Content:

- Learning the history and anatomy of the camera
- Understanding exposure controls of a digital camera including white balance, aperture, shutter speed and ISO
- Introduction to composition, perspective, pattern and repetition through the photographic image
- Manipulating and enhancing photographs in Adobe Photoshop
- Organizing and editing photographs in Adobe Bridge
- Using text and image create advertisements and design-based products in Adobe Illustrator
- Develop an understanding of the digital video production process: pre-production, shooting, editing, and post-production.
- Utilize different camera movement techniques including static, hand-held, tracking, dolly, pan, tilt, and zoom shots.
- Explore various concept and direction styles ranging from scripted narrative and live documentary movie-making traditions.
- Script and storyboard a short narrative sequence.
- Gain knowledge of the history of each technical medium we learn and how it is changing in the digital age

Class Requirements:

Think of this class as your OASIS from the rest of school. This is where you should feel free and comfortable to express yourself. This is a place where it is safe to explore. There are some guidelines to follow. Be present, enjoy creating and be open to the possibilities, but most importantly please RESPECT your classmates, your instructor and your classroom.

I EXPECT:

- R-E-S-P-E-C-T!!
- Silence from the rest of the class when I am talking, or another is talking
- Amazing things from each of my students
- Creativity, diligence, expressiveness, exploration, struggle, frustration, determination, commitment
- You to come to class...on time
- You to participate in class
- You to take responsibility for your work – make-up work that is missed, work outside of class
- The best you can give each day. Some days are better than others. Let me know when things are difficult. I will do my best to help.
- You to clean up your messes, and yes....sometimes messes that are not yours
- Respect of other people and their property, including the art room's
- No cell phones, unless we are using them for projects or I have told you that you can use it for music.
- Discussions to be appropriate.
- Language and attitude that is respectful of all races, creeds, religions, colors, gender, national origins, disabilities and sexual orientation

RESPONSIBILITY

You will be checking out equipment that is worth a lot of money. Please be responsible and respectful of the items you are using. If something goes wrong with a piece of equipment, please tell me.

*** FAIL***

I know this is a weird requirement, but basically failure is freedom. I don't mean failing to show up or do the work, you *will* fail if you do that. What I mean is feel free to mess up. Nothing is perfect when it comes to art. Success in the class is based on your process rather than the product. I would much rather see you go through the trials and tribulations of making something and it not work out the way you intended rather than a polished finished piece. YOU WILL LEARN MORE ABOUT YOURSELF IF YOU TAKE RISKS AND MAKE MISTEAKS. DO NOT BE AFRAID TO TRY.

Grading:

- **Participation: 25%**

Participation, support, and respect in all phases of this course is imperative. The class dynamic depends on your energy, initiative, attitude, productivity and willingness to get involved in group discussion and critiques. You will be discussing other students' art work in critiques, do not put anyone down, your opinion is useful not hurtful. You are expected to clean up as well as practice safe and thoughtful use of materials, tools and facilities.

- **Digital Sketchbook: 15%**

You will be required to keep a sketchbook in the form of a blog or physical sketchbook. For this class it may be easier to create this online, but the format is open. You will be gathering inspirations and posting your images that you make throughout the class. This is meant to be a fun exercise, but it is also helpful in developing your taste when it comes to what you find on the internet. Only PG images are allowed to be posted on the blogs or presented in your sketchbook.

- **Group Presentations: 10%**

An important aspect to this class is context. We will also be learning the history of the medium we are working in. You will be asked to present information to the class in a group format. Be respectful of your group members and work together productively to present information to your peers.

- **Readings and Response: 10%**

From time to time you will have reading responses as homework. This is meant to get you thinking and responding about what you are learning. This will be one page responses and will be graded.

- **Short-term Projects: 15%**

We will do a variety of small projects in between larger projects in order to introduce skills. They are intended to help you put into practice what you are learning.

- **Final Projects: 25%**

Your final projects matter the most. We will critique final projects and have an open discussion about what you have made. Each semester you will have three final projects that you will get to work on for two weeks at a time. Your final projects should have a clear concept. A concept allows you to explain the reasons why you are making what you are making. Sometimes, the concept comes as you are making it and that is OK too. The final projects are designed so that you are able to express your own voice, but you need to be able to explain what it is you are trying to say.