

# DDA-645: Digital Imaging Studio

Pratt Institute, Department of Digital Arts

Fall 2019: August 26 - December 13

**DRAFT — updated 8/26**

Wednesday 5pm - 7:50 pm | Myrtle Hall, 5E-04

**Instructor:** rebecca (marks) leopold | rleopo10@pratt.edu

Office hours by appointment

**Course Website:** <http://pratt.oldobjectsnewideas.com>

## Course Syllabus:

This piece of paper is **NOT** the class syllabus. [This website is](#). This is just for our first day of class. You may use it as a reference but assignments and topics will change. Students are responsible for checking the website for any changes. Bookmark it.

## Bulletin Description:

This capstone course allows students in the Digital Imaging minor to work independently on a variety of their digital imaging projects. Under the guidance of the instructor, each student designs and realizes one or more substantial projects during the course of the semester. Students must have substantial skills, both technically and aesthetically, in the field of digital imaging prior to enrolling in this course.

## Detailed Description:

This course allows students working at an advanced level of digital imaging to work independently on a variety of projects of their own choosing. In addition to semiweekly assignments, each student develops and realizes two substantial imaging projects during the course of the semester. The weekly class meetings entail peer-to-peer critique of assignments, works in progress, technical demonstrations + exercises, instructor lectures and student research presentations.

Students are encouraged to think of digital imaging in terms of emerging media, digital + networked technologies. In this studio class, students will be asked to consider the contemporary image in all its forms: images as objects (ink-jet prints), images as light (projected or screen-based works), images through time (video + animation) and finally images as data (storage, interactivity + the web).

There will be an emphasis on the technicalities of high-quality digital printing of physical prints. Students have access to the small DDA Printing Lab on the fifth floor of Myrtle Hall and also to the large Digital Output Center of the Institute in the Engineering building.

## Course Goals:

A primary goal of the course is to provide students an opportunity to continue the development of their artwork in an atmosphere of independence and inquiry. In the process, to also: improve their understanding of what constitutes effective digital imaging in today's world, improve their awareness of the historical and theoretical contexts in which

their work resides, and ensure that students are comfortable with the techniques and issues of contemporary digital imaging.

### **Course Requirements:**

#### **Attendance:**

It is extremely important that you attend all classes. Please note also that it is Pratt Institute policy that three unexcused absences constitute grounds for an automatic F for the course, and that two latenesses are considered the equivalent of one absence. Arriving more than 10 minutes after the scheduled start of class will be considered late. Arriving more than one hour after the scheduled start time will be considered absent. Students are responsible for their own attendance and must allow for delays due to subways, traffic, etc. If you miss class because of illness, you should bring in a note from your physician or the Pratt Student Health center to avoid your absence being listed as "unexcused".

If you miss a session, you are responsible for finding out what you missed and making it up.

#### **Imaging Assignments:**

In addition to smaller weekly assignments - students will work on two half-semester-long projects. The second project may be an extension of the first if both student and instructor feel that is warranted. In all cases, projects should be of a complexity and sophistication to warrant the amount of time devoted to them. Some suggested possibilities for students to consider for their projects are: a series of fine-art prints; combining digital and traditional imaging techniques; installations; book art.

We discuss weekly assignments and progress every class. At a certain point in the second part of the class you will be inventing assignments for your classmates. Additionally, there will be four more formal critiques: a mid-point critique and final crit for each project.

#### **Reading:**

Readings will be assigned weekly and can be accessed from the class site.

#### **Research Presentation & Paper:**

Students will make one short research presentation to the class on an issue relevant to their art practice and of interest to them. Topics will be chosen by the student in consultation with the instructor. The in class presentation will be accompanied by a short paper prepared by each student.

#### **Blogs:**

Students are required to maintain a blog for this course, keeping their posts up to date with current thoughts, responses to class material, research, technical tests + work in progress. The blog should consist of original writing, links to research and images when appropriate. This blog is an important component of your process. It will serve as a record of your progress + can be a valuable asset to you in the future. Students will have access to each

other's blogs. Your blog for this course must be separate from other blogs you may have. It can be embedded within an existing blog, but it must have a separate link so that we can easily access your entries that are specific to this course.

### **Course Outline (this will change):**

#### **Week 1 - August 28 - Intro to Digital Imaging**

- \* Intro to Course
- \* View + discuss student's previous work + possible directions
- \* Intro to rebecca's work
- \* Thinking About Historical Authorship (Intro to Digital Imaging)

#### **Assignment:**

- \* Using whatever platform your prefer, create a blog for this course. Email me the url + I will add it to the class site.
- \* Blog post #1 - Post your most recent artist statement to your blog. Everyone is responsible for reading everyone's statement.
- \* Reading: Watch Ways of Seeing Chapter 1 - John Berger, 1972 (30 min)
- \* Reading Response #1 - In a few paragraphs on your blog respond to the Berger text

### **Part 1 - the Print**

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

- \* Schedule peer assignment dates
- \* Schedule student research presentations
- \* Intro to DDA Imaging Lab: color workspaces, printer profiles, printing procedure

#### **Assignment:**

- \* Image as Object Assignment
- \* Reading: Vilém Flusser TBD
- \* Reading Response #2 - In a few paragraphs on your blog respond to the reading

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

- \* Image as Object Assignment discussion
- \* View + discuss initial materials for project #1
- \* Demo: Printing on the DDA Epson 9800

#### **Week 4 - September 18**

- \* Intro to the Digital Output Center (DOC)

#### **Week 5 - September 25**

- \* TBD

#### **Week 6 - October 2**

- \* Project 1 Mid-point critique

**Assignment:**

- \* Peer Assignments 1

**Week 7 - October 9**

- \* Peer Assignment 1 Discussion
- \* Student research presentation 1

**Week 8 - October 16**

- \* Project 1 Due + Critique
- Bring in final artwork.

**Week 9 - October 23**

- \* Student research presentation 2
- \* Peer Assignment 2

**Week 10 - October 30**

- \* Student research presentation 3
- \* Peer Assignment 3

**Week 11 - November 6**

- \* Student research presentation 4
- \* Peer Assignment 4

**Week 12 - November 13**

- \* Project 2 Midpoint Critique

**Week 13 - November 20**

- \* Student research presentation 5
- \* Peer Assignment 5

**November 27 - Thanksgiving Break**

**Week 14 - December 4**

- \* Work on projects
- \* Artist's Statements due

**Week 15 - December 11**

- \* Final Critique

## Assessment + Grading:

Grading will be based on the originality, visual sophistication, conceptual depth, technical skill, and timely completion of projects.

The weighting of grades for this course is as follows:

Participation	20%
Project #1	20%
Project #2	25%
Research Presentation	10%
Blogs, Readings + Exercises	25%

All assignments must be handed in on the due date. If you have not finished your work or as much as you had intended, you should hand in whatever you have finished up to that point. Your work will be graded based on whatever portion you have handed in as of the due date. It is your responsibility to schedule your time and your work to allow ample time for technical troubleshooting. Remember, when working with technology estimate how long a task will take, then multiple that number by three.

[Pratt's official guidelines for Grading.](#)

Given that graduate students must keep an overall GPA of 3.0 (B), this can be interpreted as follows:

Extremely good work	A
Very good work	A-
Good work, better than average	B+
Reasonably good, but not outstanding	B
OK, somewhat short of satisfactory	B-
Slightly better than minimally passing, not acceptable quality	C+
Minimally passing, not acceptable quality	C

At the graduate level, grades below C are considered non-passing.

## Institute Policies:

### STUDENT WITH LEARNING DIFFERENCES

If you have a significant learning difference, you are encouraged to work with the Office of Disability Services (Main Bldg, Tel: 718 636 3711). Through them you can get guidance and support and request special accommodations if appropriate. You are also very strongly encouraged to notify your instructor if you have a special learning difficulty, as we cannot help you or make accommodations unless we know what your situation is.

### CLASSROOM ASSIGNMENTS

It is Pratt Institute policy that work done in one class cannot be submitted to fulfill assignments in another class. It is possible to do work that overlaps or is closely related in two different

courses, but you cannot fulfill two assignment requirements with one piece of work. If you have any questions, discuss the issue with all the instructors involved before proceeding.

### **ACADEMIC INTEGRITY**

Pratt Institute considers Academic Integrity highly important. Instances of cheating, plagiarism, and wrongful use of intellectual property will not be tolerated.

- Faculty members will report each incident to the registrar for inclusion in students' files.
- More than one report to the registrar during a student's program of study at Pratt will result in a hearing before the Academic Integrity Board, at which time appropriate sanctions will be decided. These may include dismissal from the Institute.
- The nature and severity of the infraction will be determined by faculty members who can: ask students to repeat an assignment, fail students on the assignment, fail students in the course and/or refer the incident to the Academic Integrity Board.

For more details about these procedures please see the Pratt Student Handbook, the Pratt Bulletins, and the pamphlet entitled Judicial Procedures at Pratt.

### **CHEATING**

If students use dishonest methods to fulfill course requirements, they are cheating. Examples of this include, but are not limited to:

- Obtaining or offering copies of exams or information about the content of exams in advance.
- Bringing notes in any form to a closed book exam.
- Looking at another student's paper during an exam.
- Receiving or communicating any information from or to another student during an exam.

### **PLAGIARISM**

Plagiarism is a bit more complicated, but the rules of documentation and citation are very specific and are tailored to different academic disciplines. Types of plagiarism include:

- Including any material from any source other than you in a paper or project without proper attribution. This includes material from the Internet, books, papers, or projects by other students, and from any other source.
- Using your own work to fulfill requirements for more than one course
- The extensive use of the ideas of others in your work without proper attribution.
- Turning in work done by another person or a fellow student as one's own.

Please remember that all work must be the student's own. If it is not, the source should be cited and documented appropriately.

If there are aspects of this statement that are not understood, ask faculty members for help.