

ICOM 212  
DIGITAL IMAGE DESIGN  
*Fall 2010 Course Information*

**Professor:** John C. Dailey, Ph.D.  
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**Web Site:** <http://jdailey.iweb.bsu.edu/>  
**Office Hours:** TR 2:30-4:30, W 2:00-4:00 and by appointment, 216 Letterman Building  
**Home Phone:** 765.286.5776, please leave a message between 9am - 9pm  
**Classroom / Class Time:** RB 134c, TR, 12:30 pm - 1:45 pm

*Required - Lynda.Com Subscription:*

Digital Image Design (August 24th – December 17th, 2010) - Cost: \$38.67

Login at: <http://www.lynda.com/login/Login.aspx>

Class Code: 08222010C17352

NOTE: Only Students Registered For This Course May Use This Code.

INCLUDED W/ YOUR SUBSCRIPTION:

After Effects CS5 Essential Training – 8.75 Hours

Designing a Logo Hands-On Workshop – 2.96 Hours

Illustrator CS5 Essential Training – 10.62 Hours

Motion 4 Essential Training – 6.35 Hours

Photoshop CS5 for Photographers – 12.94 Hours

*Academic Dishonesty:*

Academic dishonesty includes but is not necessarily limited to the following:

A. Cheating or knowingly assisting another student in committing an act of cheating or other academic dishonesty.

B. Plagiarism which includes but is not necessarily limited to, submitting examinations, or other material as one's own work when such work has been substantially copied from another or prepared as the product of a group experience.

Any student who commits an act of academic dishonesty will be dismissed from the course with a failing grade.

*Class Attendance:*

Absences are highly discouraged in this class. If you are absent because of a very serious illness or major family emergency on the day when an assignment is due, you must notify the instructor as soon as possible.

*Disability Accommodation:*

If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please make an appointment with your Instructor as soon as possible.

Students seeking accommodations must contact the office of Disabled Student Development – 765-285-5293. Please note that no accommodations will be made until a student has provided a letter of verification from the office of Disabled Student Development. In addition, accommodations will not be provided in a retroactive manner. So if needed, please contact their office ASAP and provide the appropriate paperwork to your instructor.

*Image Acquisition*

This course requires the use of original digital still images as source material for our assignments. These may be digital photographs or scanned images.

*Digital Media Minor Colloquium Events*

Each student is required to attend **three** events during the semester where speakers / topics / exhibits, etc. focus on digital media. NON-FLASH photography **MUST** be allowed for a particular event to be acceptable for this course. **A photomontage of these experiences is a course requirement.**

QUALITATIVE EVALUATION CRITERIA

**Note:** Your final grade in this course is determined by overall performance, **not** through the simple result of adding points together.

<b>Projects / Presentations:</b>	<b>Percent</b>	<b>Due Date</b>
Personal Logo	15	September 30th
Photomontage (Personal)	15	October 28th
Photomontage (Events)	5	December 9th
Short Story	25	December 16th

**Exercises:**

lynda.com Training (5x Courses)	
Hands-On Labs (7x) - <b>In-Class</b>	35

**Discussion / Participation:**

Twitter Feed (#212fs10)	5
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<b>TOTAL:</b>	<u>100</u>
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A = 90-100%	D = 60-69%
B = 80-89%	F = Below 60%
C = 70-79%	

COURSE OBJECTIVES

This course serves to provide an introduction to digital image creation and graphic design. Fundamentals of digital imaging software, image manipulation, digital design, typography and motion graphics will be covered. We will emphasize the aesthetic understanding and practical application of digital content as effective visual communication.

COURSE SCHEDULE (may be revised to meet the needs of the class...)

<b>Date</b>	<b>Training / Presentations</b>	<b>Lessons</b>	<b>In-Class Activity / Discussion</b>
<b>Week 1</b>			
August 24	DOWNLOAD EXERCISE FILES		Introduction to course / people / file naming / Twitter <i>Digital Imaging: Bitmaps or Vectors?</i> - <b>TWEET</b>
August 26			
<b>Week 2</b>			
August 31	<b>Illustrator CS5 Essential</b>	1-5	Documents, Selections, Drawing & Editing
September 02	<b>Illustrator CS5 Essential</b>	6-8	Shapes, Text, Logo Project - <b>LAB</b>
<b>Week 3</b>			
September 07	<b>Illustrator CS5 Essential</b>	9-12	Appearances, Color, Fills, Groups & Layers
September 09	<b>Illustrator CS5 Essential</b>	13-15	Artboards, Transformations, Images - <b>LAB</b>
<b>Week 4</b>			
September 14	<b>Illustrator CS5 Essential</b>	16-19	Symbols, Masks, Perspective, Exporting
September 16	<b>Designing a Logo</b>	1-5	Jobs, Type, Treatments, Symbols, Finishing - <b>LAB</b>
<b>Week 5</b>			
September 21	Work Day		Personal Logo Design
September 23	Work Day		Personal Logo Design
<b>Week 6</b>			
September 28	Work Day		Personal Logo Design
September 30	<b>Personal Logo DUE</b>		<b>Peer Critiques to Twitter</b>
<b>Week 7</b>			
October 05	<b>PS CS5 for Photographers</b>	5,6,8,9	Starting, Digital Images, Layers, Selections
October 07	<b>PS CS5 for Photographers</b>	10-13	Masking, Borders, Adjustments, Levels - <b>LAB</b>
<b>Week 8</b>			
October 12	<b>PS CS5 for Photographers</b>	14-17	Curves, Blends, Color Correction, Enhancing
October 14	<b>PS CS5 for Photographers</b>	19-22	B&W, Filters, Noise, Image Cleanup - <b>LAB</b>
<b>Week 9</b>			
October 19	Work Day		Photomontage Construction
October 21	Work Day		Photomontage Construction
<b>Week 10</b>			
October 26	Work Day		Photomontage Construction
October 28	<b>Photomontage DUE</b>		<b>Peer Critiques to Twitter</b>
<b>Week 11</b>			
November 02	<b>AE CS5 Essential Training</b>	3-7	Starting, Animating, Composing, Effects, Video
November 04	<b>AE CS5 Essential Training</b>	9,11,12,18	Text, Paint, Mask & Shape Layers, Audio - <b>LAB</b>
<b>Week 12</b>			
November 09	<b>Motion 4 Essential Training</b>	1-4	Starting, Assets, Masks, Behaviors
November 11	<b>Motion 4 Essential Training</b>	10-12,15	Generators, Particles, Replicators, Audio - <b>LAB</b>
<b>Week 13</b>			
November 16	Work Day		Short Story Creation
November 18	Work Day		Short Story Creation
<b>Week 14</b>			
November 23	<b>"FRUESDAY"</b>		NO CLASS
November 25	<b>THANKSGIVING BREAK</b>		NO CLASS
<b>Week 15</b>			
November 30	Work Day		Short Story Creation
December 02	Work Day		Short Story Creation
<b>Week 16</b>			
December 07	Work Day		Short Story Creation
December 09	<b>Event Montage DUE</b>		Short Story Creation
<b>Finals Week</b>	<b>Noon – Thurs., Dec. 16th</b>		<b>Short Story DUE &amp; Showcase...</b>