KAP Digital Imaging

2008-2009
Cleveland School of Architecture & Design at John Hay
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This introduction to studio art will enable students to utilize digital tools to engage in aesthetic and conceptual practices in contemporary art. Personal studio projects will investigate a variety of subjects such as: the role of digital media in the history of artistic practice, the relationship of the arts to popular culture, the aesthetics of abstraction and the effects of social issues on the creation and interpretation of art work. Students will come to understand the fundamentals of composition and develop technical skills with a variety of computer tools including Adobe PhotoShop software, scanners, and digital cameras. Through theory and practice, effective art criticism skills will be developed, allowing for creative group interactions and defining of one's personal aesthetic vision. Both teacher lead lessons and student research will center on contemporary artists and issues.

Students will learn how to use the digital media through a variety of visual art exercises before they are required to complete major assignments.

Major Assignments include:

Formalism Assignment: This assignment deals with visual composition. Students will learn how the elements and principles of design play important roles in creating composition. They will also learn technical skills in using a scanner to input imagery into the computer and how to use PhotoShop software to manipulate those images.

>   **Raw Scan** (one shot deal)**:** Students will use a scanner bed to compose an image that investigates some of elements and principles of design. Students will collect a wide variety of objects and will proceed to arrange them on a scanner in a way that indicates and understanding of symmetrical and asymmetrical compositions and proper use of the principles of design. Students will be required to make scans using natural elements, man-made objects, and scans in which motion is utilized to create a strong composition. Students will create a minimum of two scans for each of the above categories to show at critique and submit the best one from each category to hand in.

>   **Manipulated Scan** (multiple readjustments)**:** For the second part of the project students will scan parts of the composition as individual objects and arrange them through PhotoShop to create compositions that indicate an understanding of the principles of design. Students will choose objects for their physical similarities/differences, textures, colors, shapes, lines and values. Students should make at least four of these to show at critique and then choose the best two to hand in.

Magic Realism: Imagining the world in a way that it cannot physically exist has inspired artists throughout history. These flights of fancy have often started with dreams, desires, humor or terror and have been entertaining, provocative and inspirational for viewers. Although there are many styles and degrees of creating eccentric images, students will focus on a semi-believable approach similar to *magic realism*. In this tradition, common or mundane forms are changed but they maintain a degree of believability. They often hold meaning that is personal/ political in nature and have a poetic/ multi-layered interpretation. The subject for this project is personal, exploring your dreams, fears and desires. Students artwork will show the expertise they have gained in manipulating images using PhotoShop.

Stop Motion/Animation: Students will choose an existing story or poem or one that the student has written him/herself and abstractly illustrate the story in stop-motion. Images will be symbolic, not literal, and should amplify, not simply repeat what is being said. This visual story must have a beginning, a middle and an end. Lighting effects, speed of frames, having an element of surprise that unfolds in some way over time will be considered in the grading of this project. Sound may be included as a part of this assignment.

Social Comment Assignment: Students will create a concept of a product/event/etc. to advertise and make a poster or video to accompany it that will ironically reflect/provoke/reinterpret your surrounding culture. The concept should develop from personal intrigue or impatience with an aspect of our culture. Students will need to develop the concept, title, slogan, logo, advertising copy and then draw or photograph images that support the idea.

Some artists call this practice "Intervention" in our culture. Projects are often social or political commentary. These artists question convention by using humor and unusual associations to challenge public assumptions.

Students have the option to create this project as a 2-D artwork or as a video.

Evaluation Criteria:
Does the work show…
1. An approach that is visually, intellectually and emotionally compelling? Is there something that initially draws the viewer in to want to see more?
2. Originality/creativity/innovation/surprise/cleverness? Does the work avoid clichés and pat expectations? Did you take a risk…step away from your comfort zone?
3. Conceptual depth, sophistication or complexity that allows a sustaining interest on the part of the viewer.
4. Form (its color, media, rhythm, etc.) that supports the content (the idea or concept)? Does it make sense to use this form for this subject?
5. Resolution in the way that makes sense for your own project? The various themes and metaphors should pull together into a unified whole that makes sense. It should be finished. It should fulfill the assignment.

Do you show…
6. A commitment to the work that involves creative problem solving, development of technical skills, attention to detail, meeting deadlines, showing artistic integrity and effort, a willingness to learn from others including faculty and students, participation in group critiques and discussions?
7. An awareness of the appropriate audience/assignment/social context of your work as relating to other artists and non-artists, those of your generation and beyond, what era you are working within, what cultural knowledge you can refer to and what will be lost on the viewer? The piece should be appropriate for experimental galleries. It should be a creative response to the guidelines of the assignment.