

COURSE CONTENT

Course Code	DN1013
Course Title	Concepts for Digital Imaging
Pre-requisites	NIL
No of AUs	3
Contact Hours	39

Course Aims

This course will familiarise you with methods of using digital imaging tools for creative concepts. You will learn to employ the dedicated software to realize your artistic vision. The goal is to achieve an elementary understanding of these tools as an expansion of the artistic palette. The course will focus on developing concepts for single, sequential images and time-based media, which will be produced by using current digital imaging and post-production hard- and software. You will have the opportunity to integrate learned techniques with your own creative concept development.

Intended Learning Outcomes (ILO)

By the end of this course, you (as a student) would be able to:

1. Apply fundamental elements of still and moving image acquisition and creation techniques.
2. Improve audio-visual footage in post-production.
3. Apply creatively and reflexively principles learnt in class (and through external reading and practice) to realise your own ideas with the most suitable medium.
4. Work with capturing, digital drawing and painting and editing techniques with efficiency and confidence, as well as organising and archiving your files correctly.
5. Create cohesive imagery by combining pictorial elements through compositing with careful considerations of the options and challenges involved.
6. Communicate a story intelligibly in audio-visual media through implementation of editing concepts.
7. Evaluate export and presentation options and optimise your files accordingly.

Course Content

- **What is an Image? – Foundation of Digital Imaging**
Understanding the key concepts of digital images, such as vector, bitmap, resolution, bit-depth, aspect ratio, colour basics, alpha-channels and working with layers (blend modes).
- **Basics of image capturing techniques**
Introduction on how basic settings influence the image: perspective, selection of lenses and focal length, shutter speed, aperture, ISO and lighting.

- **Basics of image creation techniques**

Introduction on how to use digital imaging software as a tool for creating images for illustration, animation and comics: Basics of digital drawing and painting, applying layers and alpha channels for image manipulation, concepts for colouring. Working from photo reference.

- **Optimising the Image (Adobe Photoshop)**

Developing an understanding for the potential and weaknesses of still and moving images and learn to apply non-destructive editing-tools for adjustments.

- **Editing Time-Based Media (Adobe Premiere)**

Creating time-based media with editing image sequences and audio along a timeline.

Understanding different settings for time-based media such as image sequences, frames per second, aspect ratio, bit-depth, audio etc.

- **Animating Image and Text (Adobe After Effects)**

Learn how to add and influence movements based on layered images and text files.

Understanding keyframe-based animation and applying filters and effects.

- **File Management (Adobe Photoshop Lightroom or equivalent)**

Organise your files – labelling and metadata.

- **Colour Management**

Introduction in colour profiles throughout the workflow: from capturing and editing to export and presentation. Understanding different additive and subtractive colour models.

- **Presenting Audio-Visual Media**

Optimising files in high quality for print and screening or compression for the internet.