

### AMDM140 – Digital Art and Image Editing

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| Course Title      | Digital Art and Image Editing  |                 |               |                   |   |
| Course Code       | AMDM140  |                 |               |                   |   |
| Course Type       | Elective (BA Business Administration)  |                 |               |                   |   |
| Level             | BA (Level 1)   |                 |               |                   |   |
| Year / Semester   | 3 <sup>rd</sup> year/ 5 <sup>th</sup> semester   |                 |               |                   |   |
| Teacher's Name    | Dr Christiana Karayianni   |                 |               |                   |   |
| ECTS              | 6  | Lectures / week | -             | Laboratories/week | 3 |
| Course Purpose    | The purpose of this course is to introduce the basic concepts and techniques of image editing and digital art. The course demonstrates how to use professional image editing software like Photoshop to edit images as well as to develop digital compositions from scratch. It is an essential course as it enables students to understand the fundamentals of image editing through practice.  |                 |               |                   |   |
| Learning Outcomes | <p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Edit and archive digital files using digital asset management software (Photoshop)</li> <li>2. Manage an understanding of the photographic vocabulary</li> <li>3. Analyze and interpret photographic images</li> <li>4. Understand and apply visual language for promotional content</li> <li>5. Create digital files for the Web using relevant software (Adobe Creative Suite)</li> <li>6. Understand file formats and file compression techniques</li> <li>7. Create digital image compositions</li> </ol> |                 |               |                   |   |
| Prerequisites     | None   |                 | Co-requisites | None              |   |
| Course Content    | <p><b>Introduction to Visual Communication:</b> Gestalt's theory</p> <p><b>Introduction to pixel based graphics/ key concepts:</b> Understand the possibilities of pixel based graphics. Adobe Photoshop interface prologue. Get familiarised with colours and identify differences and importance of CMYK, RGB and Greyscale. Know the significance of resolution for pixel-based images.</p> <p><b>Photoshop Basics:</b> Image Resizing Basics, Layer Basics, Photo Enhancement Basics, Filter basics</p>  |                 |               |                   |   |

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|                      | <p><b>Pixel graphics design basics:</b> Selection, retouching, painting and navigation tools. Rulers, guides and grids as drawing aids. Know the possibilities of layer palette, brushes and combined tools.</p> <p><b>Introduction to moving image basics:</b> The course will culminate in the collective production of an animation sequence. Create an animated Gif.</p> <p><b>Advanced techniques:</b> Complex image retouching, advance shadows and correct use of effects. Understating channels, isolation and masking.</p>  |
| Teaching Methodology | <p><b>Planned learning activities and teaching methods:</b><br/>Illustrated lectures, practical workshops, exercise, and group critiques. Student centred practical work, personal research, realization and manipulation in project work.<br/>Rendering workshops and studio based facilities. Visual research and reading/viewing list. Library guide and slide/video screenings.</p>  |
| Bibliography         | <p><b>Recommended and/or required reading:</b><br/>Ellen Lupton, <b>Thinking With Type: A Critical Guide for Designers, Writers, Editors, &amp; Students</b>, Princeton Architectural Press; 1 edition (September 9, 2004)<br/>Ellen Lupton, <b>Graphic Design: The New Basics</b>, Princeton Architectural Press; 1 edition (March 20, 2008)</p> <p><a href="https://prezi.com/oz0dgotwam1g/gestalt-theory-for-visual-communications-gssc-1052/">https://prezi.com/oz0dgotwam1g/gestalt-theory-for-visual-communications-gssc-1052/</a></p> <p><b>Textbooks:</b> None</p> <p><b>References:</b> Visual contemporary references on magazines like: Eye, Creative Review, Metropolis etc.</p> |
| Assessment           | <p>Lab Exercises: 30%<br/>Midterm Exam: 30%<br/>Final Project: 40%</p>   |
| Language             | <p><b>English</b></p>  |