

**Module Code:** Introduction to Digital Imaging and Manipulation  
BAPH07C  
FDPH07C

**Level:** 4

**Credit Value:** 15

**Pre-Requisites:**

### **Module Description**

This module is designed to provide a structured introduction to digital photography and image manipulation. Utilising a range of photographic and digital post production techniques, you will develop high quality images through manipulation and enhancement, and open up a range of creative possibilities in creating 'hyper-real', 'painterly' or enhanced artificial outcomes.

There will be opportunity to apply any previous knowledge of analogue manual photography to digital processes, experimenting with the different qualities, capabilities and limitations of the digital medium in defining a successful image.

What are the properties that distinguish retouched images as seen in magazines and exhibitions? Do these appear more or less real than the ordinary image? What are the ethical and moral considerations prompted by our ability to rewrite our own image and that of others?

### **Learning Outcomes**

On successful completion of this module students will be able to:

1. Demonstrate experimental approaches and competence in using digital imaging equipment and software.
2. Use appropriate digital editing technologies to select, create, and develop creative concepts.
3. Demonstrate the ability to record and critically evaluate a range of associated visual and written research activity that they have undertaken.
4. Provide evidence of competent health & safety practice.

### **Indicative Content**

- Image manipulation: contemporary and historical overviews.
- Photoshop structure: analysis of diagrammatic material in support of programme navigation and keyboard short cuts.
- Analysis of the effects of retouching tools, special effects, flares, shadows, distortion, patch and clone tools. Consider colour, scale, position, lighting, hue and saturation.
- Resolution issues: file formats, readability, legibility of image and/or text.
- Explore and develop the potential of on-screen photography and word interpretation.
- Recording observations on the use of digital technologies: purpose, fitness for purpose, aesthetic issues and possibilities in the design of complex images.
- Evidence of consideration of ethical issues relating to image manipulation.
- Supplementary research to support and enhance personal lines of enquiry.

- Appropriate utilisation of computer software in the construction of a series of images.
- Peer review: display of work and oral evaluation by students of the group's work.
- Self assessment: analysis of personal management and progress during this module.
- Health and Safety in relation to computers and other relevant hardware and their use.

#### TIMETABLE

<b>STAGE ONE</b> Introduction/ Research	Week 1	Introduction to Module & Mac Induction (incl. H&S)
	Week 2	Introductory Lecture (Histories of Image Manipulation) & Introductory Workshop. Scanning and Uploading Images (RAW, TIFF, JPEG and compression files)
	Week 3	The importance of preferences, Colour profiling Understanding destination profiles.
	Week 4	Image Scale and Sizing, Spotting and Basic Retouching Tools
	Week 5	Adjustment layers, Basic masking
	Week 6	Visit to retouching studio and London exhibitions
<b>STAGE TWO</b> Production	Week 7	Module Reviews
	Week 8	Composite imaging, The importance of free transformation
	Week 9	Peer group critique of work to date
	Week 10	Finalising images for print
<b>STAGE THREE</b> Refinement	Week 11	Review, planning of portfolios and Final Production
	Week 12	Print production

#### Learning & Teaching Strategies

This module will be delivered through computer workshop practice, demonstrations, tutorials, work critiques, independent and peer learning.

#### Assessment (during summer Term)

*The assessment of this module is broken down into the following elements:*

20% Research and Development

- Visual Research folder referencing practitioners working in the digital field
- A Technical Logbook relating to digital processes
- Individually completed Risk Assessment

## 80% Material Outcomes

- A Portfolio of finished images
- Works showing development and solutions
- Digital photographic images using photographic software
- A Critical Appraisal of the finished portfolio: Word limit - 500

## Specific Learning Resources

Mac Suite, Digital cameras, Scanners, Card readers, various appropriate software

## Bibliography

### Highly Recommended

- Kelby, S. (2009) *The Adobe Photoshop CS4 Book for Digital Photographers (Voices That Matter)*, New Riders
- Adobe Creative Team, (2008) *Adobe Photoshop CS4 Classroom In A Book*, London: Adobe
- Mitchell, W. J. (1994) *The Reconfigured Eye: Visual Truth In The Post-Photographic Era*. Cambridge: MIT Press
- Ritchin, F. (2008) *After Photography*, New York, W.W. Norton & Co.
- Ritchin, F. (2010) *In Our Own Image*, New York, Aperture Foundation
- Ward, A. (2004) *Photoshop for Right-brainers*, UK: John Wiley and Sons
- Wolf, S. (2010) *The Digital Eye – Photographic Art in the Digital Age*, London: Prestel

### Recommended

- Evening, M. (2010) *Adobe Photoshop CS5 for photographers. A professional image editor's guide to the creative use of Photoshop for the Mac & PC*, Focal Press
- Lister, M. ed., (1995) *The Photographic Image in Digital Culture*. London: Routledge

### Useful Websites:

**Adobe:** [www.adobe.com](http://www.adobe.com)

**Computer Arts Magazine** [www.computerarts.co.uk](http://www.computerarts.co.uk)

**Open Source Web Design:** [www.oswd.org](http://www.oswd.org)

Heath and Safety executive web site: <http://www.hse.gov.uk/pubns/indg36.pdf>

### Background Reading

- Bolter, J.D. (2000) *Remediation: Understanding New Media*. Cambridge, Mass.:MIT Press
- Lister, M. et al (2008) *New Media: A Critical Introduction*. London: Routledge
- Lievrouw, L. & Livingstone, S. (2005) *Handbook of New Media: Student Edition*. London, Sage Publications
- McLuhan, M. (2001) *Understanding Media*. London: Routledge