

BA (Hons) Graphic Design Yr. 1

Module Title:	Introduction to Digital Imaging and Manipulation
Module Code:	BAGD09C
Level:	4
Credits:	15
Overall Teaching and Learning hours:	150

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?

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.

Learning and Teaching Methods:

- This module will be delivered through the following teaching and learning methods:
- Demonstrations and Workshops
- Individual Tutorials and Group Tutorials
- Guided and self-directed research and study
- Reflective Evaluation
- Independent Studio Work

Specific Learning Resources:

Mac Suite; VLE (Moodle) ; LRC.

Module Specifications: UCC School of Art

Module Learning Outcomes

Subject Specific Learning Outcomes

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

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

Assessment Title or element	Weighting (%)
Research and Development: <ul style="list-style-type: none">• Visual Research folder referencing practitioners working in the digital field.• A Technical Logbook relating to digital processes .• Individually completed Risk Assessment.	20%
80% Material outcomes: <ul style="list-style-type: none">• 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	80%