LA 352: INTRODUCTION TO DIGITAL IMAGERY

COURSE OVERVIEW
This course introduces students to the basic functions of digital image-making software for landscape architectural design. The course focuses on the foundational technical skills for raster and vector image creation and manipulation using Adobe Creative Suite. Students will gain exposure to the basic functionalities of Photoshop, Illustrator, and InDesign, learn to navigate these programs individually and in an integrated workflow, and be asked to think critically about the processes and products of digital image-making.

COURSE OBJECTIVES
This course is designed for students with little to no experience with digital drawing and graphic design. For students with no prior experience, the emphasis of the course will be on developing familiarity with the structure, functionality, and capabilities of the software. Students entering with a working knowledge or more advanced experience are expected to push their skills to the next level, integrating creative and expressive elements into their work and independently exploring more advanced software functions within their assignments. At a minimum, all students should leave the class with:
- The technical capabilities to digitize, open, edit, generate, and output digital graphics
- An understanding of file formats, software capabilities, and file management
- The ability to navigate within and between Adobe Creative Suite programs
- An introduction to basic graphic design principles
- The opportunity to explore creativity in the digital environment

SUPPLIES
All students are expected to have a personal laptop (either PC or Mac) with Adobe Creative Cloud subscription or CS6 installed. Please see an instructor if you are concerned about computer access.

COURSE STRUCTURE
This course is designed to connect with and build upon skills and topics covered in the LA 539 studio. Most assignments are designed to help students progress with their studio work while also building their faculties with digital tools. Students, especially those with little to no digital media experience, can expect to put significant time into their digital media assignments, but in most cases this work will double for generating studio deliverables. Many class periods will be structured to give students independent work time on assignments.

ASSIGNMENTS
In addition to a final project, students will complete small assignments throughout the term to practice their technical skills (sketches) and to develop critical thinking skills in relation to digital media (analyses). In most cases, students will have time in class to make significant progress on these assignments. All assignment requirements and expectations will be discussed on the day assigned (see assignment schedule); due dates are found on the assignment schedule and class calendar.

Skills Sketches (3):
Students will complete one assignment for each piece of software covered: a digital collage in Photoshop, a scaled site plan in Illustrator, and a document layout in InDesign.

Analyses (3):
Students are asked to think critically about digital design skills through the examination of precedents and tutorials.

Final Project:
Each student will complete a final project designed to integrate the skills covered throughout the term

ASSESSMENT
This course is pass/fail for all students; the minimum passing grade for graduate students is a B-. To succeed, students are expected to exhibit the following:
- Thoughtful completion of assignments and exercises
- Preparation and participation in class discussions and critiques
- Regular and timely attendance
- The successful completion of a final project