

CURE 2066 (2nd Term, 2023-24)

Visual Design: Software and Practices

視覺設計:軟件與實踐

(Daft)

Day and Time: Tue, 2:30pm–5:15pm

Classroom: Room 310, Leung Kau Kui Building (Multi-Media Lab)

Teacher: Dr. Li Tiecheng

Email: tcli@cuhk.edu.hk

Office Hour: Tue, 10:00am-12:00pm

Office: Room 313, Leung Kau Kui Building

Description:

This practical class consists of lectures, readings, hands-on visual projects, and workshops in which three leading Adobe software will be taught, including Photoshop, Premiere, and After Effect—with a primary focus on Premiere. Students will examine visual experiences from the perspectives of creators and viewers and will learn how to design images, edit videos, and add visual effects to their projects. At the same time, the practical work with these tools will help us better understand how they are used in society - the modes of thinking and inquiry they enable, their strengths and weaknesses, and the often-unexamined assumptions behind their use.

這是一門實踐課程，由講座、閱讀、實踐視覺項目和工作坊等組成，其中工作坊中會講授三個主要的 Adobe 視覺軟件：Photoshop, Premiere, After Effect（以 Premiere 為主）。學生們從創意者和觀眾的角度進行視覺體驗，並在完成作品的過程中學會如何設計拍攝畫面、剪輯視頻、添加視覺效果。同時，在使用這些工具的實踐中，我們也會更好地了解它們在社會中如何被運用，它們的思維和探索模式、它們的優缺點，以及一些未被發現和檢驗的領域。

Outcomes-based Teaching and Learning:

- This course covers the basics of visual effects and post-production; students can use the tools as a creative medium in the context of contemporary art.
- Apply essential skills and concepts in the development of innovative design outcomes.
- A broad overview of state of the art in new media art, design, and media theory.
- Students will gain experiences from technologies and methods related to visual cultures and aesthetic functions in learning design.
- Develop students' aesthetic sensitivity and the ability of visual aesthetic judgment. - Enhance students' portfolios for job seeking.

COURSE SCHEDULE

COURSE CONTENT

Week 1 Jan 9

- 1. Introduction to the course**
- 2. How to Design Posters**

Week 2 Jan 16

1. The Interface

- (1) The Language of Cultural Interface
- (2) The Screen and the User

Reading:

Manovich, Lev. The Interface. In *The Language of New Media*, 62-115. Massachusetts: MIT Press, 2002

2. Photoshop Practice I

- (1) Terminology of images, Photoshop setting
- (2) Getting Started with Photoshop
- (3) Working with Images

Week 3 Jan 23

1. The Operations

- (1) Menus, Filters, Plug-ins

The logic of selection; “Postmodernism” and Photoshop; From Object to Signal

- (2) Compositing From Image Streams to Modular Media; The Resistance to Montage; Archeology of Compositing: Cinema and Video; Digital Compositing; New Types of Montage
- (3) Teleaction Representation vs. Communication; Telepresence: Illusion vs. Action

Reading: Manovich, Lev. The Operations. In *The Language of New Media*, 116-175. Massachusetts: MIT Press, 2002

2. Photoshop Practice II

- (1) Resizing & Cropping Images
- (2) Working with Basic Selections
- (3) Getting Started with Layers
- (4) Painting in Photoshop

Week 4 Jan 30

Photoshop Practice III

- (1) Photo Retouching
- (2) Working with the Pen Tool
- (3) Creating Special Effects

Week 5 Feb 6

Film Language and Editing Conception

Week 6 Feb 13

No Class: Lunar New Year's Week

Week 7 Feb 20

Premiere Practice I

- (1) Create and Open Projects
- (2) Work with Files
- (3) Edit Tracks in the Timeline
- (4) Create and Work with Keyframes

Submission: A Poster

Week 8 Feb 27

1. Hybridization and Evolution

- (1) Hybridity vs. Multimedia
- (2) The evolution of a computer metamedium

Reading: Manovich, Lev. Hybridization and Evolution. In *Software Takes Command*, 161-198.
New York and London: Bloomsbury Academic, 2013

2. Premiere Practice II

- (1) Create and Open Projects
- (2) Work with Files
- (3) Edit Tracks in the Timeline
- (4) Create and Work with Keyframes

Week 9 Mar 5

Reading Week

Week 10 Mar 12

Premiere Practice III

- (1) Use the Color-correction tools
- (2) Add Text, Shapes, and Logos
- (3) Work with Audio in the Audio Workspace
- (4) Create and Edit Closed Captions

Week 11 Mar 19

1. Editing Conception

2. Premiere Practice IV

Week 12 Mar 26

Premiere Exam

To finish a short drama film (< 5min) by using the footage provided in 2hours

Week 13 Apr 2

1. Media Design

After Effects and the invisible revolution;

The aesthetics of hybridity;

After Effects interface: from “time-based” to “composition-based”

Reading: Manovich, Lev. Media Design. In *Software Takes Command*, 243-288. New York and London: Bloomsbury Academic, 2013

2. After Effect Practice I

(1) Data Management

(2) Key-framing

(3) Masks, Layer Modes, Basic Effects

Week 14 Apr 9

Make up class and Consultation

After Effect Practice II

(1) Color Correction

(2) Manipulating Footage

(3) Green Screening

(4) Advanced Effects

(5) 3D Camera and Mocha

Shooting and editing by groups / individual

Week 15 Apr 16

Conclusion

(1) Software, hardware, and social media

(2) Media after software

(3) Software epistemology

Reading: Manovich, Lev. Conclusion. In *Software Takes Command*, 329-341. New York and London: Bloomsbury Academic, 2013

Week 17 Apr 30

Submission: Final Project & Individual Report

Assessment:

- Attendance and participation ----- 10%
- Exercises and homework ----- 10%
- Practice 1: Photoshop – to design a poster (individual) ----- 10%
- Practice 2: Premiere test – to edit a short film in 2 hours (individual) ----- 20%
- Final Project (group / individual) ----- 30%
- Report (>2000 words in either Chinese or English, individual) ----- 20%

Supplementary Readings :

1. Manovich, Lev. *The Language of New Media*. Massachusetts: MIT Press, 2002
2. Manovich, Lev. *Software Takes Command*. New York and London: Bloomsbury Academic, 2013
3. Siapera, Eugenia. *Understanding New Media*. London: SAGE Publications Ltd, 2012
4. Perello, Ibarionex. *Photoshop*. Sanjose, Calif: Adobe Press, 2013.
5. Smith, Jerron. *Adobe Premiere Pro CC Digital Classroom*. Indianapolis: John Wiley& Sons, 2013.
6. Smith, Jerron. *Adobe After Effect CS6 Digital Classroom*. Indianapolis: John Wiley& Sons, 2012.
7. Kress, Gunther R. *Reading Images: The Grammar of Visual Design*. London: Routledge, 2006.
8. Davis, Torria. *Visual Design for Online Learning*. San Francisco, California: Jossey-Bass, 2015.
9. Hashimoto, Alan. *Visual Design Fundamentals: A Digital Approach*. Boston, Mass.: Charles River Media, 2007.
10. Bell, Simon. *Elements of Visual Design in the Landscape*. London, New York: E&FN Spon, 1993.
11. Brown, William. *Non-cinema: Global Digital Film-making and the Multitude*. New York: Bloomsbury Academic, 2018.
12. McGrath, Declan. *Editing & Post-production*. Boston: Focal Press, 2001.
13. Case, Dominic. *Film Technology in Post Production*. Boston: Focal Press, 2001.
14. Bordwell, David. *Film Art: An Introduction*. New York: McGraw-Hill Education, 2015.

Honesty in Academic Work: A Guide for Students and Teachers

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students, and adopts a policy of zero tolerance on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. All student assignments in undergraduate and postgraduate programmes should be submitted via VeriGuide with effect from September 2008: <https://veriguide2.cse.cuhk.edu.hk/cuhk/>

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

Section 1 What is plagiarism

<http://www.cuhk.edu.hk/policy/academichonesty/p01.htm>

Section 2 Proper use of source material

<http://www.cuhk.edu.hk/policy/academichonesty/p02.htm>

Section 3 Citation styles

<http://www.cuhk.edu.hk/policy/academichonesty/p03.htm>

Section 4 Plagiarism and copyright violation

<http://www.cuhk.edu.hk/policy/academichonesty/p04.htm>

Section 5 CUHK regulations on honesty in academic work

<http://www.cuhk.edu.hk/policy/academichonesty/p05.htm>

Section 6 CUHK disciplinary guidelines and procedures

<http://www.cuhk.edu.hk/policy/academichonesty/p06.htm>

Section 7 Guide for teachers and departments

<http://www.cuhk.edu.hk/policy/academichonesty/p07.htm>

Section 8 Recommended material to be included in course

outlines <http://www.cuhk.edu.hk/policy/academichonesty/p08.htm>

Section 9 Electronic submission of assignments via VeriGuide

<http://www.cuhk.edu.hk/policy/academichonesty/p09.htm>

Section 10 Declaration to be included in assignments

<http://www.cuhk.edu.hk/policy/academichonesty/p10.htm>