CURE 2066 (1st Term, 2024-25)

Foundation of Visual Design

視覺設計基礎

(First Draft)

Day and Time: Wed, 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, LIeung Kau Kui Building

Description:

This is a practical course on visual design foundation, comprising lectures, readings, visual projects, and workshops. It covers basic knowledge in visual design, such as composition, color theory, photography basics, and two leading Adobe visual software: Photoshop and Premiere (with a focus on Premiere). Students will learn video editing concepts, practice visual storytelling, and incorporate some primary visual effects. They will complete an independently produced short film at the end of the semester.

這是一門視覺設計基礎的實踐課程,由講座、閱讀、實踐視覺項目和工作坊等組成,講授畫面構圖、色彩構成、攝影基礎等視覺設計的基礎知識和兩個主要的 Adobe 視覺軟件:Photoshop 和 Premiere(以 Premiere 为主)。學生們將學習視頻剪輯觀念,並實踐如何用影像敘事,配合一些基礎視覺特效。在學期末將完成一部獨立製作的短片。

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

<u>Week 1 Sep 4</u>

1. **Introduction to the course**
2. **Composition**

<u>Week 2 Sep 11</u>
1. **Color theory**

2. **Photoshop Practice I**
(1) Terminology of images, Photo1shop setting

(2) Getting Started with Photoshop

(3) Working with Images

<u>Week 3 Sep 18</u>

No Class: The day following the Chinese Mid-Autumn Festival

<u>Week 4 Sep 25</u>
1. **Light and photography basics**
2. **Photoshop Practice II**

(1) Resizing & Cropping Images

(2) Working with Basic Selections

(3) Getting Started with Layers

(4) Painting in Photoshop

<u>Week 5 Oct 2</u>
1. **How to Design Posters**
2. **Photoshop Practice III**

(1) Photo Retouching

(2) Working with the Pen Tool

<u>Week 6 Oct 9</u>
1. **How to Design Posters**
2. **Photoshop Practice IV**

<u>Week 7 Oct 16</u>

1. **Film Language and Editing Conception**
2. **Premiere Practice I**
(1) Create and Open Projects

(2) Work with Files

(3) Edit Tracks in the Timeline

(4) Create and Open Projects

(5) Work with Files

Week 8 Oct 23

1. Film Language and Editing Conception
2. Premiere Practice II

(1) Edit Tracks in the Timeline
(2) Create and Work with Keyframes

<mark>Submission: Design a Poster</mark>

Week 9 Oct 30

1. Film Language and Editing Conception
2. 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 10 Nov 6

Premiere Practice IV

Week 11 Nov 13

Premiere Practice V

Week 12 Nov 20

1. Final Project Proposal Presentation

2. Premiere Practice VI

3. Course Conclusion

Week 13 Nov 27

<mark>**Premiere Exam**</mark>

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

Week 16 Dec 15

<mark>Submission: Final Project & Individual Report</mark>

Assessment:

- Attendance, participation and Exercises -------------------------------------- 20%

- Practice 1: Poster Analysis (individual) -------------------------------------- 5%

- Practice 2: Photoshop – to design a poster (individual) -------------------------- 10%

- Practice 3: Premiere Exam – to edit a short film in 2 hours (individual) ------- 20%

- Final Project (group / individual) -- 30%

- Report (>2000 words in either Chinese or English, individual) ----------------- 15%

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

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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