

Professional Tools for Digital Media

Photoshop

Photoshop allows you to develop image editing, processing, and file handling tools to help you succeed in producing digital and print images in personal and professional work.

level I

Introductory workshop exploring the fundamentals of Photoshop and basic tools, palettes and image correction concepts. Students will use tools for retouching and fixing damage in images, as well as correcting color and tonal imbalance. Students will restore a photo provided by repairing damage and adjusting color/tonal imbalance.

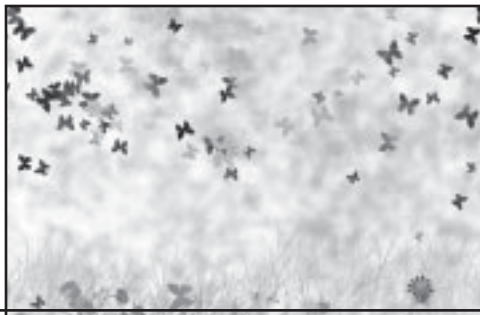
level II

Exploration of intermediate tools related to image creation and combining multiple images in Photoshop as well as Adobe Bridge. The use of the painting tools, layer and quick masks and type, layers, RAW images and automating actions will be covered. Students will create their own unique image by combining three images and adding additional “drawn” elements.

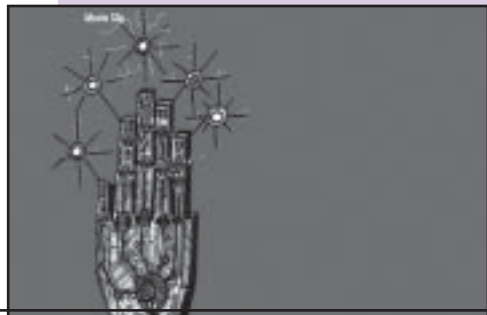
level III

Advanced workshop exploring the use of Photoshop with Image Ready in relation to creating images for the Web. Various techniques for different effects utilizing filters, layers, blending modes and other tools will be covered. Students will combine Photoshop and Image Ready to create a sliced image for web delivery with rollover states and animated gifs.

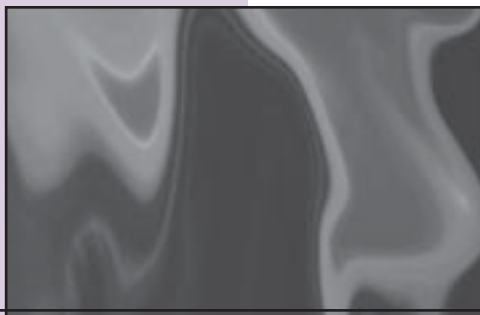
Photoshop by Jennifer DeBauw



Flash by Ryan Duff



Photoshop by Katharine Ryan



InDesign

InDesign is software that maximizes communication through print using digital tools. Students will learn to use InDesign at the primary tool for constructing materials like brochures, flyers and newspapers.

level I

Introductory workshop exploring the fundamentals of InDesign and page layout concepts. Students will learn how to create new documents, set basic preferences, import files from outside sources, and work with basic tools, palettes and master pages. Students will create a four-page newsletter that utilizes styles to help in formatting text.

level II

Intermediate workshop exploring creating book files, use of libraries, text editor and nested text styles. Table of contents and indexing tools will be covered along with the eyedropper's ability to sample and apply colors and styles. Students will use the book feature to create a magazine layout that utilizes three separate files.

level III

Advanced workshop that will explore InDesign to generate PDFs for print and web delivery. This workshop will include advanced techniques for effects like “text holes” in graphics, fake duotones, and auto page numbering. Students will create an interactive PDF that is navigable with different types of media files.

Flash

With **Flash**, designers can incorporate a variety of multimedia tools like video, text, audio and graphics for stronger presentation and marketing materials that have interactivity, text control, scalable vector graphics as well as animation.

level I

Introductory workshop exploring basic tools, properties and the timeline along with Flash terminology and animation concepts. We will discuss different ways of structuring movie clips within Flash as well as techniques such as “tweening” to streamline the animation process. Students will develop the skills necessary to create a one-minute animation.

level II

Intermediate workshop exploring tools related to linear and non-linear navigation and interaction. Basic scripting, principles of nested movies, interactive form fields and controlling different media will be introduced. Students will develop an interactive navigation system with input fields for use on the web.

level III

Advanced workshop exploring scripting and issues of accessibility. Students will work with sample action scripts that allow for movie and object control as well as being exposed to the processes of scripting for interaction within and outside of Flash. Students will produce a Flash application that requires elements to be controlled by scripting and use of Flash's accessibility tools.

Dreamweaver by Ryan Scheel



Dreamweaver

Dreamweaver accesses a combination of visual layout tools, development features, and site management tools to create clean, accessible and professional sites.

level I

Introductory workshop exploring the fundamentals of Dreamweaver and tools used to create and manage local and remote websites. Students will develop a basic website by examining issues of delivery and structure through basic hierarchies and tables, and basic HTML coding.

level II

Intermediate level workshop exploring structure and layout with layers and frames. Use of templates and library items to streamline the creation of larger websites, navigation tools, and enhanced site management will also be covered. Students will develop a website utilizing layers and frames demonstrating different navigation techniques.

level III

Advanced level workshop exploring issues of accessibility and in-depth functionalities of Dreamweaver. We will use PHP and GSC coding and behaviors to create dynamic pages. Linking to media for podcasting and wikis will also be covered. The final webpage will include accessibility features, dynamic coding and linked external files.

<http://center.uoregon.edu/ptdm>

introduction

The University of Oregon Department of Art and Department of Continuing Education are partnering to offer four unique series in Professional Tools for Digital Media (PTDM). These for-credit workshop courses are designed for students and professionals alike to develop and expand their digital multimedia and graphic needs.



Flash project by Taylor Morden

eligibility

Anyone interested in taking the PTDM workshops is welcome. These one-credit courses are open to all community members and UO students. There are no major/minor requirements to take these workshops. Students should have some prior computer experience and be familiar with terminology like file handling, attaching files, operating system, and up or downloading.

dates

PTDM workshop courses are offered throughout the year. Search for ART courses in the current Class Schedule for dates and location at <http://classes.uoregon.edu> or go to the website listed below. All workshops are two days of four-hour sessions.

registration

Current UO and Community Education Program (CEP) students can register through DuckWeb. Non-UO or CEP students who have not been enrolled at UO in the last year will need to register through CEP. Please call the CEP office at (541) 346-5614 for more registration information or visit <http://cep.uoregon.edu>. These workshops are available for Pass/No Pass only.

tuition

Each workshop has a self-support fee of \$215 that replaces regular tuition. For formally admitted UO students, workshops will count towards full time status for Financial Aid purposes. Staff and GTF special rates do not apply.

materials

Students are required to bring something that can be used for storing media. For example, students can bring a keychain drive, CDs, or a portable hard drive.

contact information

For more course information contact:

- Skipper McFarlane at skipmcf@uoregon.edu
- Department of Art at (541) 346-3610
- Or visit <http://center.uoregon.edu/ptdm>

For registration information contact:

- Continuing Education at (541) 346-4231
- Or ctrinfo@uoregon.edu.



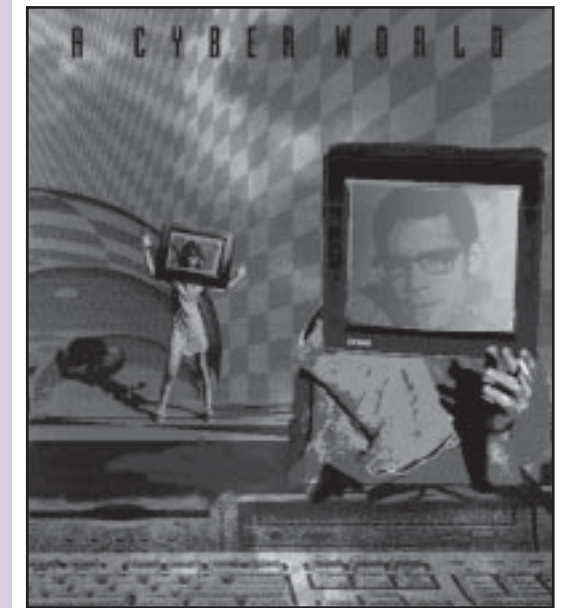
Skipper McFarlane

Skipper McFarlane has been an instructor with the University of Oregon since 1995. He has earned a B.F.A. (Visual Design) from UO in 1991 and a M.F.A. (Visual Design) also from UO in 1998. During his time with the University, Skipper has taught a variety of courses related to design production process and theory for both print and web based delivery.

Skipper has also taught community short courses through Resource Assistance for Rural Environments (RARE) on web-based delivery as well as training courses for RARE participants. Skipper has a background in Graphic Design working with both print and web based delivery items such as websites and printed publications.

Cover artwork by Phoebe Durland

Professional Tools for Digital Media



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