

MEDP 150 Media and Film in a Digital Age, Part 1
Exam 1 Study Guide, Fall 2022
Wednesday, October 19th, from 7pm to October 20st 7pm

The exam will be taken online through your Lab's Blackboard and will primarily consist of true/false and multiple-choice questions. To prepare for the exam review the lecture slides and notes, as well as any lab notes and assigned readings. You will be given an hour and thirty minutes to complete the exam, once you begin you must finish it in that timeframe. Make sure you have a stable internet connection. The exam will be available for a 24-hour period starting at 7pm Wednesday, October 20th and end at 7pm Thursday, October 21st, once you start the exam it must be completed in 90 minutes. You will not be able to start, stop or retake the exam. However, if your internet connection is lost, you should be able to sign back into Blackboard and continue from where you left off within the 90-minute span. My recommendation is that you use our lecture period to complete the exam. The exam will be a combination of true/false, multiple choice, short answer and matching questions. Prof. Tara Kesavan will be available via Zoom to answer any questions from 7-8:50pm on Wednesday October 19th, however, you do not need to log onto the Lecture.

Lecture 1: Visual Studies in Digital Media Digital Affordances

First Lab & Course Portfolio

- "The affordances of the environment are what it offers the animal, what it provides or furnishes, either for good or ill." – James J Gibson
- Basic HTML syntax - i.e. html, head, body, title, h1, p, img, src attribute; basic composition of a web page

Lecture 2: Photography

- Extramission vs. Intromission theories of vision from 11th Century Book of Optics
Photography precursors - i.e. camera obscura, daguerreotype
- The use of combination prints to expand photography in the 19th century.
- Understand aperture, focal length, ISO and depth of field.
- Aperture – the opening through which light travels and calibrated in f/stops.
If you want a shallow depth of field with only a small part of your image in sharp focus and a blurry background, select a large aperture (small f/number). A low f/number means a large aperture. Think of f-number as a fraction - 2 is greater than 9 when considered as fraction...
- ISO: a lower number representing a darker image, while higher numbers mean a brighter image, however as the ISO rises, so does the visibility of graininess/noise in your images.
- Depth of field is the distance between the nearest and farthest objects that are in focus in an image.
- Describe the rule of thirds, a compositional guideline that utilizes an even grid. What is its intended function on the viewer.

- Regarding the function of the image – review Roland Barthes's concept of Studium and Punctum regarding photography. Review how we may interpret images - i.e. literal vs representational vs metaphoric vs abstract.
- Review the notes on photographers using various compositions, i.e. Jeff Wall, Gary Winogrand, Susan Meiselas, Vivian Maier, Jamel Shabazz, Carrie Mae Weems

Lecture 3: Photomontage, Collage, Composite

- Understand the motivation behind the DADA Artist movement as well as be familiar with select artists presented: Hanna Hoch, John Heartfield.
- Understand use of Blending Modes and Layer Mask in Photoshop.
- Refamiliarize yourself with the work of Chris Burnett.

Lecture 4: Primary Design Principles

- Regarding computer graphics, understand the difference between Vector vs Bitmap Graphics; what is SVG.
- Image Resolution - dots per inch (dpi) - screen versus print dpi. What is the difference between 72 dpi and 300 dpi, i.e. which should be used for the web versus for print?
- Know the Primary & Supporting Principles of Design, i.e. primary – unity, variety, hierarchy and proportion; supporting principles – scale, balance, rhythm, repetition, economy, proximity.
- Use of Design Components such as form, shape, symmetry, asymmetry to realize the primary and secondary principles.
- Understand the terms negative and positive space in relation to design.
- During the exam you will need to visually identify different principles of design based on examining images.
- Refamiliarize yourself with the approach of designer Sylvia Harris and the concepts behind “Design Thinking.”
- Compare and contrast the design tendencies of the Art Nouveau movement with Plakstil or Poster Styles. What are the characteristics of Poster Style?

Lecture 5: Type, Grid Perspective

Define typography.

- Understand type spacing - i.e. tracking, kerning and leading.
- Understand type classifications or styles - i.e. serif, sans serif, script, display, symbols
When working with grids, what do the terms hanglines, margin, gutter, columns and marker mean?
- What is the Golden Ratio? Why is it considered a powerful design tool?

Lecture 6: Color, Pattern, Illustration

- What are the primary colors?
- Understand Hue, Saturation and Brightness, i.e. Hue – Color name; Value – Relative lightness / darkness; Saturation – intensity & relative percentage of color

- Understand the difference between subtractive and additive color, RGB vs CMYK
Understand common color schemes - i.e. monochromatic, complimentary, analogous, triadic...
- Which colors are considered warm vs cool?
- Consider how color can be employed to reinforce meaning, express an attitude, create emphasis and group elements.
- Pattern is a specific type of visual texture and is traditionally derived from a defined and repeated compositional structure always appearing in an organized and regimented graphic manner.
- What is the shape employed by Truchet tiles to create patterns, i.e. the right triangle.
- Common visual elements of Islamic decorative arts, i.e. geometric patterns, Arabesque based on plant forms, Islamic calligraphy.
- The use and function of the Kolam in various parts of the world.