

MEDP/FILMP 150: Media and Film in a Digital Age, Part 1

Midterm Study Guide: Fall 2019

Midterm: Wednesday, October 23rd

The exam will have true/false, multiple choice, short answer, and short essay questions. To prepare for the exam review the PDF's, class notes, lab notes and assigned Lynda tutorials. Do not be late to the class Wednesday; you will **not** be permitted to write the mid-term exam if you arrive more than 15 minutes late to class on the scheduled exam date.

Photography:

Explain aperture, focal length, ISO and depth of field. What is a camera obscura and how does it relate to a digital camera like the one you use in class? Explain what the impact of choosing a telephoto lens and a wide-angle lens will be on the photo.

What is the difference between 72 dpi and 300 dpi and explain why you would want to choose one over the other depending on where the image will be seen. Describe the rule of thirds and the golden section rectangle and explain how they can be used in photographic composition. Describe the aesthetic goals and technical approach of pictorialism and the f.64 group. Using examples from the lecture, explain the conceptual turn in photography seen in the work of Alan Sekula, Bernd and Hilda Becher, Hiroshi Sugimoto and George Blakely.

Design Principles:

Define vector graphics and bit-map graphics (also called raster graphics) and one example of when one should be employed versus the other. Since people in Western culture are taught to read – from top to bottom and left to right – consider how hierarchy and alignment may be used in visual design. Describe the four primary principles of graphic design and the supporting principles. Describe the terms negative and positive space in relation to design. Compare and contrast the design tendencies of the Art Nouveau movement with Plakastil design.

Type, Layouts and Grids:

Define typography. Describe kerning, tracking and leading as they relate to the field of typography. Explain the different type classifications. Describe how variety, scale and perspective function in the work of Barbara Kruger. What does OTF and TTF stand for and what is the benefit of using OTF type? When working with grids, what do the terms hanglines, margin, gutter, columns and marker mean? What are the four types of grids and in what situations are they frequently used? Describe the differences in aesthetic tendencies between modernist and post-modernist design. Describe the work of April Greiman and Paula Scher, explain why you might categorize them as post-modern graphic designers. Compare and contrast the typography work of David Carson and Wolfgang Weingart with that of Jan Tschichold.

Color:

Using examples from the lecture, explain how color can be employed to reinforce meaning, express an attitude, create emphasis and group elements. Briefly explain the difference between additive color and subtractive color. What are the primary colors for

paint what are the primary colors for light? Define hue, value and saturation. Explain how the color picker in Photoshop works, which axis is value (brightness) on and which axis is saturation on? Which colors are considered warm and cool? Explain how the connotations we have regarding color are culturally specific and historically contingent. What is an example of a perceptual property of color and how have designers/artists used this concept in their work? Describe the following color schemes: monochromatic, analogous, complementary and split complementary.

Pattern:

Explain in your own words Ernst Hans Gombrich's framework for defining pattern. What are "Truchet tiles", how are patterns made with these forms? Using *10 Print CHR\$(205.5+RND(1)); : GOTO 10* as an example, explain the concept of algorithmic patterns, how is this one created? Briefly describe the 'Pattern and Decoration Movement' and its relationship to modernism (or modernist graphic design styles like the Swiss school/International Style.) Explain the connections between a 14th century mosque dome and a 21st century new media artwork according to Laura Marks.

The Internet:

Describe the following terms: HTTP, CSS, JavaScript, URL and the ARPANET. Describe Joseph Licklider's contribution to the history of the Internet. Explain the differences between centralized, decentralized and distributed networks. What does packet switching do? Explain the contributions of Marc Andreessen, Ray Tomlinson, Ward Christensen, Randy Suess, Stacy Horn, Tom Jennings, Vinton Cerf, Robert Kahn and Tim Berners-Lee to the development of the Internet, what are some of their shared tendencies along with research labs like Bell Labs and CERN? What is a BBS, how would you compare the WELL with ECHO? What does the term Web 2.0 refer to? Explain how users of the current Internet are exploited by contemporary platforms. What is the Google business model?

Photoshop:

Describe how the following selection tools work and the differences between them: marquee, magic wand, magnetic lasso, lasso. What are the quick keys for the selection, marquee and crop tools? How do you scale and rotate an image in Photoshop and constrain its proportions? What is a .psd file and how is it different from a .jpg? What does the term image resolution refer to and why is it important to understand in the digital media production workflow?

Web:

Explain folder structure when making websites and its importance. Name and describe the following HTML tags: <p>, <a href>, , <h1>,
. How can you change the size of an image on a webpage with HTML code?

Illustrator:

What is a Scalable Vector Graphic (SVG)?