

Elective Skills Workshop Course

Course Title	Digital Development
Tutors	Dian Joy & Katerina Iacovides
Studio Session Dates	Thursday 18th April — Thursday 6th June 2024 No Reading Week
Session Times	10:30am - 4:30pm
Course Code	E2303T001
Studio	Digital Suite
Course Fees	£500

Course overview

Through practical workshops, you'll learn how to document and present your work through a range of digital media, and discover how this can benefit the development and distribution of your art. This course will guide you step-by-step through subjects such as photographing artworks, post-production, file handling, PDF creation and website building.

Learning outcomes

Students will be able to:

Explain and apply basic photographic principles

Use DSLR functions

Explain file types and image resolution and produce appropriate files for different purposes (screen/print etc)

Photograph artwork and apply simple post production methods

Apply basic skills in the application of Adobe software

Explain and apply simple HTML coding

Produce a website

Create basic PDFs

Apply safe working practices at all times

What Level is the course and do I need any particular skills?

This course is suitable for all levels.

About your tutors

Dian Joy is a British-Nigerian transdisciplinary artist who lives and practices in London, working across a variety of mediums, including video, installation, and extended reality. While conceptually rooted in the practices of Cultural Analysis, Joy remains deeply grounded in the physicality to which the experience of the subaltern is bound. Within this, special attention is paid to the intersections and interactions between technology and discourse, employing community engagement as a qualitative research methodology within their process.

Their investigation into various strategies of emancipation and exaltation has led them to exhibit across Europe both solo and as a part of BLUE, a transnational art collective they co-founded whilst living in Amsterdam. This community of artists worked digitally and transnationally to produce exhibitions, installations, performances, and club nights across Europe, and was active from 2017 to 2020. Beginning their practice working in collaboration has deeply influenced the trajectory of their solo career, enabling them to work at different scales, often with public and private institutions—such as BBC, BFI, Story Futures, and Nexus Studios. <https://dianjoy.me/>

Katerina Iacovides is a photographer who specialises in portrait and product photography. With a background in graphic design, Katerina is an experienced photographer and re-toucher. Her work has appeared in many magazines such as Trend Prive Magazine, Art of the Portrait Magazine, Elle Magazine, Professional Jewellers Magazine, Dark Beauty Magazine, Kultur Magazine, IMIRAGE Magazine, Boutique Magazine and Attire Accessories Magazine. She has shot a vast range of imagery which includes fashion, lifestyle, accessories, clothing, homeware, cosmetics, packaging, food and jewellery. Working as an independent freelancer as well as alongside professional teams and stylists. As an experienced freelance tutor, she has worked alongside photographers and tutors for over four years at DSLR Photography Courses in London. Katerina has trained photographers working for amazing brands such as Russel and Bromley, Fair Trade, Historic Places, Harvey Nichols, B&Q, Gems of London and The Design Museum.
<https://katerina-iacovides-photographer.com/>

Weekly breakdown

Below is a weekly breakdown of what will be covered. Please bear in mind that these sessions will move with the pace of the group, so a degree of flexibility of what will be covered on which day will be employed.

Wk	Date	Topic/Activity	Location & Tutor(s)	What to bring
1	Thursday 18th April	<p>Health & Safety briefing</p> <p>How to Photograph Your Work and Introduction to Photoshop</p> <p>A practical demonstration of how to document different types of artwork with a Digital SLR camera.</p> <p>Orientation of Adobe Bridge and Camera Raw to do basic editing. We are also looking at Photoshop, overview of Tools. How to export photos as jpegs, changing or checking DPI/PPI, CMYK vs RGB, etc.</p>	<p>Digital Suite</p> <p>Katerina Iacovides</p>	Digital SLR or bridge camera if you have one
2	Thursday 25th April	<p>PDF Creation - InDesign</p> <p>How to make a poster for an exhibition and a mini catalogue which can be distributed online or printed.</p>	<p>Digital Suite</p> <p>Dian Joy</p>	Photographs of your own artworks
3	Thursday 2nd April	<p>Coding Workshop</p> <p>An introduction to HTML and CSS coding, vital languages in the maintenance and construction of websites. An overview of different paths to make your own website and useful services which can assist you.</p>	<p>Digital Suite</p> <p>Dian Joy</p>	
4	Thursday	Introduction to Website Building	Digital Suite	Photographs of

	9th May	Using HTML, CSS and website building tools from last week's session, you will create your own website to present your artistic portfolio.	Dian Joy	your own artworks
5	Thursday 16th May	Website Building Continuing to build artist websites using HTML, CSS and website building tools. Students have the opportunity to continue work from previous weeks including using InDesign and Photoshop.	Digital Suite Dian Joy	Photographs of your own artworks
6	Thursday 23rd May	Website Building Continuing to build artist websites using HTML, CSS and website building tools. Students have the opportunity to continue work from previous weeks including using InDesign and Photoshop.	Digital Suite Dian Joy	Photographs of your own artworks
7	Thursday 30th May	Personal Work Continuing to use skills learnt in Photoshop, InDesign or website building to work on personal projects related to your artistic portfolio or website.	Digital Suite Dian Joy	USB to backup your work Photographs of your own artworks
8	Thursday 6th June	Personal Work Continuing to use skills learnt in Photoshop, InDesign or website building to work on personal projects related to your artistic portfolio or website.	Digital Suite Dian Joy	USB to backup your work Photographs of your own artworks

Preparation Requirements & Additional Costs

YOU MUST BRING YOUR OWN MATERIALS.

If you have your own Digital SLR or bridge camera they should bring these to Week 1 if you wish to be taken through the settings on your camera.

You are advised to bring a USB memory stick or portable hard drive to backup work. You will not be able to store files on the Macs.

Please also bring any photographs of your own artwork or relevant material you wish to use over the 8 weeks. You should make sure you bring in enough material to work with on the “Personal Work” days.

*** Please note all our computers in the Digital Suite are Mac's and currently run the macOS Catalina operating system, they also all run Adobe CC 2020 software.***

Resources & Further Reading

Please note reading lists are suggested, not required.

Author	Year	Title	Publisher	Location
Omar, K	2015	<i>You Are Here: Art After the Internet</i>	Cornerhouse Publications	Manchester
Benjamin, W	2008	<i>The Work of Art in the Age of Mechanical Reproduction</i>	Penguin	London
Shanken, E.A.	2014	<i>Art and Electronic Media</i>	Phaidon Press	London

Other useful resources (websites, galleries etc)
https://expertphotography.com/a-beginners-guide-to-photography/
https://www.artshub.com.au/news/career-advice/artists-essentials-toolkit-video-1-how-to-get-your-art-online-260545-2367596/
https://www.artshub.co.uk/news/career-advice/how-to-make-a-portfolio-for-creative-work-career-advice-2554093/

Who can I contact for further information?

General information and advice on courses at Art Academy London is available from the main office, open Monday to Friday 09:00 – 17:00 during term time.

Tel: +44 (0) 20 7407 6969 or email our Reception at info@artacademy.ac.uk

Location

The Art Academy is conveniently located minutes away from London Bridge (Northern and Jubilee lines, National Rail services) and Borough (Northern line) underground stations - follow signs for Borough High Street to exit.

Please [click here](#) for a map.

Just moments walk from the Thames, Art Academy London is also ideally located for access to:

White Cube

Tate Modern

Jerwood Gallery

If you would like to make the most of the area a member of the team will be happy to advise you on areas of interest locally.

Refreshments & Facilities

All students have access to the common room located in the Barn, on the ground floor of the Mermaid Court building. Here you will have use of a fridge, kettle, microwave and eating area.

There is a wealth of supermarkets, shops and cafes in the area as well as the world-famous Borough Food Market, five minutes walk away.

Disabled Access

We make every effort to accommodate students' access requirements, but if you have mobility issues, please speak to a member of the Academy team before your course starts.

Further Details

- You will need to have paid in full for your class before the first session of your class, your place is not guaranteed until we have received payment.
- If you purchased a materials pack online this will be given to you on the first session of your course upon your arrival.
- Ensure that you wear appropriate clothing, as you may get messy!
- All artwork at the Academy MUST be taken home at the end of the course.
- Please ensure that your mobile phone is switched off, or is on silent, during the class.
- Please read the Health and Safety Guidelines carefully, provided at the beginning of your course.
- If you wish to join any class for the next term please contact the office to re-book. Classes are becoming increasingly popular, so please book early in order to guarantee your place.
- If you have any further queries let us know and we will do our best to resolve them. Thank you for your cooperation and we look forward to seeing you.