

Photo-Video-Digital Image Processing BA

3D ANIMATION

The course proposes the initiation of the student in the 3D animation domain towards the extension of the experimentation in the visual contemporary art.

ANIMATIE 3D

Cursul propune initierea studentului in domeniul animatiei 3d spre extinderea experimentarii in domeniul artelor vizuale contemporane.

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3D ANIMATION – 3RD YEAR

The course proposes the profound study of the 3D animation and its applications in complex projects, by exploring the possibilities of video mounting and the post-production visual effects.

ANIMATIE 3D – AN III

Cursul propune aprofundarea cunostintelor animatiei 3d si aplicarea acestora in proiecte complexe prin explorarea posibilitatilor de motaj video si a efectelor vizuale post-productie.

Photo-Video-Digital Image Processing BA
Bases of the Drawing for the Photo-Video-Digital Image Processing
Course

The course proposes the study of the theoretical aspects that the visual art implies in general, with the accent on the contemporary art and the mode that the theory influences the practical art creation in the domain.

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Creative Explorations in Photography – 3rd Year

Course

Through the development of practical experimental projects, the students are studying the new possibilities of making the photo images, applying the unconventional methods of the photo-sensitive material processing.

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Creative Explorations in Photography

Course

The course proposes the theoretical study of the innovative aspect, of experimental and of avangarde attitude that crossed the development stages of the photography, as the actual tendencies of extending the technical and conceptual borders of the photographic images. Through the elaboration of the practical experimental work, the students investigate the new possibilities of making the photo images, applying unconventional processing methods on the photosensitive materials.

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Critical Seminar for the Diploma

Course

The course gives the students the conceptual support for the development of the diploma work which is concentrated around a title that comprises two parts: a theoretical-conceptual motivation (written thesis) and a relevant number of practical works. The works are represented by photo images, or video/digital image, or other intermediary combination of those images. More than that, the enlargement of the expression artistic borders allows any other extension of these typologies of images towards all the other communication forms of the image that exist in the contemporary art.

Photo-Video-Digital Image Processing BA
Digital Image Processing
Course

The course comprises the program Adobe Photoshop, in particular; the creation and the processing of the vector images, the differentiation of the bitmap images and the vector images, the vectorization of the bitmap images, the creation of the vector graphic and text writing in the Corel Draw program.

The aim is that the image processing using the computer to become not just a processing instrument and a digital manipulation action for the photo or video based image, but also an independent medium of creation, with specific valences. The students acquire knowledge in the image processing domain for the static and dynamic images.

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Finalizing the Diploma Work

Course

The course comprises two parallel segments: the theoretical/conceptual and the applicative one. The theoretical/conceptual segment refers to the theoretical support of the diploma work. The applicative segment refers to the relation of the theory with the work content, finalized and supported by the photography project, visual/digital images, associations/combination of those images.

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Graphic Design Supported by the Computer

The course proposes the acquire and the exercise of the digital programs for the realization of the graphic design creations: Adobe Illustrator, Adobe Photoshop, Corel Draw, Quarkexpress, Macromedia Flash – with various applications in the art and communication, contemporary practices: the making of print products, animations, websites, interactive presentations. The theory is associated with demonstrations and practical complex exercises.

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History of Photography

The course is structured in two chapters. The first chapter covers the presentation of the evolution of the photosensitive materials, of the processing technologies and the photography devices, from the beginning till today. It also covers the way that the technology evolution influenced and diversified the photographic language and the approach of the creative expression through the technical image. The second chapter presents, in chronological order, the development of the photographic creation: genres, ages, styles, tendencies, schools; from the documentary and the sociological photography, to the creative-experimental image. Also, the course comprises the presentation of the work and creation of various art figures from the image history, in order to improve the study of the photography and art practices, especially painting and the way those have influenced each other in finding their visual identities, at the same time with their specific age.

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Installations

The course proposes the study of the installation art, pointing the art incursion in the public space (public art, street art) and in the nature (land art, environmental art). Using the theory/conceptual part and the practical applications, the course aims to accustom the student to the extension field that comprises the debate and the evaluation of the contemporary art speech, able to form them in order to adapt the creation to the concept and to the expression of the place, of the space, etc. The students are given the opportunity to practice the annexation of expressive resources, by using specific materials and technologies. The course offers a overview concerning the installation art – as a meeting point of the architecture, of the two-or-three-dimensional shapes, or of the static image correlated with the moving image, or with the sound and the music.

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Mixed Media

The course comprises the extension of the studies and the abilities achieved by following the traditional and actual disciplines about the technical image (photography, video, computer) in the field of the confluences between other visual mediums. The meeting, the association, the conjugation and the assisting propose the creation of a new "pack" of mediums that offers, through innovation, new fields of expression and new themes, better correlated with the contemporary art discussions.

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Performance

Course

The course comprises the research of the expressive particularities of communication included in the active participation (action, happening, performance, event), between the constraint and the liberties offered in the relation with the performing arts (music, theatre, dance, ballet). There is experienced the conjunction with the new technological and informational (multimedia) mediums that became visible in the contemporary visual arts.

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Photography

Course

The course proposes the research from the conceptual, esthetical and technological point of view on the different types of photographic image, starting with *the camera obscura*, browsing the different stages of the photographic argentic images (black-white and colour) and presenting the specific characteristics of the digital image.

The students are gaining the skills of making photo images defined as being classical (traditional) and also the creative-experimental images that suppose the conceptual and the technological innovation.

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Practice – 2nd Year

The program aims to put the student in contact with the realities of the technical image domain, as part of the contemporary visual art domain. More exactly, the proposed themes that have to be solved are real client orders that come from the society: documentary photography, promotion photography, promotional graphic products, video and multimedia products. During the practice period, the students are confronting the specific modes of work they could face after finishing the academic studies.

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Study of the Shape and Colour for Photo-Video-Digital Image Processing

Course

In the course is presented the latest stage of the theories about the light and colour, and about the Johannes Itten's theory of colour. The study is both theoretical and practical and refers to the seven contrasts defined by Itten: the color contrast of itself, the light-dark contrast, the cold-hot contrast, the complementary contrast, the quality contrast, the quantity contrast, the simultaneous contrast. There are researched and exercised the modes of mixing colours: the additive mixture, the subtractive mixture and the subtleties of the pigment mixture and the light based mixture.

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The Bases of Photography

Course

The course covers the chapter about optics (there is explained the making of the photographic image), the properties of the argentic photo-sensitive materials, the capture device of the image and the technologies of processing the different argentic support, negative or positive. The course investigates the digital technology of the photographic image capture and processing.

Photo-Video-Digital Image Processing BA
The Bases of the Composition and the Analysis of the Visual Language
Course

The course presents the principal artistic elements (the point, the line, the stain, the shape, the color, the texture, the light, the space, the time...) and the most well-known composition types that could be identified in the organization of the art space within the creation: the dynamic composition, the static, the closed, the opened ones, the rhythms, the consonant music, the golden section, etc. The course is about the awareness and the analysis of the artistic act, with accent on the compositional types and on the themes correlated to the profile of the domain.

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Video

The course proposes the discovering of new forms of expression, by accessing the individual personality and the research fields through experimentation, by searching of new forms of specific video expression, by innovative search of digital combining of the usual expression shapes. The result of the mounting structure using the raw recorded materials in a video composition is the video movie, using the visual space and the video effects. Those elements are transposing the viewer from the real space in the virtual, imaginary field, a fact that proposes a psychedelic experience by changing of the real time into a subjective feeling.

The course aims the exploring and the creative application of the accumulated knowledge, through a personal video project that could be part of the student's portfolio, or as a visual production that can be exhibited on a monitor as a projection, or as a spatial video-installation.