#### New ImageCourse Syllabus

**Course Number:** GD2244

**Course Title:** Advanced Image Manipulation

**Class Meetings:** Thursdays from 8:00 am to 12:00 pm

**Session/Year:** Summer 2012

**Instructor Name:** Dan Hererra

**Email Address:** dherrera@aii.edu

**Phone:** 916-915-7626

**Instructor Availability Outside of Class:** 7 am - 8 am Thursday Mornings

## **Advanced Image Manipulation**

**Course Description:**  
This course builds upon the Image Manipulation class to integrate
raster and vector graphics with concerns for varied formats
including Web and print graphics. Students will create visual
messages and focused visual statements and gain an understanding of
the differences in Web and print graphics.

**Course Focus:**  
This course focuses on pushing the students photoshop knowlege past
basic competencies. Students will explore the creative the
application of photoshop while developing a personal style and
refining production skills.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22 Hours

**Lab:** 22 Hours

**Credit Values:** 3 Credits

**Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in
intended learning outcomes and verified by evidence of student
achievement that is an institutionally established equivalency that
reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a
minimum of two hours of out-of-class student work each week for
10-12 weeks, or the equivalent amount of work over a different
amount of time; or

(2) At least an equivalent amount of work as required in
paragraph (1) of this definition for other academic activities as
established by the institution including laboratory work,
internships, practica, studio work, and other academic work leading
to the award of credit hours.

**Course Competencies:**

* Apply the Principles of Color Theory.
* Make necessary adjustments to color and contrast.
* Create specific color palettes to solve specific illustration
  problems.
* Identify, analyze, and apply the critical-thinking process to
  the design challenges of specific problems.
* Analyze the requirements for a given task and assign the
  appropriate operating mode, resolution and other variables.
* Use image manipulation software.
* Ensure that all images are properly configured for final
  output.
* Combine images from several programs into new composite
  images.
* Operate a digital camera and capture images for use in a raster
  based computer application.
* Import and manipulate data from other graphics software as part
  of the final graphics assembly.
* Prepare imagery for proofing and/or final outputting at a
  service bureau or other supplier.
* Select/apply filters and layers using appropriate menus, tools,
  and commands.
* Use an Internet Browser.
* Utilize Internet tools and technology.

**Course Prerequisite:** FS122 Image Manipulation

**Required Text:** Adobe Photoshop CS5 Classroom in
a Book (eBook) by Adobe Creative Team, Adobe Press, ©2010, ISBN:
0321701763

**Method of Instruction:** **Combination:
Lecture/Lab**

The software applications used in the creation of digital media
are tools? just like a paintbrush. Solid design principles, and
artistic aesthetics are just as important as understanding the
software to create significant imagery. It is the student's
responsibility to choose their level of commitment regarding the
quality of their work and learning process.

In general, lecture and demonstrations will begin the class
session followed by hands on projects. Students are encouraged to
network for supplemental info, answers to questions, and additional
ideas. Students are highly encouraged to engage in constructive
discussion during critiques, and lab time. However, please keep
topics relevant to the subject matter.

If you have a question and I don't see you, please raise your
hand or speak up. Your Questions are very important to me, and if I
don't have an immediate answer, I will do my best to find one by
the next class session.

* Materials and Supplies: >
* **Storage
  Disk:** USB Flash Drive (4GB recommended)
  \**Students should not store important files on the computer's
  desktop*
* **Presentation
  Materials:** Mattboard/Foamcore, & mounting
  material (spray, contact), paper cutter. *\*I expect a
  professional level of craftsmanship when presenting your projects.
  Poorly presented projects will seriously affect your
  grade.*
* **Notes/Journal:**Students
  should have note-taking materials handy
  ***every*** class. Notebooks / journal / log,
  pens and pencils. *\*Sketching, jotting down ideas, and taking
  software notes is essential for successful completion of this
  course.*

**Estimated Homework Hours:** 4 hours per week

**Technology Required:** PC or Apple PC with Adobe
Photoshop CS6 software, peripherals, and Internet Access.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-65

F 64 or below

**Process for Evaluation:**

|  |  |
| --- | --- |
| Participation | 15% |
| In Class Exercises & Homework | 35% |
| Mid-Term Project & Critique | 25% |
| Final Project & Critique | 25% |
| **Total** | **100%** |

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

* Class time will be spent in a productive manner.
* Grading will be done on a point system.
* Points for individual activities will be announced.
* All work must be received by the set deadlines.
* Late work receives a grade of zero.
* On-time projects may be redone with instructor approval.
* ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS
  WEEK 11.

**Classroom Policy:**

* No food allowed in class or lab at any time. Drinks in
  recloseable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab (unless in course
  curriculum).
* Headphones are required if listening to music during lab. No
  headphones are allowed in lecture.
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14)
consecutive calendar days and fail to notify the Academic Affairs
Department will be withdrawn from school.  In addition, the
student may be involuntarily withdrawn at the discretion of the
Academic Director, and with the approval of the Dean of Academic
Affairs, at any time.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of
"W"), a student must meet with his or her Academic Director before
noon on the Friday of week 9.

**Academic Dishonesty:**

Students are expected to maintain the highest standards of
academic honesty while pursuing their studies at The Art
Institutes. Academic dishonesty includes but is not limited to:
plagiarism and cheating; misuse of academic resources or
facilities; and misuse of computer software, data, equipment or
networks.

Plagiarism is the use (copying) of another person's ideas,
words, visual images or audio samples, presented in a manner that
makes the work appear to be the student's original creation. All
work that is not the student's original creation, or any idea or
fact that is not "common knowledge," must be documented to avoid
even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception,
fraud, or breaking the rules set forth by the instructor of the
class. Cheating may include but is not limited to: copying the work
of others; using notes or other materials when unauthorized;
communicating to others during an exam; and any other unfair
advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a
Student Conduct Committee. If the committee determines that there
has been a violation of the Academic Dishonesty policy, the student
will automatically fail the class and, depending on the severity of
the infraction, may face further disciplinary action up to and
including suspension from classes or expulsion from school.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students
with documented disabilities in our educational programs,
activities, or services. If you have a disability-related need for
adjustments or other accommodations in this class see Steven
Franklin, Director of Student Affairs located on the 2nd
 floor or e-mail him at sfranklin@aii.edu. You must inform
your instructors and the Academic Affairs Office before the end of
week one of classes and preferably before the class start.

**Student Assistance Program:**

The college provides confidential short-term counseling, crisis
intervention, and community referral services through the AllOne
Health Student Assistance Program (SAP) for a wide range of
concerns, including relationship issues, family problems,
loneliness, depression, and alcohol or drug abuse. Services are
available 24 hours a day, 7 days a week, at 1.888-617-3362. The
Student Affairs office also offers programs on mental
health-related topics each quarter. If you have any questions
regarding counseling services, please contact the Student Affairs
office.

**Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to
5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed
on Sunday.  Computers are available during these hours for
students to work on classroom projects.

**Additional Course Requirements:  
Student Evaluation/Grading Policies:**

* All work must be received by the set deadlines in the course
  outline. **No Late
  work will be accepted?**Late work or missed work
  receives a grade of zero.  Late work due to extenuating
  circumstances may be accepted, BUT the student must make
  arrangements with me (the instructor) prior to the due date.
  Regardless of circumstances, penalties will be assessed unless you
  show me paperwork justifying your absence.
* Absolutely no work will be accepted after the final class meets
  week 11.
* **Resubmitting projects for re-grading?**On-time
  projects may be redone in order to improve grade. You must have
  instructor's prior approval.
* **Mid-Term & Final Projects are** graded on
  scale of A, B, C, D, &  F. These two projects represent
  50% of your grade. If you fail to complete either one, you will
  most likely not pass the class. Treat these projects as if your
  grade depends on it? because it does. Each project will be graded
  based on the following:

· Technical Ability 20%

· Visual Communication 20%

· Concept 20%

· Design 20%

· Presentation 20%

*\*NOTE poorly presented projects will drop your grade by TWO
GRADE LEVELS*

* **Homework Assignments** are to be completed
  before class begins on the due date. Unless you have made prior
  arrangements with me, late homework will NOT be accepted, and will
  be given zero points. If during class you are working on any
  portion of the homework that is due that day, your homework will
  not be accepted, thus losing all possible points. Additionally, you
  will also lose all participation points. All printed homework must
  be turned in with your name. If the work is submitted without an
  envelope or other protective case you risk damage to your piece.
  All digital homework must be turned in to the class' online drop
  box and is due by the beginning of class on the due date.
* **In-class Assignments** Unless you have made
  prior arrangements with me (the instructor) you cannot make-up
  missed in-class work. Most in class assignments are based on
  homework given the previous class. It is crucial for you to attend
  every session to be successful in this class.

NOTE: Even though you can't make up lost points, I encourage you
to do any work you miss for the sake of your own learning. Please
know that I am always available to give you feedback.

* **Participation** reflects the expectation that
  each student attends class; is on time; contributes positively to
  the classroom-learning environment by being attentive, by asking
  questions, by participating during critiques, and by working on the
  given assignment. This is what is meant by "Class time will be
  spent in a productive manner." Points given for participation or
  in-class work will NOT be available to students who are not
  present.

*NOTE: If you are working on anything other than what you are
supposed to be working on during class (i.e., working on late
homework, doing work for another class, reading your email,
texting, or browsing the internet when it is not part of an
assignment or research) you will lose all participation points for
that day.*

* **Exams-**There is no make-up exams, unless you
  have contacted the instructor in a responsible and timely manner
  *prior to the exam date class session*. If you miss an exam,
  you will receive a 0 (zero) for that exam.
* **Critiques** will be held at the beginning of
  class on the due date of each project. If you arrive late to the
  Mid-Term or Final project critique within the first 60 minutes of
  class, your project will lose half a letter grade. If you arrive
  any time after the first 60 minutes, your project will lose one
  letter grade. You are required to attend critiques even if your
  work is not complete. Critiques are crucial in learning to analyze
  what students have produced, and what could have been done to
  improve the execution of your concepts. Failing to participate in
  critiques, or leaving after your work is critiqued will seriously
  affect your grade for the project.

##### Course Outline

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| **Meeting #**1  Jul 12th, 2012 | **Topics Include:**   * *Class introduction:* Brief review of the syllabus &   student background sheet. * *Review of raster topics:* File Size/Hardware   Limitations, and file formatting for various output. * *Advanced drawing and painting with Photoshop:* Defining   brushes, advanced brush techniques, painting in layers, & layer   organization.   **Lab:** In-class project of student portrait.  **Homework:**   * Complete student background sheet * Print out Syllabus and bring in signature page |
| **Meeting #**2  Jul 19th, 2012 | **Topics Include:**   * *Retouching & Optimizing:* Color correction, tonal   correction, spotting/cloning, cropping, & formatting for   various output. * *Advanced Selection Techniques:* Using channels, color   range, and calculations to generate complex masks and   selections.   **Lab:**   * Use the techniques covered in the lecture to retouch and   optimize a group of images. The images will present different   problems that will require different selection techniques and   retouching solutions. * Begin sketches and concept development for mid-term project.   Create a materials list, & a shot list (shot list can include   stock imagery).   **Homework:**   * Write a thoughtful 1 page, double spaced paper on how you can   incorporate the readings to further your own image-making practice,   technique, and workflow. |
| **Meeting #**3  Jul 26th, 2012 | **Topics Include:**   * Understanding the difference between royalty free and   restricted use royalty free stock photography. * *The Pen Tool*: Shape layers & paths. Advantages of   using the pen tool for certain types of selections. * *Introduce:* The mid-term project. Using a "Proof Of   Concept" in your workflow.   **Lab:**   * Complete the tracing, and shape layer exercises using the pen   tool.   **Homework**:   * Create *at least* (2) "Proof of Concepts" for your   mid-term project; include any sketches, tear sheets, and imagery   used in the mock up. I MUST approve your Concept Proof prior to   working on what you will submit for your mid-term final. * Creative Photoshop: Chapter 2 (Completed files are due the   following class). |
| **Meeting #**4  Aug 2nd, 2012 | **Topics Include:**   * *Using Vectors in Photoshop:* Mixing vector illustration   within a bitmap/raster image file. We will work with bridging the   gap between Illustrator and Photoshop, and discuss the advantages   to each. * *Presenting Proof of Concept:* I will review the proofs,   and students will receive approval, or a revision suggestion for   the mid-term project.   **Lab:**   * Complete Vectors assignment   **Homework:**   * Finalize Mid-term Concept and Layout (Have this ready to work   on for the next class session) * Complete Resolution assignment * Complete Printing/Curves Adjustment Layer assignment |
| **Meeting #**5  Aug 9th, 2012 | **Topics Include:**   * Complete Midterms * Discuss the art of presentation (print mounting, & over-mat   cutting).   **Homework:**   * Complete Midterms |
| **Meeting #**6  Aug 16th, 2012 | **Topics Include:**  *Critique of midterm projects:* Be prepared to talk about your work and discus the conceptual and aesthetics choices behind your work. |
| **Meeting #**7  Aug 23rd, 2012 | **Topics Include:**   * *Introduce:* Final Project * *Image Mood and Color:* Taking an image and alter the   mood of the image using color. * *Duotones and Color Key:* Use of color adjustment tools   and various color modes. Discussion on which modes are best for   shifting modes of output.   **Lab:**   * Take 4 images and present them in 4 different color   combinations that alter the mood of the image.   **Homework:**   * Take a sequence of 5 photos to make an animated Gif * Create (2) "proof of concepts" for your Final Project (Due the   following class ? Week 8) |
| **Meeting #**8  Aug 30th, 2012 | **Topics Include:**   * *Review Proof of Concepts for final project* * *Creating files for the web:* Making a Gif   animation.   **Lab:** Create your own PDF Slideshow and Gif animation. Begin proof of concepts for final.  **Homework:**   * Create a 1st Draft of your final project based on   your accepted Proof of Concept. |
| **Meeting #**9  Sep 6th, 2012 | **Topics Include:**   * *Channels* * *Multi-pass selections* * *Calculations*   **Lab:**   * Complete channels and calculations exercise |
| **Meeting #**10  Sep 13th, 2012 | **Topics Include:**   * *Peer Review of current working draft for Final   Project.*   **Homework:**   * Complete Final Project |
| **Meeting #**11  Sep 20th, 2012 | **Topics Include:** Final Critique. |