

Syllabus for DAM 110



DAM 110 – Digital Image Manipulation with Photoshop.

Instructor: Joshua Paul Barnard

Department: Digital Arts and Media

Section: 1010

Credits: 3 (Three)

Semester: Fall 2022

Location: Fort Bragg High School, Room 207

Lectures:

Monday & Thursday: 8:05 - 8:55am

Labs:

Tuesday: 8:05 - 8:55am.

Online

Office Hours

Monday & Wednesday: 5:00 – 5:30pm, Coast Center, Room 114.

Instructors Contact Information

Please contact me with any questions that you might have.

- Canvas: Is the preferred method of communication for this course.
- Email: jbarnard@mendocino.edu
- Telephone: (707) 809 – 5409 [for urgent matters]

Required Equipment

- PC with Microsoft Windows or MacOS
- Adobe Photoshop (2018+)

Course Description

This course will serve as an in-depth exploration of pixel-based graphics using Adobe Photoshop, its tools, techniques, and essential features. Students use Photoshop to create images in the most effective manner for print, web publishing, and fine art applications. Students develop digital projects and learn appropriate file formats and terminology to effectively communicate with colleagues, printers, web developers in the files; learn how to apply visual design elements and principles; discover their personal style. Students are also introduced to the evolving role of Photoshop artists and designers working professionally today.

Students will engage in hands-on pc-based lessons that will give students practice in the subjects covered in lecture. For example, students will practice adjusting color, updating layer effects, processing files in Camera Raw, manipulating images with Puppet Warp, importing a Smart Object, applying Smart Filters, automating multistep tasks, and preparing files for the web.

Course Objectives

- Demonstrate and comprehend the technical components of digital cameras and software programs to effectively photograph and utilize digital enhancements with visual literacy.
- Create original images using the tools and features of Photoshop.
- Use Adobe Bridge to organize images and understand the importance of effective file workflow and management.
- Use terminology to effectively communicate with colleagues, commercial printers, and web developers.
- Put into practice the elements and principles of visual design and composition: Leading Lines, Texture, Color/Contrast, Negative Space, Point of View, Balance, Strong Focal Point, Repetition, etc.
- Understand the order of operations when sizing images of various resolutions and how images are prepared differently for various final output media.
- Modify images in the following ways: color correct & enhance; select & blend edges; composite; paint; apply & modify layer; apply alpha channels; apply & modify masks and filters.
- Prepare images for use in web pages.
- Create photomontages using layers and masks.
- Demonstrate basic photo restoration techniques using Photoshop.



Student Learning Outcomes

As a result of successful completion of this course, Students will be able to:

- Create and modify digital images by effectively using the elements and principles of visual design.
- Develop idea concepts that reflect a personal style.
- Size images of various resolutions and for various final output media by following an effective professional photographic workflow—from original capture to master image.
- Integrate images and use peripheral devices to optimize the production process and improve image making.
- Define product specifications by considering of the project audience.

Expectations

Students are expected to give their full attention and commitment to this course; to attend every class, on time and completely through the class period; to understand all handouts and assigned reading from the text, complete all assignments by deadline, participate actively in critiques, and listen actively to lectures. Students are also expected to ask questions in class (or with the Instructor personally) when the Student does not understand something. Most of all, Students are expected to express themselves visually through the digital imaging techniques.

This three-credit course meets for 1 hour, three times a week, with additional online labs. Students will not be able to complete the course requirements without working outside of class time. Plan to spend an average of six additional hours per week reading, writing, or researching for this course.

Students are expected to follow the guidelines of behavior and responsibility stated in the Mendocino College Catalog, as well as the Policies and regulations listed forth on the College's Policies and Regulations webpage [<https://www.mendocino.edu/admissions/policies-and-regulations>]. During class discussion and critique of Student work, respect for others is demanded. Telephones must be turned off during class. Do not use the lab's computers (or your own computer/mobile device) for unauthorized internet access. Do not photograph the lecture screen. Failure to follow these guidelines may result in dismissal from that class. If your telephone rings (or you choose to use your telephone or tablet in any unauthorized way) during class, you may be dismissed from that class.

Missing five consecutive class periods without notifying the instructor may result in being dropped from the course. If you need to drop this course intentionally, it is your responsibility to follow the proper withdrawal

procedures described by the Office of Admissions and Records. Failure to follow those procedures may result in an “F” grade for the course.

Methods of Evaluation

Exercises – These activities include creating new documents; properly naming and organizing layers, layer styles, and actions: restoring damaged photographs; creating a photo montage, creating images using layer masks.

Assignments – These demonstrations include correct use of Photoshop tools and techniques to create assigned projects. Assignments will be used to create a portfolio of your work.

Projects - Completion of simple Photoshop projects—from inception to final design. These include the correct use of Photoshop tools and techniques to create assigned projects.

Examinations - Multiple choice, completion, short answer, and applied skills demonstration.

Discussions - Various discussions on canvas. Each discussion will consist of 2 parts, followed by responding to two of your classmates posts.

Writing - Assignments include discussion posts, project summaries, evaluations, and image analysis.

Portfolio - Discussion and initiation of a Photoshop portfolio.



Evaluation Factors Considered When Grading

- Success in assignment execution.
- Clarity of original concept.
- A noticeable improvement from the project’s start to finished product.
- Attention to detail.
- Utilization of digital tools, techniques, and workflow.
- Visual organization, composition, and design of the image.
- Imagination or emotional impact of the final image.

Grading Percentages

100% - 90% = A

89% - 80% = B

79% - 70% = C

69% - 60% = D

59% or below = F

Grading System

Participation: 5%

Attendance, In-class participation, helping other students, asking questions and being engaged.

Disruptive and Inappropriate behavior will lose points.

Discussions: 20%

Weekly Discussions on Canvas.

Activities: 30%

Exercises – 15%

Assignments – 15%

Projects: 30%

Midterm – 10%

Final – 20%

Examinations: 25%

Midterm – 10%

Important Dates

- August 18th is the first day of class.
- August 26th is the last day to drop with out a “W” grade.
- September 5th is Labor Day. No class held.
- September 16th is the last day to file for the Pass/No Pass option (requires petition).
- October 13th – 14th is Fall Break. No Class held.
- November 11th is Veteran’s Day. No class held.
- November 11th is the last day to drop with a “W” grade.
- November 21st – 25th is Thanksgiving week break. No classes held.
- December 9th is the last day of class.

**Disability or Medical Accommodations**

If you require accommodation or assistance with assignments, tests, attendance, etc. notify the Instructor the first week of the term so arrangements can be made. Students seeking disability related accommodations are encouraged to register with Nicholas Wright at the Disability Resource Center: (707) 468-3010 or nwright@mendocino.edu.