Course Outline for VCOM 53

PHOTOSHOP I

Effective: Fall 2017

I. CATALOG DESCRIPTION:
   VCOM 53 — PHOTOSHOP I — 3.00 units

   Technical and skill development course using the most recent version of Adobe Photoshop at the introductory to create and manipulate digital images, photographs and illustrations. Emphasis on basic to lower-intermediate level techniques and tools used to create image files suitable for print and screen. Design principles emphasized to create effective output through computer-based composition.

   1.00 Units Lecture 2.00 Units Lab

   Strongly Recommended
   GDDM 50 - Graphic Design/Digital Media Fundamentals
   with a minimum grade of C
   and/or

   GDDM 51 - Color Theory for Design
   with a minimum grade of C

   Grading Methods:
   Letter or P/NP

   Discipline:

	MIN
Lecture Hours:	18.00
Lab Hours:	108.00
Total Hours:	126.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

   Before entering this course, it is strongly recommended that the student should be able to:

   A. GDDM50
      1. Create digital compositions that use the primary design principles of unity, variety, hierarchy (dominance), the supporting principles of scale, balance, rhythm, repetition, economy, and proximity; and the plastic elements of design as compositional content—i.e. shape, space, line, size, color, texture, and type
      2. Create Illustrator and Photoshop documents at the most basic level;
      3. Write and speak using design terminology.
      4. Brainstorm ideas for design by building image and word maps, and creating hand sketches and mockups of concepts based on brainstorm ideas
      5. Apply the elements and principles of design in finished digital images and time-based works
      6. Examine and describe contemporary approaches, language, aesthetics and emerging media in digital art
      7. Safely handle and maintain digital imaging hardware and materials
   B. GDDM51
      1. Create aesthetically complete designs and images that demonstrate a working knowledge of:
         a. Color systems and color organization
         b. Principles of color perception - light, vision, and the brain
         c. Value, hue, intensity (chroma), and color temperature
         d. Additive and subtractive color (light and paint)
         e. Relationships between color and composition
         f. Color usage in contemporary art and design
      2. Apply color theories as expressed by Itten, Albers, and others, as well as various cultural and idiosyncratic color systems into compositions and be able to use color to convey mood, dimension, and emotion. Demonstrate the ability to implement this knowledge when creating strategies for color use in design projects.
      3. Make individual aesthetic decisions and judgments related to their own artwork

IV. MEASURABLE OBJECTIVES:
   Upon completion of this course, the student should be able to:

A. Create new Photoshop documents and open existing Photoshop documents to edit or manipulate them, integrate elements from photographs and other Photoshop documents, using low intermediate masking techniques, into one another with some degree of expertise and believability.
B. Begin to understand pixel density as it pertains to image size and quality, and how this makes raster images different from images created in vector drawing programs.
C. Use various Photoshop tools and techniques as required by the projects, including: low-intermediate level masking and blending, typographic manipulation and distortion, creation of simple Brushes, Patterns, and Gradients.
D. Analyze a project to determine possible technical strategies in terms of Photoshop tools and techniques for image creation;
E. Organize Layers Panel for proper workflow and to create desired visual effects using Groups, Clipping Masks, Layer Masks, Filters, Art Boards, and Blend Modes.
F. Use Photoshop to create a visual layout for web design.

V. CONTENT:
A. Beginning interface use in Photoshop
1. Selection, creation, and manipulation tools
2. Palettes and workspaces
3. Menus and elements
B. Using raster and vector tools to create selections.
C. Using Image Size and Canvas Size for image editing.
D. Basic methods for using Photoshop wilth Illustrator:
1. Creating basic vector files for use in Photoshop as Pixels, Smart Objects, Paths, and Shapes.
2. Pasting Illustrator files into Photoshop to utilize transformation tools and then reimporting the trasformed files back into Illustrator.
3. Basic selection techniques using channels
4. Basic selection techniques for use filters
5. Advanced Pen Tool selections added to imported Illustrator files
E. Introduction to Blending Modes, Layer Styles, and Adjustment Layers
F. Using with Groups and Sub-Groups
G. Basic painting: using Photoshop's brushes, swatches, gradients, or filters to create painted images
H. Cropping
I. Creating headlines using type and brushes
J. Transparency
K. Printing
L. Using Photoshop for web design
1. Optimizing images for web use
2. Creating rollovers
3. Using Photoshop with Dreamweaver for web design

VI. METHODS OF INSTRUCTION:
A. **Lecture** -
B. **Discussion** -
C. **Demonstration** -
D. **Projects** -
E. **Student Presentations** -
F. **Critique** - Student critique sessions
G. **Classroom Activity** - Practical exercises on and off the computer; Tutorials and self-paced assignments in "Help", textbook and online
H. **Lab** - omputer lab time with direct instructor and cooperative peer support
I. **Individualized Instruction** -

VII. TYPICAL ASSIGNMENTS:
A. Create Postcard using multiple photographs, Text, Layer Masks, and filters.
1. Have an image inset in wide type
2. reate unique background textures
B. Repair a Damaged Photograph
1. Use the 4 HEALING TOOLS to recreate/repair facial features
2. Use SELECTIONS to COPY & PASTE areas from an undamaged part of the photograph to repair a damaged area.
3. Use PAINTING and FILTERING to enhace the photo.
C. Create a simple, collaged DVD case cover
1. Determine required full document size
2. Sketch out sample designs
3. In consultation with the instructor and peers, determoine the design sketch to use
4. Assemble required photographs
5. Mask and select needed areas of photographs
6. Assemble the basic collage
7. Refine component masks and basic collage
8. Finalize and print design
9. Assemble mock-up

VIII. EVALUATION:
A. **Methods**

1. Quizzes
2. Oral Presentation
3. Projects
4. Class Participation
5. Class Work
6. Home Work
7. Class Performance
B. **Frequency**

1. Quizzes - as needed
2. Oral Presentation - as needed upon completeion of projects
3. Projects - 3-5 Major projects per semester, along with weekly exercises from the book
4. Class Participation - Daily
5. Class Work - Daily
6. Home Work - as needed
7. Class Performance - Daily

IX. TYPICAL TEXTS:
    1. Adobe Press. *Adobe Photoshop CC Classroom in a Book (2015 release)* . 1 ed., Adobe Press, 2015.
    2. Dayley, Lisa. *Adobe Photoshop CC Bible.* 1 ed., Wiley, 2014.
    3. Weinmann, Elaine, and Peter Lourekas. *Photoshop CC: Visual QuickStart Guide (2015 release).* 1 ed., Peachpit Press, 2015.
    4. Online tutorials, e.g., www.adobe.com/tutorials and Photoshop "Help."
       2. Design publications, e.g., How, Layers, Communication Arts, Print
       3. Attendance at seminars and conventions as appropriate
       4. Instructor Videos available on class web site

X. OTHER MATERIALS REQUIRED OF STUDENTS:
    A. sketch book; H, HB, & B artist's pencils, pencil sharpener, kneaded erasers, ruler-straight edge with inches, millimeters, and picas
    B. VCOM print card as necessary for color prints