

Las Positas College
3000 Campus Hill Drive
Livermore, CA 94551-7650
(925) 424-1000
(925) 443-0742 (Fax)

Course Outline for VCOM 58

PHOTOSHOP II FOR DESIGN

Effective: Fall 2009

I. CATALOG DESCRIPTION:

VCOM 58 — PHOTOSHOP II FOR DESIGN — 3.00 units

Technical and design skill development course using the latest version of Photoshop at the intermediate to advanced-level to create and manipulate images, illustrations, text and animations. Emphasis on intermediate- through advanced-level techniques and tools used to create or manipulate image files suitable for print and screen. Design principles emphasized to create effective output through computer-based composition. Course includes minimum of one project contracted through the Design Shop—the Visual Communications Program business that mirrors an industry-standard creative design agency. Design Shop client attends class to participate in briefing, Q & A, presentation, feedback and critique sessions.

2.00 Units Lecture 1.00 Units Studio Lab

Prerequisite

GDDM 53 - Photoshop I
with a minimum grade of C

Strongly Recommended

GDDM 50 - Graphic Design/Digital Media Fundamentals
and

GDDM 51 - Color Theory for Design
and

GDDM 52 - Introduction to Typography

Grading Methods:

Discipline:

	<u>MIN</u>
Lecture Hours:	36.00
Studio Lab Hours:	72.00
Total Hours:	36.00

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

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering the course a student should be able to:

A. GDDM53

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

A. GDDM50

B. GDDM51

C. GDDM52

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- Demonstrate increased speed, precision and accuracy when using advanced tools and elements in Photoshop;
- Demonstrate increased ability to use Photoshop to generate original, or manipulate existing, digital images to industry-standards for print and web;
- Demonstrate increased ability to create accurate electronic files for multimedia and prepress;
- Demonstrate increased ability to use Photoshop adjustment layers and layer masks with accuracy to produce special effects;
- Demonstrate increased ability to use Photoshop channels with accuracy to produce special effects;
- Demonstrate increased ability to use Photoshop documents with other CreativeSuite and Macromedia software applications;
- Demonstrate mastery of technical skills, accuracy and speed when using Photoshop tools, palettes and elements;
- Demonstrate increased ability to use Photoshop to generate and/or manipulate sophisticated digital images;

- I. Demonstrate increased ability to use design principles in relationship to digital image painting manipulation, illustration and other composition tasks;
- J. Demonstrate increased ability in regard to originality and creativity;
- K. Demonstrate increased ability to troubleshoot Photoshop documents at the intermediate to advanced level.

V. CONTENT:

- A. Review Photoshop basics
- B. Introduction to Bridge software
- C. Working with color
 - 1. Convert a color image to grayscale.
 - 2. Create a duotone.
 - 3. Multiple images
 - 4. Painting Images
 - 5. Create original painted image.
- D. Working with Layers
 - 1. Create a new adjustment layer.
 - 2. Create and edit a layer mask.
 - 3. Mask a layer with contents of another layer.
 - 4. Convert a layer style to individual layers.
 - 5. Add special effects to a layer.
- E. Working with channels and masks
 - 1. Color channels
 - 2. Alpha channels
 - 3. Managing channels
 - 4. Additional channel techniques
 - 5. Quick mask mode
 - 6. Quick mask option
- F. Editing images
 - 1. Move a specified distance.
 - 2. Align objects.
 - 3. Transform objects.
 - 4. Sharpen or blur details.
 - 5. Intensify or tone down an area.
 - 6. Duplicate an image.
 - 7. Save a snapshot.
 - 8. Lay an image over another image.
 - 9. Remove a moiré pattern from a scan.
 - 10. Erase an image's background.
 - 11. Making notes within an image.
 - 12. Cropping
 - 13. Adjusting colors and tones
 - 14. Brighten or darken an image.
 - 15. Increase or decrease contrast.
 - 16. Adjust overall tones.
 - 17. Equalize bright and dark areas.
 - 18. Invert an image.
 - 19. Create high contrast B&W image.
 - 20. Locate and correct colors that won't print correctly.
 - 21. De-saturate an area.
 - 22. Increase color saturation of an area.
 - 23. Adjust image's color balance.
 - 24. Change hue and saturation.
 - 25. Change individual colors.
 - 26. Reduce number of colors in an image.
 - 27. Adjusting color by mixing channels.
 - 28. Adjusting an image based on thumbnails.
- G. Filter Groups
 - 1. Artistic Effects
 - 2. Image-Retouching
 - 3. Distort and Stylize
 - 4. Render
 - 5. Type and Lighting effects
 - 6. Texture fill command
 - 7. Additional filters and plug-ins
 - 8. Other filter information
- H. Transparency
- I. Advanced Techniques for Web
 - 1. Slice images into selections.
 - 2. Create animations.
 - 3. Create image maps.
 - 4. Create image maps from layers.
 - 5. Create rollovers.
 - 6. Preview image in a web browser.
 - 7. Adjust image's gamma value.
 - 8. Optimize, save for web.
 - 9. Creating background images
- J. Using Vanishing Point to create perspective
- K. Brightness and contrast
- L. Hue and saturation
- M. Color picker options
- N. Creating vector shapes
- O. Printing and proofing set ups
- P. Pre-press
- Q. Pre-web
- R. Pre-animation
- S. Saving, Importing and exporting file formats for a variety of media
- T. Troubleshooting documents
- U. Review from VCOM 50: A Guide to Presentation, Critique or Feedback in Design
 - 1. Strategy and Concept Development

- a. What is the purpose of the design?
 - b. What information must be communicated?
 - c. Does the design meet the objectives?
 - d. What is the design concept?
 - e. Does the design concept fit the strategy?
2. Design
 - a. Did the designer use principles of graphic space such as balance, emphasis, rhythm and unity?
 - b. Did the designer experiment? Did the designer take a creative leap or produce a competent piece?
 - c. What visuals were used and why?
 - d. What point of view was expressed, if any?
 - e. What creative approaches were employed?
 - f. Is the design solution (e.g., design, color, type, style, personality) appropriate for the client's product/service? Can you suggest improvement(s) to the next iteration?
3. Craft
 - a. Did the techniques and materials used best represent the design concept?
 - b. Is it well-crafted?
 - c. It is presented professionally and appropriately?

VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Discussion** -
- C. **Demonstration** -
- D. Practical exercises on and off the computer
- E. Peer-to-peer discussion of technology techniques
- F. Viewing examples of student and professional work
- G. Computer lab time with direct instructor and cooperative peer support
- H. **Field Trips** - to industry seminars, conventions and conferences if available
- I. Student critique sessions
- J. Tutorials and self-paced assignments in Help in textbook and online

VII. TYPICAL ASSIGNMENTS:

A. Technical Exercise (15 minutes): Correct color and tone using an adjustment layer 1. Copy photos 1 & 2 from server. 2. Evaluate and compare image 1 to image 2 for brightness, contrast, and color. 3. Notice image 1 is dark, has little contrast, and overall color shifted toward blue. 4. Fix image 1 using the Photoshop Levels dialog box. 5. Create a new Levels adjustment layer. 6. Evaluate the image histogram. 7. Set the shadows and highlights. 8. Adjust the midtones. 9. Remove the color cast. 10. Turn adjusted image in. B. Final Hands-On Project: Rendering Realism: Catalog and web advertisement background: You have been hired to create a full page print catalog ad and related web images for Restoration Hardware's Christmas edition to advertise RH Trim a Tree novelties. The company's target audience is primarily diverse, well-educated, 25-45 year-old home owners and upscale renters. Tailor your ad to this market. Design the look and feel of the ad so it can also be used in the RH holiday season web catalog. 1. Criteria and Instructions: a. Physical Dimensions and file format: print: 8 1/2" X 11"; 1/4 inch bleed. b. Save two files for print: original Photoshop file with all layers present and flattened CMYK eps file. Use correct extensions. c. Web: 800 x 600 pixels. 2. Research: Research the RH target market audience and current trends in color. The class will share info at end of week 1. 3. Coloring: For print: create a palette of CMYK coated pantone colors. While creating and evaluating colors preview Photoshop document in CMYK (do not convert to CMYK at this phase). Embed the ColorMatch profile. Keep in mind as you create your palette that this is a seasonal ad. 4. Rendering Realism: use supplied images in server folder as starting point. You will be painting new imagery and/or manipulating supplied photos. Render in your own style, but be sure to retain the realistic quality of the images. Using separate layers, name and place created/manipulated images in appropriate layer sets. Use the following items at least once: layer masks, clipping groups, special effects function; use notes or audio annotation tool during creation process. To create illusion of realism, use global angles within special effects with text, and consistent images with shadows at the same angle. 5. Text class demographic research will determine the headline text, which will be placed on a separate layer. Choose an appropriate font, edit the type, incorporate the type into the illustration. Additional hyperlink text for web ad will be decided by class. 6. Prepress: Prepare and save file for pre-press in eps format. Print separations and composite proof. Mount composite on matte board to include in your print portfolio. 7. Web: Rename, optimize and save the file for the web to include in your web portfolio.

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Papers
4. Oral Presentation
5. Projects
6. Home Work
7. Class Performance
8. Other:
 - a. Methods:
 1. Written assignments
 2. Design exercises and projects including presentation, discussion and critique sessions
 3. Critical analysis of assigned work
 4. Problem-solving exercises, including performance and final exam
 5. Quizzes
 6. Observation of homework solutions based on readings, tutorials and exercises in required text.
 7. Review and evaluate student's assigned projects, their comprehension and application of the terms and concepts listed above.

B. **Frequency**

1. Frequency
 - a. Weekly and biweekly exercises
 - b. Bi-weekly projects and presentation, oral and visual
 - c. Two performance exams and one final exam/project including presentation and critique
2. Examples
 - a. Through observation in lab demonstrate:
 1. increased speed, precision and accuracy when using Photoshop tools and elements;
 2. increased ability to access and use Photoshop Tools, Palettes, Features and Menus at the advanced level;

3. increased ability to use Photoshop together with other Adobe Creative Suite applications when applicable: Bridge, Illustrator, InDesign, Acrobat;
 4. increased ability to use Photoshop to generate or manipulate sophisticated digital images in black & white, duotone and color;
 5. ability to troubleshoot at the advanced level.
- b. Through observation in lab and hands-on projects demonstrate:
1. ability to use Photoshop at the advanced level to create technically correct digital files suitable for print and screen;
 2. further growth in originality and creative abilities when designing compositions;
 3. further growth in ability to use design principles in relationship to digital image painting manipulation, illustration and composition;
 4. evidence of further growth in skills related to professionalism in presenting completed work.

IX. TYPICAL TEXTS:

1. Blatner, David and Bruce Fraser *Real World Photoshop*. Latest ed., Peachpit Press, 0.
2. Foster, Jeff *Photoshop Web Magic*. Latest ed., New Riders, 0.
3. Variety of online resources such as adobe.com
4. Online Help

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Required list of supplies to complete all of the assigned studies