

# Palomar College – Graphic Communications

## GCIP 140 Digital Imaging/Photoshop I

*Six hours lecture/laboratory (3 units)*

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Office Hours: MW 2:30-5:30 PM (Occasional Wednesday IPC meetings 2:30-4).

### Course Description

The study of digital imaging and editing with Adobe Photoshop for visual, pictorial and graphic use in all media. Emphasis on creating and enhancing imagery for effective use in mass communication mediums. *CSU*.

### Student Learning Outcomes

The student will develop an understanding of the principles of visual communication, and will apply appropriate and effective creative problem solving skills to both digital imaging, print and interactive design work using Photoshop and up to date technology and software. The student will develop a digital portfolio representing the skills acquired in the course.

### Requirement for the following Certificates and/or Degrees

Digital Arts • Digital Imaging • Digital Media • Digital Publishing • Electronic Publisher • Electronic Publishing • Graphic Communications Management • Graphic Communications Production • Interactive Media Design (eph. 3D modeling & animation) • Photography • Screen Printing • Video Game Artist

### Web Site

<http://graphics.palomar.edu/mbealo>

Follow the GCIP 140 link. The site contains the syllabus, a calendar detailing the content covered each week, details on the usability assignment, and grading requirements. Supplemental material may be found on the page as well.

### Required Reading

*Adobe Photoshop CS5 Classroom in a Book*.  
Adobe Press. ISBN: 0321701763

### Required Writing

Usability report (500-750 words). Web Site proposal (500 words).

### Software

Photoshop CS5, Illustrator CS5, Dreamweaver CS5, web browser, text editor.

### Materials

The *Adobe Photoshop CS5 Classroom in a Book* DVD includes lesson files to complete the exercises in the text, as well as additional content to help you learn more about the program. The professor will provide instructions on how to gather and create images needed to complete projects. Instructor will also provide information on obtaining additional material that may be required.

### Required Supplies

CD/DVD-RW disks, firewire or thumb drives help out when it comes time to save. A big smile and a healthy dose of enthusiasm goes a long way as well.

## Open Lab Access

Open lab hours are subject to change - check lab schedules for updates.

## Evaluation

Evaluation for this course will consist of a series of projects, assignments, papers and class participation. Assignments are evaluated on demonstration of concept assigned, use of media, handling of techniques, and completion by due date. These include but are not limited to the following:

1. **Selection Composite:** Use of proper techniques to create a composite image using various selection tools, multiple layers, and digital images. Students will be sent out in groups to shoot various digital photographs of images around the campus. Elements from various images they have gathered will then be composited together in Photoshop to create the final image. 8x10 landscape or portrait @ 200 ppi.

**Grading** - Selection and Layer Composite (50 pts. possible)

Successfully used all selection tools in creating a composite of various images shot on digital camera(s) = 45-50 pts.

Used most but not all selection tools... = 35-45 pts.

Used 3 or less selection tools... = < 35 pts.

2. **Digital Painting:** Each student will use the new Mixer Brush with its various settings, attributes and brush presets in order to simulate a painted piece of artwork. A photograph or other suitable image will be used as a template from which to create the "painted" image. 8x10 or 10x8 @ 360 ppi.

**Grading** - Digital Painting (100 pts. possible)

Proper dimensions: 20 pts.

Uses Mixer brushes to approximate the look of the original artwork: 65 pts.

Uses appropriate number of layers to keep the art editable: 15 pts.

3. **CD/DVD Project:** Create all artwork and combine digital images for a complete CD or DVD case using intermediate techniques such as vector masks, alpha channels, filters, the extract function, vector shapes, adjustment layers and other tools. Size varies depending on case design @ 360 ppi.

**Grading** - CD/DVD (100 pts. possible)

Contains at least 3 saved alpha channels (Ch. 6) 10pt (3.33 ea.)

Refine Mask (Ch. 6) 10pt

Uses at least 3 filters (Ch. 10) 10 pt (3.33 ea.)

Contains at least 2 vector shapes (Ch. 8) 10pt (5 ea.)

Contains type (Ch. 7) 10pt

Some type converted to vector (Layer>Type>Convert to shape) 10pt

Uses at least 2 vector masks (Ch. 8) 10pt (5 ea.)

Uses at least 2 layer sets/groups (Ch. 9) 10pt (5 ea.)

Uses at least 1 adjustment layer: 10pt

Puppet Warp (Ch.6) 10 pt

4. **Usability Report:** The purpose of performing usability testing is to find out as much as you can about people's perceptions of the navigation and details of a web site, before one gets too far into the process and finds out that visitors just don't understand the site.

In the usability report, each student will conduct separate interviews with at least three other classmates or other individuals in order to grasp how others comprehend the navigation of a web interface that they have designed. This helps the student see things through the eyes of those from diverse backgrounds. Issues of accessibility will also be addressed in the report and the related web interface project. Complete details can be found online in the course link.

**Grading** - Usability Report (200 pts. possible)

Proper length (500-750 words) 100 pt

Grammar, well written, clear and easy to understand. 100 pt

6. **Web Interface Design:** Using the information gained from the Usability Report, the student will design a 2 page web site using Photoshop. The web site will showcase the web development technologies and techniques learned in the class.

**Grading** - Web Interface Design (100 pts. possible)

Tied to usability report: 10 pts.

<= 1024x768 pixels: 10 pts.

Uses correct image formats for the web: 10 pts.

Contains formatted text: 10 pts.

All links work: 10 pts.

Message text: 10 pts.

All relevant images use alt tags: 10 pts.

Utilizes proper file names for the web: 10 pts.

Has at least 2 primary rollovers: 20 pts. (10 ea.)

7. **Animation:** The student will create an animated GIF using the tools and techniques demonstrated and discussed in class.

**Grading** - Web Animation (50 pts. possible)

Correct pixel dimensions: (10 ea.)

Made up of at least 6 frames: (10 ea.)

Web file is <= 80k: (10 ea.)

Contains position tween: (10 ea.)

Contains opacity tween: (10 ea.)

8. **Thematic Posters** - Student Choice: Using tools, techniques, and technical specifics learned in the course, create 2 posters for a local or regional event.

**Grading** - Student Choice Poster (100 pts. possible)

Grading will be discussed with each student based on .

Projects and assignments will account for approximately 56% of your final grade, whereas classroom participation will account for 22%, and written reports about 22%. Each project will reflect specific digital imaging techniques and may have special output properties. Details will be given defining the parameters of each project. The instructor reserves the right to retest on material that was not adequately comprehended. The grading scale for the course is as follows:

90-100%=A 80-90% = B 70-80% = C 60-70% = D < 60% = F

## Teaching Methods

Lectures and Hands-on Demos: Important material from the text and outside sources will be covered in class. You are advised to take detailed notes on all lectures and information in the readings. Participation in classroom discussions is a necessary aspect of a healthy learning environment. Each student will be given the opportunity to run the instructor station during a hands-on demonstration of a lesson. Each student will present each project and details the steps used to get the final finished piece. Students are also encouraged to bring in additional educational materials from outside sources (Photoshop podcasts, tutorials, articles, etc) related to topics being discussed.

Assignments and Projects: Various projects and readings are assigned throughout the course to solidify material learned in textbook lessons and lectures. Projects are designed such that each student will have enough practice to become proficient in understanding and correctly applying concepts and techniques learned through the course. Various software applications might be used in creating the final files.

Online Materials: Additional items pertinent to the course and that enhance the student's ability to learn the material may be posted. Refer to the class web site for more information.

## Course Objectives

Successful students will be able to do the following by the end of the course:

1. Explain program management for allocations, preferences, and hardware requirements.
2. Solve image problems with functions of the application.
3. Successfully navigate images and choose and use proper tools for editing
4. Identify and comprehend the use of the menu items
5. Demonstrate the creative use of layers
6. Demonstrate the creative use of the painting functions
7. Explain the different modes use in imaging
8. Apply the principles of color theories
9. Demonstrate the use of the object oriented functions in imaging
10. Explain calibrating processes
11. Identify and use digital imaging capturing devices.
12. Compare and contrast needs for image repurposing
13. Explain the image types used in communications
14. Explain basic design concepts used in image development
15. Demonstrate the concepts to develop high impact images.
16. Identify quality control concepts for end use
17. Demonstrate safe use of the equipment

## Outside Assignments

Students are expected to spend a minimum of **three hours per unit per week in class and on outside assignments**. Students are to read text, study lecture/lab notes, research and write required paper(s), and complete lab assignments. Also keep a notebook of all project storyboards, usability reports, and proofs.

## **POLICIES**

1. Any student with a verified disability may be entitled to appropriate academic accommodations. Please contact Disabled Student Services for more information.
2. The GC Lab is available for your convenience in practicing and completing course assignments. Lab hours are posted.
3. Your classroom participation counts as part of your final grade. Because this course requires extensive hands-on application, attendance is imperative. If you choose to drop this class, it is your responsibility to do so, not the responsibility of the instructor. To drop the course use eServices otherwise, an F or FW will be recorded on your permanent record.
4. Students should be aware of Palomar's Student Rights and Responsibilities in the 2010-2011 Catalog. Please pay particular attention to the sections on Academic Integrity, Drugs and Alcohol Policy, Smoking Policy, Crime Awareness, Sexual Harassment Policy, Student Behavior Rules and Regulations, and the Student Conduct Code.
5. Meeting deadlines is critical. All projects must be properly completed and submitted by the assigned due date. If a project is turned in late, it is dropped a minimum of one full letter grade per week.

## **Important Dates**

All outstanding fees must be paid within 10 days of registration to avoid being dropped from classes. If you need \$\$ for college, apply for a BOGW fee waiver. Questions? Call 760-744-1150 x8116. If students are not sure about their fee balances, they can check them through eServices at [www.palomar.edu](http://www.palomar.edu).

Last day to qualify for a refund for Fall Semester classes	Sunday, September 5
Last day to add or register for Fall Semester classes	Monday, September 6
Last day to drop with no notation on record	Wednesday, September 22
Last day to apply for Fall 2010 graduation	Thursday, September 30
Last day to drop with a "W" on record	Saturday, October 17
Final Project Due	See Final Exam Schedule in Class Schedule or Check Class Calendar

## **Excerpts from Palomar College's Mission Statement**

*from the 2000-2001 Catalog, p. 12*

...We exist as an institution to enable our students to realize and achieve their goals both as individuals and as members of their communities and to become responsible citizens of an increasingly interdependent world. We seek to achieve this purpose through five interrelated themes that define our commitment to excellence in education.

**Empowerment:** We seek to empower students to formulate and realize educational goals that will promote their personal growth and facilitate their full participation in a rapidly changing world.

**Learning:** We invite and assist students to master a core of knowledge and skills that they need in order to pursue more advanced learning at other educational institutions or in the world of work or for personal growth and responsible citizenship.

Evaluation: We evaluate the relevant skills and knowledge of all of our students so as to guide them toward meaningful and productive educational experiences... as effectively as their preparation allows...

Discovery: We constantly seek to discover better ways to empower our students to learn and to grow. We are a learning institution in both our object and our method; we will assist our students to discover what they need and want to know...

Growth: We intend to grow each year in our ability to accomplish our mission...

### **Excerpts from Palomar's Educational Philosophy**

*from the 2000-2001 Catalog, p. 13*

The educational philosophy of Palomar College is based upon belief in the value of the individual and belief in the individual's potential for intellectual, ethical, personal, and social growth. Only through growth in these areas can a citizen come to understand personal rights...

### **Excerpt From Teaching to Learning – A New Paradigm for Undergraduate Education**

*By Robert B. Barr and John Tagg*

In the Learning Paradigm... a college's purpose is not to transfer knowledge but to create environments and experiences that bring students to discover and construct knowledge for themselves, to make students members of communities of learners that make discoveries and solve problems. The college aims, in fact, to create a series of ever more powerful learning environments...

### **Selected Excerpts from Student Code of Conduct**

- II. Standards of conduct. Here is a list of examples of conduct inappropriate and unacceptable for which students should expect to be held accountable.
  - A. Students are expected to avoid any type of dishonesty, including, but not limited to cheating, plagiarism, forgery, fabrication or counterfeiting documents, furnishing false information to the College, alteration or misuse of college documents or records, duplication of assignments, or aiding another in an act of dishonesty. As noted in the Statement of Academic Integrity, honesty is of utmost importance in all endeavors related to the College. A detailed discussion of academic dishonesty and related consequences are addressed in Section II.
  - I. Continued disruptive behavior, profanity or vulgarity, or defiance of the authority of, or abuse of College personnel.
  - L. Misuse of District computers, telephone, or telecommunications devices.

Also refer to : [http://www.palomar.edu/studentactivities/statement\\_on\\_academic\\_integrity.htm](http://www.palomar.edu/studentactivities/statement_on_academic_integrity.htm)

### **Final Note**

The instructor reserves the right to make any needed and appropriate adjustments to this syllabus.



## Course Outline

Week		Material
1	<p>Photoshop GUI, Basics</p> <p>Selections</p>	<p>Open and saving files            Selecting tools in the toolbox            Setting tool options            Zooming, panning, scrolling, navigating            Selecting, using, rearranging pallets            Choosing pallet commands            Using contextual menus            Open/use pallet dock and pallet well            Undo, history, revert, SaveAs            Customize workspace            Help topics, online services</p> <p>Making, adjusting, and repositioning            Moving and duplicating            Keyboard shortcuts and combinations            Deselecting, constraining, nudging, saving            Adding and subtracting from selections            Rotating and transforming            Using multiple tools to make complex selection            Erasing pixels within a selection</p>
2	<p>Basic Photo Corrections</p> <p>Layer Basics</p>	<p>Image resolution and size            Cropping and straightening            Levels adjustments            Auto Color and manual corrections            Sponge, Dodge, and Burn tools            Unsharp Masking            Saving for four-color CMYK printing</p> <p>Organizing artwork on Layers            Creating, viewing, selecting, hiding layers            Rearranging            Opacity and Blending Modes            Linking and manipulating multiple layers            Gradients            Text            Layer effects            Saving a flattened copy            Layer Comps</p>
3	Resolution/Scanning	<p>Monitors, printers, scanners, digital cameras, images, and more            ppi, dpi, lip, megapixels, etc.            Printing: Inkjet, dye sub, laser, commercial            Line art, grayscale, and color resolution needs            Output type: print (digital and offset), web, video and multimedia            lpi x 1.5, 2, or 2.5. Detail, smooth, contrast</p>



## Course Outline Cont.

Week		Material
3 cont.	Painting and Editing	Defining a custom workspace Use layers to paint, adjust, add effects and color changes to portions of an image Use blending modes to adjust how overlapping elements combine with each other Blur, Sharpen, and Smudge tools Use history pallet and tools to make corrections and add effects Use preset and define custom brushes Create and apply a pattern
4	Grayscale Images, Retouching, Repairing  Correcting and Enhancing	Clone Stamp Spot Healing Brush Healing Brush and Patch Tool Making corrections on duplicate layers to blend Backtracking with the History Pallet History Brush Snapshots  Processing camera raw images Digital negatives Typical corrections: red eye, noise, shadow and highlight detail Vanishing Point and visual perspective Optical lens correction Creating a PDF portfolio Best Practices: organizing, managing and saving images
5	Lab Work	Work on Projects
6	Lab Work	Work on Projects
7	Masking	Refine selections with Quickmask Saving, viewing, loading selections/Alpha channels Applying filters, effects, and blending modes to masks Moving images within masks Create layer masks Modifying a selection by painting Using Extract, refining a selection Create and use a gradient mask Image corrections on individual channels Mixing channels to create high-quality grayscale images

**Course Outline Cont.**

Week		Material
7 cont.	Advanced Layering	Adjustment layers Clipping Groups Type as a mask Layer, vector, clipping, and channel masks  Importing a layer Custom keyboard shortcuts Smart Objects Clip a layer Create and edit an adjustment layer Making 3D effects with Vanishing Point Setting up Layer Comps Managing layers and flattening Merging and stamping
8	Type   Vectors, Illustrator  Special f/x	Using guides Clipping mask from type Merge type with other layers Text with layer styles Preview typefaces Advanced type control Warping Editing a Smart Object Text on a complex path  Bitmap vs. Vector graphics Using the pen tool and saving paths Converting a selection to a path and vice versa Draw, edit, and create custom vector shapes Import a smart object from Illustrator  Record and play actions Using guides Saving and loading selections as masks Apply effects to unmasked areas Use adjustment layers to color-correct areas Apply filters to selections Add layer styles to create editable effects Color matching
9	Start CD Project	Work on Projects
10	Lab Work	Work on Projects
11	Lab Work	Work on Projects

## Course Outline Cont.

Week		Material
12	Links, Slices and Rollovers	Slicing, links, and rollovers Previewing rollovers Animated GIFs Using the layer and animation pallets Tweening position, opacity and layer effects Previewing animation in a browser Optimizing images for the web GIF, JPEG, and PNG Using Zoomify
13	Spot Colors and DuoTones  Compressed Graphics	Convert color image to monochrome Adjusting black and white points Sharpening Converting color image to grayscale Adding and removing a spot color DuoTones  Optimizing web graphics, save for web Color reduction Dithering Transparent backgrounds Batch-processing and automating
14	Lab work	Work on Projects
15	Lab work	Work on Final Project
16	Lab work	Work on Final Project
17	Final	Final Class Portfolio Presentation