

Palomar College – Graphic Communications

GCIP 141 Digital Imaging/Photoshop II

Six hours lecture/laboratory (3 units)

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Office Hours: M 2:30 -5:30PM, TTh 5-6PM

Catalog Description

The Concepts of intermediate digital imaging with Adobe Photoshop for visual, pictorial and graphic use in all media. Effective image creation for motion graphics, publications and internet for effective visual communications. CSU.

Student Learning Outcomes

At completion of course student will demonstrate an intermediate skill level of blending modes, selective color, masking, transforming, duotone, curves and shapes.

Recommended Prerequisite

GCIP 140 Digital Imaging with Photoshop.

Requirement for the Following Certificates and/or Degrees

Digital Arts • Digital Imaging • Digital Publishing • Video Game Artist

Website

<http://www2.palomar.edu/users/mbealo/>

Follow the GCIP 141 link. The site contains the syllabus, a calendar detailing the content covered each week and due dates, details on the usability project and grading requirements. Supplemental material may be found as well.

Required Reading

Adobe Photoshop CS4 Studio Techniques, Ben Willmore. Adobe Press. ISBN: 0321613104

Recommended Reading

The Adobe® Photoshop® CC Book for Digital Photographers (2014 release), by Scott Kelby. ISBN# 9780133900859.

Required Writing

Usability report (500-750 words). 1-2 page Web Site proposal (500 words).

Software

Photoshop CC, Illustrator CC, Dreamweaver CC, web browser.

Materials

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

Thunderbolt, USB 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.

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. Apply principles for using digital imaging as a design tool.
4. Demonstrate the use of the application as a production tool.
5. Demonstrate the creative capabilities of the application.
6. Demonstrate intermediate level of digital editing skills.
7. Apply the principles of color theories.
8. Demonstrate object oriented and digital files in collaboration.
9. Demonstrate the ability to create graphics for the web.
10. Demonstrate the use of digital imaging capturing devices.
11. Explain design concepts used in image development.
12. Demonstrate the concepts to develop steps in project planning.
13. Identify quality control needs for export files.
14. 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.

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 2015-2016 Catalog. Please pay particular attention to the sections on Academic Integrity, Drugs and Alcohol Policy, Smoking Policy, Sexual Harassment Policy, Student Behavior Rules and Regulations, and the Student Conduct Code. [Also Class Schedule]
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.

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.

Evaluation

Evaluation for this course will consist of a series of projects, assignments, lessons 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. **Self Portrait:** Students are to successfully use layer masks or adjustment layers, vector shapes or masks, saved alpha channels, and at least one clipping group in creating a self portrait collage. Each student will also present and explain their project to the class. This first assignment helps the instructor gage the abilities of each student and their preparedness for intermediate Photoshop.

Grading - Personal Collage/Portrait (50 pts. possible)

Uses layer masks (≥ 2) & adjustment layers (at least 2): 10 pts.

Includes vector shape(s) or mask(s): 10 pts.

Has at least one saved alpha channel: 10 pts.

Contains at least one clipping group: 10 pts.

Presentation: 10 pts.

2. **8x10 Digital Painting:** 360 ppi image size: The project is designed to display student's understanding and competency with various brush tools and options in combination with other tools and functions covered in the first 3 chapters. Please pay particular attention to the section on brushes in Chapter 1 which describe in detail the brush tools and options. Use that knowledge to create an image that is similar in intricacy to the examples shown in class. Projects that do not adhere to these directions will receive a reflective grade, those that follow the requirements will be rewarded for their attention to detail. [Uses scatter brushes with options other than default. Uses various brushes to give the image depth and shading.] Each student will use various brushes, their attributes and dynamics in order to simulate a painted piece of artwork. A photograph or other suitable image may be used as a template from which to create the "painted" image.

Grading - Digital Painting (100 pts. possible)

Uses various Opacity and Flow settings (Fig. 1.59-1.60): 7 pts.

Used a selected area to Define Brush (Select the area: Edit > Define Brush Preset): 8 pts.

Brush Tip Shape

Uses different Roundness settings (Fig. 1.38, 1.39): 7 pts.

Uses different Angle settings (Fig. 1.40): 7 pts.

Uses various Spacing settings (Fig. 1.41, 1.42): 7 pts.

Uses Jitter (Fig. 1.43, 1.44, 1.46-1.48, 1.52): 8 pts.

Uses Fade (Fig. 1.45): 8 pts.

Vary settings with Scatter (Fig. 1.49-1.50): 8 pts.
Uses Texture settings (Fig. 1.51-1.52): 8 pts.
Uses at least one Dual Brush (Fig. 1.53): 7 pts.
Varies the Color Dynamics (Fig. 1.54-1.58): 8 pts.
Uses the Wet Edges setting (Fig. 1.62): 7 pts.
Correct Dimensions and PPI: 10 pts.

3. **Line Art/Grayscale:** Scan or convert 3 different line art images such that you end up with 3 files that fit the following output parameters: one for a 600 dpi Laser Printer, one for a 720 dpi InkJet, and one based on a student choice device. Keep the background layer as the original scan or image, and create a duplicate layer or layers that are labeled with descriptions of the corrections you make on each. Save the files as PSD format and turn it into the instructor with your name and version (ex. BealoM_LineArt1.psd).

Repeat the above layout with 3 different grayscale images (black and white photos) or color photos that have been converted to black and white (grayscale) based on the following parameters: one about 4x5" for newsprint at 85 lpi, one 8x10 for the web, and the last one based on student choice output. Detail the settings that you used to achieve the optimum results on each layer and include all layers and adjustments (do not flatten). For the student choice, be sure to describe the intended mode of output (ex. printed brochure at 150 lpi, web page, etc.) Save the 3 files as PSD format and turn it into the instructor with your name and version (ex. BealoM_Grayscale3.psd).

Grading - Line Art/Grayscale: (100 pts. possible)

LineArt:

Details 20 pts.

3 Images 30 pts.

Improved image still has shades of gray -15 pts.

Grayscale:

Details 20 pts.

3 images 30 pts.

Simplistic corrections (As in you didn't use curves or levels or other more advanced functions. If brightness/contrast is your main adjustment, it is time to learn more effective tools.) -15 pts.

4. **Color Correction Project:** Perform color correction using the various intermediate techniques taught during the course on a series of images

Perform color correction on 4 photographs that are in need of a decent amount of correcting. You may need to scan these or you may already have some from a digital camera or some other source. Each photo the correct resolution (Bonus Ch. 5 on the CD) and size for the desired output device: 10 pts possible. Use various adjustment layers (Ch. 10) and layer sets (p. 129-130) to make it easier to compare the results of each and switch between the options.

You may end up with several variations of each photo. Each needs to use at least one of the techniques from chapters 5, 7, and 9 so that you can show that you have experience with all of them by the end of the assignment.

Grading - Color Correction: (100 pts. possible)

Each of the 4 photos must use at least one of the following, such that by the time you finish the assignment, you have used all of them. In addition, you should be using Adjustment Layers for a majority of the adjustments:

Levels (Ch. 7): 7 pts.
 Curves (p. 115-143, 290-294) RGB Master adjustment and individual R, G, and B adjustments: 10 pts.
 Shadow Highlight (p. 144-148): 5 pts.
 Proper RGB Workspace and/or Convert to Profile (especially if it will be in CMYK for the final output.)[CS3 p. 215-221]: 5 pts.
 Hue/Saturation using Master adjustment and other individual colors (p. 274-287): 10 pts.
 Color Balance (p. 289-290): 7 pts.
 Selective Color (p. 294-296): 7 pts.
 Match Color (p. 296-298): 7 pts.
 Color Replacement Tool (p. 299-301): 7 pts.
 You may wish to change opacity on Adjustment Layers to limit the effect.
 Photo Filter (p. 192-194): 5 pts.
 Blending Modes to limit the effect to certain areas, colors etc. - Hue, Color, Luminosity (p. 195-196): 10 pts.
 Empty Adjustment Layer (if needed - p. 197)
 Blending Sliders- Limiting Brightness that is effected (p. 202-203): 5 pts.
 Layer Masks - Limiting Layers that are effected (p. 203-206): 5 pts.

5. **Video & 3D**

6. **Thematic Posters:** Using techniques and tools described in the Chapters on Sharpening (Ch. 6), Enhancement, Advanced Masking (Ch. 9), Collage (Ch. 10), and the pdf on Shadows, create 2 posters for one event of your choice. The Superbowl in San Diego, The Wild Animal Park, The Zoo, Street Scene, A Local Art Show/Exhibit, Surf Competition, Marathon, Festival of Animation, Fleet Week, Street Fairs, and the like would all be good targets.

Make the posters 17 x 22 at 200 ppi.

Grading - Thematic Posters: (100 pts. possible)

Correct Dimensions: 3 ea.

Uses Shadows 3 ea. [refer to the last half of the video on shadows from the web site]

At least one has a Clipping Mask: 6 pts.

At least one has a Layer Mask: 6 pts.

At least one has a Vector Mask: 6 pts.

Uses all of the following Blending Modes @ 3 ea. (51 pts. total):

Darken, Multiply, Color Burn, Linear Burn, Lighten, Screen, Color Dodge, Overlay, Soft Light, Hard Light, Vivid Light, Linear Light, Pin Light, Hue, Saturation, Color, and Luminance.

At least one has a posterized image using techniques discussed in class: 7 pts.

At least one has a texture that was created using techniques discussed in class: 6 pts.

At least one has an image that was liquified: 6 pts.

7. **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.

Start off by reviewing the Web Site Project link to get an idea of what your Interface Design will be targeted toward. Follow that up with the Prototype

Usability Report guidelines link on the class web site in order to sketch out an Interface Design idea and test it.

Grading - Usability Report: (200 pts. possible)

Proper length: 100 pts.

Grammar, well written, clear and easy to understand: 100 pts.

8. **Web Interface Design:** Using information gained from the Usability Report, the student will design a 4-6 page web site using Photoshop and Dreamweaver. The site will showcase the web development technologies and techniques learned in class.

Incorporate techniques from pdf lessons 14, 15, and 16, along with the information gleaned from the Usability report. Instructor will include extra information for those who need a refresher on Optimizing Images, Image Maps, Slices, Rollovers and Animation. You may refer to these links for online tutorials: <http://www.graphicsfocus.com/ps/tutorial/animation-interactive.htm> <http://www.redneckshouse.com/Photoshop.html>

Also have a look at the following examples of former students' projects:

<http://www2.palomar.edu/users/mbealo/gcip141/example1/index.html>

<http://www2.palomar.edu/users/mbealo/gcip141/example2/index.htm>

<http://www2.palomar.edu/users/mbealo/gcip141/example3/index.html>

The first page will be the index.html (home page) file [ex. <http://www.adobe.com>]. The site also needs to have a second level (linked directly from index page), [ex. <http://www.adobe.com/products/>] and third level (link from the second level - although may also be linked from index page, just not part of the main navigation) [ex. <http://www.adobe.com/products/Photoshop/main.html>]. Pick your choice of levels (2nd, 3rd, 4th, etc.) for the other pages.

The interface design must:

correlate with the Usability report, use slices and rollovers (L-15), include a gif animation (L-16) relevant to the site design, not some random animation with no purpose, and include optimized graphics (ch. 14).

The gif animation should use at least 6 layers and be at least 10 frames long. It also needs to have motion and transparency changes. Make sure it is not larger than 80k when optimized. In addition to the animation that is on the site, you need to turn the original PSD file with all of its layers in as well. That will be the copy graded for the animation assignment.

Grading - Web Site: (100 pts. possible)

Tied to Usability Report: 8 pts.

<= 1024x768 pixels: 8 pts.

72 ppi Images: 8 pts.

Proper Image Format: 8 pts. Uses Layer Styles: 8 pts.

Slices

Use Text 8 pts.

Have Links 8 pts.

Use Message Text 8 pts. Use Alt Tags 8 pts. Proper File Names 8 pts.

Has Primary Rollovers 20 pts.

Web Animation - Within the 3 versions, you must demonstrate the ability to correctly use position, opacity, and effects tweening. Within means that not every animation has to use all 3 types of tweens, just what is appropriate for that animation (at least one type each).

Each must contain at least 6 layers and 6 frames.
Maximum size of animated gif is to be NO LARGER THAN 80K.

Turn in: Original PSD file so that I can see all of your layers, tweens, and effects, and the final optimized animated gif with the usual naming conventions.

Grading - Web Animation (100 pts. possible)

3 versions of gif animations: Rectangle, Leaderboard, ~300 x 250. 1) File

-> New, Preset: Web, Size: Rectangle, 180x50

2) File -> New, Preset: Web, Size: Leaderboard, 728x90

3) Student choice, but no larger than 300 x 250.

Correct Size = 5 pts. ea.

6+ Layers = 5 pts. ea.

6+ Frames = 5 pts. ea.

Each File < 80k = 5 pts. ea.

Position Tween = 15 pts

Opacity Tween = 15 pts

F/X Tween = 10 pts

9. **Student Choice Project:** Each student will submit a proposal to be cleared by the instructor for their final project. Only projects that describe the use of a substantial amount of tools and techniques learned throughout the semester will be given the ok to proceed.

The skills learned from the course text must be used in the production of the final project. It may be designed for either print, web, or electronic delivery. Each student has a different focus, and I don't wish to quench that by being too constricting. However, you must include in your proposal a description of which chapters from our text directly apply to the creation of your final project. Grade details will be discussed with each student based on the individual projects. (100 pts. possible)

Projects and assignments will account for approximately 75% of your final grade, whereas classroom participation will account for 8%, and written reports about 17%. Each project will reflect specific editing techniques and may have special output properties. Details will be given defining the parameters of each project. The grading scale for the course is as follows:

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

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. If students are not sure about their fee balances, they can check them through eServices at www.palomar.edu.

Last day to qualify for a refund for Sping Semester classes	Sunday, January 31
Last day to add or register for Sping classes	Sunday, January 31
Last day to drop with no notation on record	Sunday, January 31
Last day to apply for May 2016 graduation	Friday, February 28
Last day to drop with a "W" on record	Saturday, March 14
Final Project Due	See Final Exam Schedule in Class Schedule or Check Class Calendar

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

Final Note

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