

# Palomar College – Graphic Communications

## GCIP 240 – Photoshop III

*Six hours lecture/laboratory (4 units)*

Instructor: Mark Bealo  
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### **Catalog Description**

Introduction to multimedia authoring software combining text, graphics, sound, animation, video clips and user interface to produce effective visual presentations.

### **Student Learning Outcomes**

Utilize actions, channels and paths to create a unique and original print project.

### **Requirement or Elective for the Following Certificates and/or Degrees**

Digital Arts • Digital Imaging • Graphic Communications Emphasis in Electronic Publishing • Digital Video • Interactive Media Design - Emphasis in 3D Modeling and Animation • Interactive Media Design - Emphasis in Multimedia Design • Interactive Web Multimedia and Audio • New Media Compositing, Authoring, and Distribution

### **Website**

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

Follow the GCIP 240 link. The site contains the syllabus, a calendar detailing the content covered each week, and grading requirements. Supplemental material may be found on the page as well including lesson videos.

### **Required Reading**

The Adobe® Photoshop® CC Book for Digital Photographers (2014 release), (DP) by Scott Kelby. New Riders; ISBN 978-0-13-390085-9. (Published November 13, 2014).

Photoshop Masking & Compositing, Second Edition, (M&C) by Katrin Eismann. New Riders; ISBN 0-321-70100-3. (Published August 24, 2012)

Adobe Photoshop CC for Photographers, (CC4P) by Martin Evening. Focal Press; ISBN 978-0-415-71175-3. (Published July 18, 2013)

### **Software**

Photoshop, Illustrator, InDesign, After Effects.

### **Required Supplies**

Firewire 800, USB and thumb drives help out. A big smile and a healthy dose of enthusiasm goes a long way as well.

### **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.

### **Open Lab Access**

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

## 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. Keep notebook of all project storyboards, and finished videos.

### 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 2014-2015 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.

### 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. **Learning Outcome:** Select appropriate tools and functions of the software to design and create a multilayered and appropriately organized composite.

**Goal:** Create something that will amaze yourself!

**Composite Recreation:** Use of proper techniques to create a multilayered composite to replicate an object, but using completely different elements to simulate the original item. Project dimensions will be based on 175 lpi, 8x10" or 10x8" for press in addition to 1440 dpi inkjet output.

Project requires an understanding of M&C 2, 3, 6, 7, 8 and DP 5 Scream of the Corp from the textbooks.

**Grading** - Composite Recreation (300 pts. total)

Short write up detailing your plan to achieve the completed image: what imagery will be used? What feeling will it invoke - dark, edgy, ethereal, lighthearted, bright, colorful etc? 25pts.

Uses at least 10 images that you photographed specifically for this project: 20 pts. (2 ea.)

Dedicated and Organized Project Folder with originals, work-in-progress, final version, and a flattened copy of the final: 10pts.

Trasforms using Skew, Distort, Perspective and Warp: 20pts. (5 pts. ea.)

Adjustment Layers for Tonal & Color optimization of original images: 10pts.  
At least 10 alpha channels/saved selections in various original files: 10pts.  
Accurate selections w/ appropriate edges to fit the composite: 10pts.  
At least 10 Adjustment Layers in final comp. to match color/look: 20pts.  
At least 4 Fill Layers to modify an image: 10 pts.  
At least 2 Neutral Layers: 10pts.  
At least 4 Smart Object layers to transform nondestructively: 10pts.  
Appropriate Layer Names: 10pts.  
Appropriate named and color coded layer sets: 10pts.  
Uses at least 10 different blending modes and opacity changes: 20pts.  
Uses at least 4 Fill Opacity changes: 10pts.  
Uses all 4 of the lock layer buttons: 20pts.  
Contains at least 5 appropriate shadows and shading: 20pts.  
Uses advanced blending and blending sliders on at least 3 layers: 30pts.  
Correct PPI: 25 pts.  
Lack of aesthetics and design will receive up to -20 pts. off.

2. **Learning Outcome:** Utilize advanced masking techniques and displacement maps to seamlessly blend objects together and match textural qualities. The goal is to match lighting, perspective and image quality and characteristics to create a photorealistic composite. This requires meticulous masking of each element, scaling and combining them to appear as if they naturally resided together, balancing their tonal ranges, and making refinements and retouching elements.

**Goal:** Master the 5 steps of masking: make, target, activate, apply, and refine. Develop fine-detail masking skills.

**Advanced Masking - Dual Aminimal:** Seamlessly blend two animals or one with a fruit or vegetable to create a realistic animal.

Project requires an understanding of M&C Chapters 9-12, and CC4P Chapter 8 from the text.

**Grading - Dual Aminimal (300 pts. possible)**

Descriptive names of all alpha channels and layers: 20 pts.

Make at least 3 usable selections and save each as an Alpha Channel, then with an individual selection active, make it into a layer mask. 15 pts. (5 ea.)

Make at least 3 smart objects from layers that will be scaled down. Do not scale up layers. 15 pts. (5 ea.) M&C 437-439, 13.16-13.18

Use at least 2 adjustment layers to create realistic shadows and highlights: 20 pts. (10 ea.) M&C 9.18, 9.21

Combine a gradient with a precise mask (that was also saved as an alpha channel) utilizing the Darken Blending mode of the tool: 20 pts. M&C 9.44-9.51

Accurately use Feather in the Masks Properties on at least 2 masks: 10 pts. (5 ea.)

Use advanced selection and masking techniques to enable realistic blending: 20 pts. M&C 204-213. 7.30-7.52

Duplicate a layer that has a layer mask, turn off the layer that the duplicate was made from, and modify the mask with filters (not just blur): 20 pts. 9.116-9.119

Effectively use a layer group mask: 10 pts.

Effectively incorporate a layer group blend mode: 10 pts.

Refine fine detail by duplicating a layer and setting the previous to Multiply: 5 pts. M&C 336, 345. 10.13-10.16

Duplicate an alpha that needs refining. Rename it "Apply Image" and use

the apply image function to create the new alpha. (Duplicate again and name it "Apply Image Refine" so further refinements can be made to it while preserving the original "Apply Image" Alpha as it was when Apply Image was used): 10 pts. 10.17  
 Use a B&W Adjustment Layer to initially create an alpha mask. Turn off the Adjustment Layer after use, but don't delete it: 5 pts. 10.19  
 Load the "Apply Image Refine" channel as a selection and add a new layer mask to the particular layer. Use Refine Mask on the layer mask: 10 pts. 10.31, 11.46-11.63  
 Create a Highlight Mask using a Hue/Saturation adjustment layer: 10 pts. 10.43-46  
 Create contrast in Highlights and Shadows with Curves and Unsharp Mask: 10 pts. 10.47-52  
 Use blend modes to create contrast and detail: 10 pts. 12.27-12.28.  
 Correctly use displacement map tools to simulate surface texture: 20 pts. 412-414. 12.43-12.48  
 Color Correct the elements to match: 20 pts. 11.42-43  
 Soften the new composited background: 5 pts. 11.44-45  
 Accurate perspective: 10 pts.  
 Proper Dimensions, Resolution and Bit Depth: 25 pts.  
 Lack of aesthetics and design will receive up to -40 pts. off.

3. **Learning Outcome:** Incorporate target market analysis, marketing techniques and effective design to produce custom package design.

**Package Design:** Target market analysis, template creation, package design and final output.

Project requires an understanding of M&C Chapter 11, 13 from the text.

**Grading** - Package Design (350 pts. possible)

Write up describing target market, choice of imagery and color scheme catered to target, and description detailing why the particular package design fits: 50 pts.

Final Package Design Illustrator file: 30 pts.

Rough composite for main imagery: 10 pts. M&C 430-437, 13.1-13.15

Smart objects used for transformations and filters: 10 pts. M&C 437-441, 13.16-13.24

Original photos shot in studio:

-- Green Screen: 10 pts. M&C 381-385, 11.73-86

-- White: 10 pts. M&C 358-361, 11.1-10

-- Gray: 10 pts. M&C 361-367, 11.11-30

-- Black: 10 pts. M&C 368-371, 11.33-41

Matching Image Characteristics: M&C Chapters 4 & 5, 441-446, 13.25-36

-- Light: 10 pts. M&C 91-102, 4.48-67

-- Perspective and Proper Scale: 20 pts. (10 ea.) M&C 464-466, 13.84-86

Quality masks: 10 pts. M&C Chapters 6-11

Balanced levels and/or curves: 10 pts. M&C 444-445, 13.33-36

Atmosphere/transitions: 20 pts. M&C 367, 11.31-32; 388-389, 11.91-96; M&C 446-447, 13.37-38

Shadows: 20 pts. M&C 447-455, 13.39-60

Shape and dimension: 20 pts. M&C 456-458, 13.61-69

Layered light and/or glass composite: 20 pts. M&C 458-464, 13.70-83

Proper focus, sharpness and resolution: 30 pts. (10 ea.) M&C 466-467, 13.87-88

Added appropriate texture: 10 pts. M&C 467-471, 13.89-99

Finessed elements that appear to reside naturally together: 20 pts. M&C 471-474, 13.100-102

Typography: 20 pts.

Telltale signs of poor composites will receive up to -70 pts. off.

4. **Learning Outcome:** Select appropriate imagery, resolution, tools and functions of the software to design and create a 3D layered and appropriately organized composite to be animated in AfterEffects.

**3D Composit Scene:** Incorporate matte painting techniques, panorama, actions, advanced perspective grid, HDRI, PS to AE/round tripping and effective design to produce a 3D composit file for output and animation via AfterEffects.

Project requires an understanding of XXXXXXXXXXXX from the text.

**Grading** - 3D Composit Scene (200 pts. possible)

HDR Images: 30 pts.

Proper Resolution of Images for Depth: 30 pts.

Panorama: 10 pts.

Use Reflections: 10 pts.

Shadows: 10 pts.

Advanced Perspective Grid for output to AfterEffects: 50 pts.

Export to AfterEffects : 30 pts.

Design and layout: 30 pts.

Lack of aesthetics and design will receive up to -15 pts. off.

These projects will account for approximately 85% of your final grade, whereas classroom participation will account for 15%. 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 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](http://www.palomar.edu).

Last day to qualify for a refund for Spring Semester classes	Sunday, January 25
Last day to add or register for Spring classes	Sunday, January 25
Last day to drop with no notation on record	Sunday, January 25
Last day to apply for May 2015 graduation	Friday, February 27
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](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.