

VINCENNES UNIVERSITY
MAIN CAMPUS

COURSE OUTLINE

AND

COURSE SYLLABUS

FOR

GRAPHIC DESIGN

DESN 140

COMPUTER IMAGING

3 Credit Hours / 6 Contact Hours

FALL 2016

INSTRUCTOR: RON WISE

Office: Davis Hall, Room 418

Phone: 812-888-4465

Cell: 812-677-1291

rwise@vinu.edu

Office Hours:

Monday & Wednesday: 9:00 – 10:00 am, 3:00 – 4:00 pm

Tuesday & Thursday: 11:00 am – 12:00 pm

Friday: 9:00 – 10:00 am

I. Course Catalog Description

This course will offer advanced, in-depth instruction of all aspects of Adobe Photoshop. Assignments encourage students to explore personal creative expression while developing skills and understanding of color correction and enhancement, image manipulation, photo-composite collage, and filter effects. Students will also gain valuable skills in scanning, image resolution adjustment, and file preparation necessary to produce images for print or web applications. This course will provide a solid background of experience with one of the most essential bitmap imaging tools in the graphic design industry today.

3 credit hours / 6 studio hours

II. Course Designation

This course is a:

- Major program course

III.VU Liberal Education Outcomes met by this course:

- Apply critical and creative thinking skills to solve problems.

IV.UCC/State Outcomes met by this course:

1. *Written Communication*

Non Applicable

2. *Speaking and Listening*

Non Applicable

3. *Quantitative Reasoning*

Non Applicable

4. *Scientific Ways of Knowing*

Non Applicable

5. *Social and Behavioral Ways of Knowing*

Non Applicable

6. *Humanistic and Artistic Ways of Knowing*

6.2. Apply disciplinary methodologies, epistemologies, and traditions of the humanities and the arts, including the ability to distinguish primary and secondary sources.

V. Course Outcomes

- Utilize various selection tools and methods along with masking functions to accurately nondestructively select specific, detailed areas.
- Explore and understand a variety of color correction tools and procedures to improve the color and contrast quality of digital images.
- Demonstrate a thorough knowledge and understanding of the selection tools, crop & slice tools, retouching tools, painting tools, drawing tools, and the filters and effects through practice and production assignments.
- Explore and understand how applying RGB, CMYK, Grayscale, monotone, duotone and tritone color modes will modify the image and file size of an image within Photoshop.
- Understand how to use the various text tools, utilize text warp functions and text effects to visually modify the text to increase its graphic impact.
- Scan images at the proper resolution to be enlarged or reduced and understand the various file formats and compression settings and how each will affect the image quality.
- Work with layers, modify the transparency of layers and apply various blending modes to visually enhance an image as students create original, creative composite images and graphics. They will also utilize filters and effects to modify specific areas of an image.

VI. Course Content

- Production assignments will utilize a variety of methods of selecting a specific area, in which the color tone, contrast, lightness and darkness of an image as a whole or a specific area can be modified without changing the remaining image.
- Students will correct and improve the color and value qualities of bitmap images to ensure the quality of a printed image.
- A variety of production assignments with each one concentrating on specific, essential skills to ensure students are able to utilize all the various tools, filters and effects in creative and original ways to modify digital images.
- Assignments will explore the benefits and limitations of using RGB, CMYK, Grayscale, monotone, duotone and tritone color modes to produce images and graphics intended for use on the internet/multimedia, newspaper, screen-printing and offset printing.
- Utilizing a variety of text tools and functions, students will create text graphics and apply effects and modifications to visually enhance them. They will be used for headlines and logos in advertisements and modified for use as buttons and graphics for multimedia and web pages.
- Students will correctly scan a variety of images to be used in their final two individual assignments. Students will calculate the scanning size and resolution of each image to ensure proper image quality. Additional procedures will address developing proper file management skills and choosing the appropriate file format.
- Students will design and produce a new composite image with a specified number of scanned images, which visually embodies an emotion or specified theme while creating a digital composition with visual impact as well as photographic reality.

VII. Course Text and Materials Policy

Text: None.

Required Materials: Notebook and pen for taking notes.

Recommended Materials: A flash drive (8 GB minimum) and/or Dropbox account.

VIII. Course Grading Policy

Everything in this course will be presented and practiced in a completely hands-on manner; students learn by doing. After covering each set of tools and functions, students will produce a specific graphic, which utilize those tools to demonstrate proficiency and understanding of those tools and functions. In later assignments, students will design and produce individual and creative concepts, which also fulfill the tool and color mode requirements. All work will be evaluated against standards that reflect the quality of what students in previous years have typically been capable of producing. Personal concept assignments will be worth a higher point value. Those should show proficiency of more involved skills and / or processes and should show evidence of a greater amount of time spent in production. Work that does not meet this standard will receive substantially reduced credit. Any assignments turned in late will receive a grade reduction. No work will be accepted after seven calendar days past the due date. An assignment that is not turned in within a given timeframe will receive a '0'.

Since the software being taught will be ongoing from class to class, regular attendance is EXTREMELY IMPORTANT! Without the information and skills, which are covered in classes that are missed, a thorough understanding of procedures and proper development of personal skills using the programs will be impossible. Therefore, attendance and class participation will be included as part of the course grade.

Your final grade will be determined in weighted proportions as follows:

- 50% Class designated production projects
- 40% Final design project
- 10% Final exam

Final grades will be determined by the accumulation of points in each of the weighted areas. A project that is not turned in will receive no credit. Late work MAY receive partial credit at the discretion of the instructor. A "C" final grade or better must be received in this course or any course in the Graphic Design Occupational major or they must be retaken. At least a 70% final average must be met to receive a "C" final grade.

Introductory class assignments will be graded according to:

- Understanding and correct use of techniques / tools
- Understanding and accuracy of color and value correction
- Accuracy of selection skills
- Work Completed on Time

Advanced, individual concepts will be graded according to:

- Understanding and correct use of techniques / tools
- Correct resolution of scanned images
- Creative problem-solving; overall design and creativity shown; originality
- Development / improvement of the beginning concept to final version
- File management
- Work completed on time

IX. Course Policies

(1) Vincennes University Attendance policy

The Vincennes University policy is premised upon the notion that students will attend all sessions of the classes in which they are enrolled. This policy supports Vincennes University's philosophy that students benefit most from the people and facilities provided by the citizens of Indiana through proper and adequate class attendance. Consequently, missing class for any reason will be regarded as an absence. When absences result from an approved and required University activity, they will not be counted against a student, and the work missed may be made up.

Vincennes University believes that students who participate in University-sponsored activities and faculty-developed field trips must develop habits of attendance consistent with such participation, or voluntarily refrain from such participation. ***For whatever reason an absence occurs, the student is responsible for the work missed.***

Class time will be used for instruction and working on assignments. Students who are not present for a class cannot benefit from the instruction and guidance available in that class. If a student leaves the class early, the student may be counted absent. Class begins on the hour. **Students arriving after the first five minutes of class will be counted tardy. Students may be considered absent if they are not in attendance within fifteen minutes of the beginning of class. Students may not be admitted to class after fifteen minutes from the start of class. If a student leaves the class early, the student may be counted absent.** Responsibilities for other courses or appointments are not an excuse for absence from a class. A consistent pattern of being late for class WILL adversely affect your grade. When the amount of time that a student is absent from class by being late or leaving early reaches the equivalent of one class time, the student will be assessed an absence, for instance 100 minutes for a MWF course. Special consideration may be made in special situations.

Students who miss class hours totaling twice the number of credit hours awarded for the course, or the equivalent of two weeks of class instruction are eligible to be dropped from class. The first warning card will be sent after missing 3 MWF classes or 2 TR classes. The second warning card will be sent after missing 6 MWF classes or 4 TR classes. The student may be dropped from class after the next absence in either class. If a student is readmitted to a class after appealing to the Dean of Students, *the student may be dropped after the next absence with no appeal available.*

(2) Make-up work and late work

All work is due at the specified deadline. Late work (if approved by the instructor) will receive a daily grade reduction. No work will be accepted after seven calendar days past the due date. Late work may only be turned in with the permission of the instructor. Missing a critique or client presentation will result in a substantial grade reduction for the assignment.

(3) Use of electronic devices in class and other student responsibilities

The use of cell phones, pagers and other electronic devices are prohibited in the classroom or lab, unless the instructor authorizes their use for course related activities. You may have these devices with you during class, but they must be turned off or on silent mode. In case of an emergency, you should take a call outside of the classroom or lab. This is required as a courtesy to your instructor and fellow students. Activities that are unrelated to the learning process for this course, such as texting, instant messaging, email, Facebook, watching videos, tweeting, etc, will not be acceptable. If you are regularly engaged in these activities during class time, you will lose all or a portion of the 15% professional conduct portion of your grade at the end of the semester. If these activities persist, you may be asked to leave the classroom and will receive an absence for the day.

The use of MP3 players and headphones or ear buds will be allowed when working on projects, but will be prohibited from use during times when you are being spoken to, such as during lectures, critiques and discussion. Please remember to keep the volume low enough to be able to hear what is happening around you. This is important for safety issues, as well as for educational reasons. Oftentimes, you can benefit from what is being discussed in the classroom regarding assignments and projects. Your instructor may also have pertinent information to share with the group during work session, which may be very important to hear.

You are responsible for being an active participant in the professional conduct of this course. It will take cooperation from every student enrolled in the course to make this an invaluable learning experience. We must work as a team to ensure that everyone in the class is shown respect and receives the educational experience that they expect and deserve. This cooperative effort includes the following course rules.

If you have been tardy or absent, it is your responsibility to discuss what course content you have missed during that time. Please see the instructor during office hours or before or after class. The work may be made up at the discretion of the instructor. Failure to speak to your instructor about make-up work may result in a loss of credit for this work. This will adversely affect your grade.

You are responsible for bringing the proper tools, equipment and materials necessary to complete the assigned work. A writing instrument and paper for note taking and written assignments is required every class meeting.

Food and drink will not be allowed close to the computers in the labs. You may leave them on the tables on which there are no computers. With the exception of fonts, you are not allowed to download or install software on the lab computers.

Do not cut on any of the tabletops without having a cutting mat under your work. Do not use spray adhesive anywhere, except in the spray booths. You must clean up any excess rubber cement, graphite or other materials from your work area before you leave.

(4) Instructor's Academic Dishonesty Policy/Statement

Plagiarism of any kind will not be tolerated in this course or in the graphic design industry. It is unethical and illegal. It is essential that the student become self-reliant on his or her own creativity for the source of ideas and concepts. Students who are guilty of plagiarism of design concepts, use other students' work, plagiarize themselves or use copyrighted material in their work will be referred to the Dean of Students and dropped from the class with a failing grade. *Obviously, this especially includes the act of turning in some one else's digital file (whole or part) as your own.

(5) Disabilities Services Policy

The Office of Disability Services reviews requests and determines appropriate accommodations for students with disabilities. Students with psychological, physical, sensory, communicative and/or learning disabilities should seek out this office as soon as possible after admission to VU if they require academic accommodations. The student will be required to provide copies of medical or psychometric evaluations that document the presence of a disability and the impact of the disability on the student's level of functioning. The Office of Disability Services also coordinates the availability of assistive technology at various campus locations to provide accessible classroom materials and equipment. Vincennes University complies with the requirements set forth by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act to assure the rights of individuals with disabilities to fair, non-discriminatory treatment. The Office of Disability Services is located at the South Entrance of Vigo Hall. The phone number is 812-888-4501. Specific procedures for requesting an accommodation for a disability may be found at the Office of Disability Services website at my.vinu.edu/web/disability-services/welcome. Students that will be requesting accommodations should view the Disability Services website for documentation requirements.

(6) Standard of Student Behavior

Students need to be aware that violations of the University Standard of Student Behavior as listed in the VU Catalog may result in some form or disciplinary action.

You will be immediately asked to leave the classroom if you demonstrate any behavior that is seen as threatening to any individual or interferes with the conduct of this course.

(7) Content/Schedule change statement

Assignment deadlines and assignments content are subject to change at the discretion of the instructor. Changes of due dates will be announced with sufficient notice that everyone can make adjustments in their production schedule. Students who are not present when the announcement of a change is made are still responsible for meeting the new deadline or making whatever changes were announced to their work.

X. Instructional Methodologies/Activities:

The course will cover all aspects of Adobe Photoshop, from the very basic beginning tools and functions to original, creative graphic expression utilizing the full range of Photoshop functions. Everything will be presented and practiced in a completely hands-on manner; students learn by doing. Areas will be covered in a manner that will build from simple tools and functions into more complex combinations of tools and modifications effects.

(1) Methodologies and Activities

- Step-by-step direct instruction and extensive, individual practice of all tools and variations.
- Instructor-led demonstrations and explanation of tools, functions and graphic styles.
- Presenting examples of previous student work with discussions of Photoshop techniques and additional, possible variations.
- Common class assignments, which utilize specific tool groupings to demonstrate understanding and proficiency.
- Individual, creative design and production of bitmap photo-composite images, utilizing Photoshop skills.

In addition, through the practical application of real-world assignments, projects will emphasize: production skills, proper use of tools, creative problem solving design, and meeting a deadline.

Course Grading and Evaluation Practices:

(2) Grading Specifics

Assignments will be graded in point value. Letter grades will be equivalent to the following percentages of total points:

100 --- 97	A
96 --- 92	A-
91 --- 89	B+
88 --- 85	B
84 --- 82	B-
81 --- 77	C+
76 --- 71	C
70 --- 61	D
60 -->	F

Graphic Design majors must receive at least a “C” (or better) final grade in this class or any course in your major or they must be retaken. You must have above a 70% final average to receive a “C” final grade. All work will be evaluated against standards that reflect a level of quality of what past students have typically been capable of producing. Work that does not meet this standard will receive substantially reduced credit.

In this business, meeting the deadline / completing work within a given schedule of time is extremely important. Each assignment will be evaluated on 100 point value unless designated differently. Certain assignments will be worth a higher point value. Those should show proficiency of more involved skills and / or processes and should show evidence of a greater

amount of time spent in production. Students are expected to devote full class time to their work and additional time outside of class, if needed. Any assignments turned in late will receive a grade reduction. No work will be accepted after seven calendar days past the due date. An assignment that is not turned in within a given timeframe will receive a '0'.

A considerable amount of information will be covered in each class, so be prepared to take notes when needed: take notes that will help you remember and understand the information covered in each class: write down assignment requirements and due dates. Since the software being taught will be ongoing from class to class, regular attendance is EXTREMELY IMPORTANT! Without the information and skills, which are covered in classes that are missed, a thorough understanding of procedures and proper development of personal skills using the programs will be impossible. Therefore, attendance and class participation will be included as part of the course grade. Critiquing assignments offers students the chance to see how other students solved a design problem and discuss positive and negative aspects of the work presented. This is an integral part of the learning process and students are expected to present to present and explain their work and join in the class discussion.

(3) Grading of Course Assignments

Introductory class assignments will be graded according to:

- Understanding and correct use of techniques / tools
- Accuracy, alignment and proportions
- Work Completed on Time

Advanced, individual animal graphic and product illustration will be graded according to:

- Understanding and correct use of techniques / tools
- Correct use of color modes and styles
- Creative problem-solving; overall design and creativity shown; originality
- Development / improvement of the beginning concept to final version
- Work completed on time

15% of your total grade will be determined by your professionalism. Professional conduct is an essential requirement for any cooperative endeavor, such as teaching and learning in the classroom. You must conduct in manner that reflects your desire to learn and be a serious student. Professional conduct will consist of:

- Good Attendance
- Being present at the start of class time
- Being present at the end of class time
- Paying attention during lectures, demonstrations, presentation or whenever anyone is speaking to you
- Taking notes about assignments and other important information
- Asking questions – get help before you really feel you need it
- Willingly helping others – being cooperative
- Demonstrating respect to your instructor and fellow students
- Using class time in an efficient and productive manner
- Following the course policies and procedures

- Accepting responsibility for your actions
- Maintaining your work area by keeping it clean and functional
- Completing each assignment to the best of your ability

The behaviors listed above can be read as principles for success in any situation, and will certainly be very important in getting the most out of this class. Your overall conduct will be documented throughout the semester and assessed at the end of the semester. The above criteria will be used to determine whether you will receive all, or a portion, of the possible 15% penalty on your grade. For instance, if you had an 80% average at the end of the semester, but had been habitually late or regularly tardy during class time, you could receive a final grade as low as 65%. This would mean that you failed the course and would be required to repeat it next year!

XI. Course Calendar/Schedule/Assignments

Assignment deadlines and assignments content are subject to change at the discretion of the instructor. Changes of due dates will be announced with sufficient notice that everyone can make adjustments in their production schedule. Students who are not present when the announcement of a change is made are still responsible for meeting the new deadline or making whatever changes were announced to their work.

Please refer to www.wiseguy-studios.net/140-16.html for the course schedule, reference material and class assignments.