

CSAT 2310: INTRO TO DIGITAL IMAGING

FA 2302: INTRO TO DIGITAL DESIGN

11am–12.15pm / 12.30-1.45pm, Tuesday and Thursday | August – December , 2014 | Room BAB 302, SRSU
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Office Hours: **MW: 8-9am** **TR: 2-4pm** and by appointment

Course Introduction

In this class you will learn how use Adobe Photoshop and Adobe Illustrator to create and manipulate digital images. You will also develop your color, composition, and graphic design skills through the class projects.

Learning Objectives

In this course, you will:

- Become familiar with Adobe Photoshop CC and use it to manipulate digital imagery
- Understand how to use Adobe Illustrator CC to create vector graphics
- Learn how to prepare imagery for use in print and on the Internet
- Develop an understanding of the importance of color choices, text placement, and graphic composition through a number of exercises and projects
- Build your visual communication skills as you create high-quality, easy-to-understand imagery, and your oral communication skills during weekly critiques as you explain your designs to the class
- Use teamwork as a tool to improve each other's projects through weekly critiques. Teamwork is also encouraged during class time so that you can comment on and assist with the creative and technical side of each other's projects

Grading and Evaluation

You will be graded on exercises, attendance and participation in discussions and critiques, homework projects, and a final project. All assignments will be evaluated for effort, technical ability, concept, execution, and presentation.

Each project, apart from the exam, will be graded pass/fail. A pass earns you 100% and a fail earns you 0%. Details on how to pass each project is included in the project's description.

The exam will be graded on a scale from 0-100%.

Please note that work submitted **no later** than the beginning of class, the day of the deadline, will be graded. **Any work submitted *one minute* past the beginning of class will be awarded a zero. There are no exceptions to this rule.**

Your final class grade will consist of:

- Projects : 70%
- Attendance, participation, and in-class exercises : 15%
- Final exam : 15%

Materials and Text

- 4GB (at least) jump/flash drive
- Notebook and pen
- Access to a digital camera

No textbook is required for this course but a jump-drive is essential for saving your work. You are expected to back up your projects to another location, such as at a free service like www.dropbox.com or

www.google.com/drive. Not submitting a project because you lost your jump-drive or some other technical difficulty will not be accepted as an excuse and will earn you a zero for that project.

A notebook and pen are required to make notes about Photoshop's various functions.

Software Availability

Besides access to the software in classroom, you can find Photoshop and Illustrator in FAB 207 and the computer lab in the ACR building.

Provided you have your own computer, a fully-working 30-day trial version of Photoshop and Illustrator can be downloaded from Adobe. You can also rent the software for approximately \$30 a month. Details can be found here – (look for the “Creative Cloud Student and Teacher Edition”) :

<http://www.adobe.com/products/photoshop/buying-guide.edu.html>

Rules and expectations

Attendance is **compulsory**. If you must miss a class for a school-related activity, the absence must be discussed (and arrangements made regarding coursework) **prior to the absence**. If you must miss a class for an emergency or illness, please contact me **by email or phone as soon as possible**. Six (6) absences result in you being dropped from the course with a grade of “F” as per Sul Ross State University policy. Five (5) unexcused absences will result in a zero for your attendance and participation grade. Arriving to class **on time** is also essential – **arriving late more than two times will be counted as one absence**. **Lateness is defined as 15-minutes after the start of class**. **Leaving before class ends will result in you being marked absent**.

Below is a guide to how much each absence impacts your attendance and participation grade.

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|---------------------------------|------|--------------------------------|--------|
| • One (1) unexcused absence: | -20% | • Four (4) unexcused absences: | -80% |
| • Two (2) unexcused absences: | -40% | • Five (5) unexcused absences: | - 100% |
| • Three (3) unexcused absences: | -60% | • Six (6) unexcused absences: | FAIL |

No cell phone usage. No social-networking websites. No instant-messaging. No checking personal emails. Headphones and earbuds are allowable **ONLY** when you are working, but not when the professor or a fellow student is speaking. **Doing any of these will drastically drop your attendance and participation grade**.

Late work will not be accepted.

Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated. Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in University Rules and Regulations and Student Handbook. This course will abide by these established policies. A student found to be engaging in these activities will be penalized to the full extent of Sul Ross State University policy.

ADA Needs

It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If a student would like to request such accommodations because of a physical, mental, or learning disability, please contact the ADA Coordinator in the Ferguson Hall, room 112 or call (432) 837-8691. Please relate all requests for special accommodations to the instructor by the third class period.

Please note that this syllabus is subject to change.

COURSE SCHEDULE

Note – Numbers in parentheses (x) denote the folder images are stored in.

WEEK ONE

- Aug 26 (I): Class introduction and syllabus overview.
PROJECT – Real life letterforms typeface (Come to next class with 26 photographed letterforms on a flash-drive).
- Aug 28 (R): **DUE TODAY: 26 photographed letterforms on portable media.**
Download the *Photoshop Demo Images* zip file from sulross.blackboard.com and save it to your personal space. Remember to unzip the files before using them.
Opening, rotating, and labeling images in Bridge. Image formats, modes, and sizes (1). The transform tool and proportional scaling (hold down SHIFT when resizing).
Work on your Letterforms project.

WEEK TWO

- Sept 2 (I): Importing and resizing images. Save an image in 3 different formats.
Work on your Letterforms project (due next class).
- Sept 4 (R): **DUE TODAY: Letterforms project due at beginning of class.**
Basic image adjustments – levels, hue/saturation, color balance, posterize, shadows/highlights, transform tool. (2)

WEEK THREE

- Sept 9 (I): Toolbar intro – hand tool, magnify, marquee, oval, lasso, cropping, perspective cropping, movement, cut and paste (3).
– **Exercise** –
* Using the selection tools, choose parts of the supermarket shelf images to create an interesting pattern.
- Sept 11 (R): Layers – creation, deletion, duplication, opacity, hierarchy, blend mode, background layer.
PROJECT – Dream layers.

WEEK FOUR

- Sept 16 (I): Pencil, brush, airbrush, eraser. Advanced selection 1 – paths (4).
– **Exercise** –
* Using the **Pen** tool, take the figure from *COMBINE A - trompe l'oeil* and add him to *COMBINE A - Rue de la Préfecture Nice France 1978*.
* Again, using the **Pen** tool, take the skull from *COMBINE B - Triceratops horridus* and add to *COMBINE B - WEST SIDE EXPRESS HIGHWAY*.
* Recolor the wine in each glass. Use the **Pen** tool to trace each glass, create a layer mask, and add to a new background.
Work on your Dream Layers project.
- Sept 18 (R): **DUE TODAY: Dream layers project.**
PROJECT – Hybrid Monster project.

Advanced selection 2 – magnetic lasso, magic wand, feathering. (1)

– **Exercises** –

* Use the Magic Wand to remove the sea in the photo “Dwight Eisenhower landing a grouper.” You may need to use quick-mask mode (Q) to tidy up your selection.

* Use the Magnetic Lasso to trace around the building in “4a31666v.” Copy this, feather it, and paste it onto a new image that contains your choice of interesting background.

* Use your choice of selection method to grab the tall building in “4a09478v”. Again, feather it, and have it sinking in the sea. You will have to remove part of the bottom of the building, as well as tilt it slightly.

WEEK FIVE

Sept 23 (T): Color, fill, eyedropper, stroke, and gradient.
Continue working on your hybrid monster project.

Sept 25 (R): **DUE TODAY: Hybrid Monster**
Intro to type tool.
PROJECT –Batwords!

WEEK SIX

Sept 30 (T): Burn, dodge, and sponge tools. Blur, sharpen, and smudge tools (5).
Continue working on your Batwords.

Oct 2 (R): **DUE TODAY: Batwords.**
Basic filters – sharpen, blur, and noise (6).
Experiment with distort and artistic filters (7).

WEEK SEVEN

Oct 7 (T): Clone tool.
– **Exercise** –
*Work on the three images to add and remove elements detailed in each filename (9).

Oct 9 (R): Use various selection tools and LAYER MASKS to move the two cars and streetlight to the Frozen Jello image. Feel free to resize and rotate the two cars and streetlights (8).
PROJECT – Colorizing a black and white photo.

WEEK EIGHT

Oct 14 (T): Continue working on your b/w colorization photo.
PROJECT – 48-frame abstract animation.

Oct 16 (R): **DUE TODAY: B/W photo colorization**
Continue working on your animation project.

WEEK NINE

Oct 21 (T): Continue working on your animation project.

Oct 23 (T): **DUE TODAY: 48-frame abstract animation.**
Color mixer brush.
– **Exercise** –

Find an interesting piece of line clipart (similar to a children's coloring book) and color it in Photoshop. Blend your colors using the Color mixer brush.

WEEK TEN

- Oct 28 (T): Introduction to Adobe Illustrator – geometric shapes (rectangle, circle, etc.), paths, selections, and object tools.
– **Exercise** –
* Arrow exercise. Draw 30 lines, each with their own 1) color, 2) stroke width, and 3) arrow heads and tails.
* Geometric shape exercise. Draw 15 geometric shapes, each with their own 1) stroke color, 2) stroke width, 3) transparency 4) texture, and 5) opacity.
* Text exercise. Use the type tool to spell out the numbers 1-10 (one, two, etc.) Give each word its own 1) color, 2) style, and 3) size (hold down SHIFT when resizing). Styles can be lowercase, UPPERCASE, **bold**, *italics*, and a combination of these.
PROJECT - Treasure map.
- Oct 30 (R): Continue working on your treasure map.

WEEK ELEVEN

- Nov 4 (T): Adobe Illustrator Filters.
PROJECT – Fleet of robots
- Nov 6 (R): **DUE TODAY: Treasure map.**
Text on a path.
Continue working on your fleet of robots.
Homework – Come to the next class with a photograph of yourself. The photograph must be of good quality and have enough detail to be useable for this project.

WEEK TWELVE

- Nov 11 (T): **DUE TODAY** - Fleet of Robots.
PROJECT – Self-portrait using Adobe Illustrator.
- Nov 13 (R): **Exercise:** Follow the two exercises in the PDF in the Photoshop Demo Files folder.
Continue working on self-portrait.

WEEK THIRTEEN

- Nov 18 (T): Continue working on self-portrait and photo repair.
- Nov 20 (R): Continue working on self-portrait and photo repair.
Continue working on self-portrait and photo repair.

WEEK FOURTEEN

- Nov 25 (T): Continue working on self-portrait.
EXAM REVIEW

---Thanksgiving break: November 26-28---

WEEK FIFTEEN

Dec 2 (I): **DUE TODAY** – Self-portrait.
EXAM REVIEW pt. II

WEEK SIXTEEN

Dec 8-11: **Examination week.**

DIGITAL IMAGING PROJECTS

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(432) 837-8380

Please note that this document is subject to change

1) REAL-WORLD TYPEFACE

Create a typeface from objects in the real world and use the letters to write out “The quick brown fox jumps over the lazy dog by [your name].”

Project Details

1. Think of some object or collection of objects with a common theme that will form your twenty-six letters. For instance, strands of spaghetti or items you would normally find in a garage.
2. Photograph your elements under **good lighting**. Make sure your photographs are legible.
3. Transfer your photographs to the computer and crop them so that unnecessary background information is removed. Removing the background is optional.
4. On an 8.5” x 11” page, use the letters to spell out “The quick brown fox jumps over the lazy dog by [your name].”

Grading

Do the following to pass this project:

- Spell out the **entire sentence** and your **name**
- Ensure your letters share a common theme
- Do not photograph your letterforms under poor lighting (unless you use something that requires darkness, like neon)
- Ensure your photographs are legible
- Save using the following format

Due Date

Your typeface and sentence must be emailed to adumitrescu@sulross.edu as a JPEG no later than the beginning of class, September 4. Projects received after this time will receive a zero.

2) DREAM LAYERS

Build a visual representation of a dream. You may creative license in your illustration. The content is up to you but you must have a minimum of **10 layers**.

Project Details

1. Create a CYMK, 300-dpi, 5”x7” document in Photoshop.
2. Find appropriate imagery and add it. It helps to have one main anchor image and build everything around that.
3. Begin experimenting with various blending modes. The takeaway from this project is understanding how blending modes can affect images underneath.

Grading

Do the following to pass this project:

- Ensure your illustration has 10 layers
- You make good use of the layer blending properties

Due Date

Email your illustration to adumitrescu@sulross.edu as a JPEG no later than the beginning of class, September 18. Projects received after this time will receive a zero.

3) HYBRID MONSTER

Use Photoshop’s selection tools to build a monster from animal photographs.

Project Details

1. Search for clear, well-lit animal photos on the Internet. Save them to a folder on your personal space.
2. Set up a 7” x 5” CYMK color 300dpi document. Save it using the following file structure: **LASTNAME-FIRSTNAME-hybrid-monster.psd**

3. Using the selection tools, copy various parts of your animals to your page.
4. Use the free-transform tool to rotate, resize, and flip each appendage. Remember that your illustration does not have to be realistic though it should be aesthetically pleasing.
5. Blend each animal body part together so that the animal appendages all look like they belong to the one creature.
6. Your monster should have at least 12 parts from various animals. When you are happy with it, flatten your image and place it into an interesting background.

Grading

Do the following to pass this project:

- Ensure each part of the animal is blended and looks like it's part of the overall monster
- Include at least twelve animal parts

Your hybrid monster and background must be emailed to adumitrescu@sulross.edu as a JPEG no later than the beginning of class, September 25. Projects received after this time will receive a zero.

4) BATWORDS!

Illustrate four words in a style suitable for the 1960s Batman television series.

Project Details

Set up an 8.5" x 11" CMYK color 300dpi document. Make sure the orientation is landscape. Use horizontal and vertical rulers to divide it into four sections. Save it using the following file structure: **LASTNAME-FIRSTNAME-batwords.psd**.

1. Use the type tool to type out one of the words listed below. Use color, individual letter size, individual letter position, texture, text style (bold, italic, bold-italic, roman), and choice of typeface to convey the meaning of the word visually. Each word should be on its own layer.
2. Here is the list of words you can use. You must choose **four**: AIEEEE! | BAM! | BLOOP! | CLANK! | CRRACK! | CRUNCH! | OOOFF! | RIP! | SWOOSH! | WHACK! | ZAP! |

Grading

Do the following to pass this project:

- Include all four decades.
- Use color, typeface, and general aesthetics to give a sense of that particular's decade feeling.
- No photography or illustration is used.

Your Batwords design must be emailed to adumitrescu@sulross.edu as a JPEG no later than the beginning of class, October 2. Projects received after this time will receive a zero.

5) BLACK AND WHITE PHOTO COLORIZATION

Add color to a black and white image.

Project Details

Choose one of the black and white images provided to work with. Open it in Photoshop and immediately save it as Photoshop file using the following format: **LASTNAME-FIRSTNAME-bw.psd**

1. To color each layer do the following:
 - a. Add a new layer and rename it with the name of the color you're using
 - b. Choose a soft brush with the FLOW turned down to about 20%
 - c. Paint the area you want affected
 - d. Change that layer's blending property to "multiply" so that the photo below shows through
2. When you complete your colorization, save the file as a JPEG using the following format: **LASTNAME-FIRSTNAME-bw.jpg**

Grading

Do the following to pass this project:

- Color at least 80% of the image.

- Have at least ten (10) colored layers.

Your colorized image must be emailed to adumitrescu@sulross.edu as a JPEG no later than the beginning of class, October 16. Projects received after this time will receive a zero.

6) 48-FRAME ABSTRACT ANIMATION

Build a 48-frame animation in Photoshop.

Project Details

1. Watch “Cameras Take Five” - <https://www.youtube.com/watch?v=gsp8JWxMRLQ>.
2. Taking inspiration from this, create a 48-frame animation sequence that lasts no more than 60 seconds.
3. Set up a new Photoshop document with the following specifications: Width - 1024px, Height - 768 px, Resolution - 72 dpi, Color Mode - RGB. Save it using the following file structure: **LASTNAME-FIRSTNAME-animation.psd**
4. Use any technique you wish to make a mark on the screen.
5. When you have completed the first frame, create a new layer. Using the previous layer as a guide, create a new frame. One thing that might help is dropping the opacity of the previous layer. This will give you an idea of what you are basing the new frame on.
6. Once all 48 layers are complete, open up the animation palette and begin building your animation.
7. The final step is to export your animation as a GIF. File > Save for Web and Devices... and make sure you select GIF.

Grading

Do the following to pass this project:

- Send me the file as a GIF, not a JPEG. This is hugely important because, if you do not use the GIF format then I will not be able to see your animation.
- Create no less than 48 frames
- Keep your animation under 60 seconds
- Ensure that each frame differs from the last
- Put a decent amount of effort into this project. Animations that are too simple will not pass.

Due Date

Your animation must be emailed to adumitrescu@sulross.edu as a GIF, **not a JPEG**, no later than the beginning of class, October 23. Projects received after this time will receive a zero.

7) TREASURE MAP

Use Illustrator to illustrate a pirate treasure map.

Project Details

- 1) Set up a letter-sized page (8.5- x 11-inch), File>Place... *treasure-map.jpg*, and set this to a template layer.
- 2) Begin with an ocean layer – draw a large rectangle, and then color and texture it.
- 3) Create a new layer and start drawing items that go on top of the ocean – the waves, sea rocks, and deadly whirlpools. Consider using different styles of strokes (lines) to add visual interest to the waves and rocks. Change the color too. The whirlpools can be created with the spiral tool.
- 4) Make a new layer for the two ships and illustrate them.
- 5) Move onto the island and begin by drawing the main shape of the landmass. Create new layers for each element (e.g. Mountains, drinking water, etc.). Creating new layers means you can easily select everything on that layer and change colors, styles, and so on.
- 6) While most of the map will be hand drawn, you must create precise shapes for certain elements – the scale and north arrow, the legend box, and the text.
- 7) The river names must follow the shape of the river.
- 8) Save your map using the following file structure: **LASTNAME-FIRSTNAME-map.ai**

Grading

Do the following to pass this project:

- Include ALL the elements on the map. You may have to zoom in to pick up all the details.

- Ensure your map is legible.

Due Date

Your map must be emailed to adumitrescu@sulross.edu as a PDF no later than the beginning of class, November 6. Projects received after this time will receive a zero.

8) FLEET OF ROBOTS

Design a robot in Illustrator and then build another five variations on the original design.

Project Details

1. Load up Adobe Illustrator and set up a CMYK 8.5" x 11" document. Save it using the following file structure: **LASTNAME-FIRSTNAME-robots.ai**
2. Build a robot using the geometric tools and the pen tool. Add color and texture. Duplicate the final design.
3. Building on your clone, change parts of the robot so that it begins to look like its own design – vary the length of the torso, add or remove limbs, add lights, change the color, change the expression, etc.

Grading

Do the following to pass this project:

- Design six robots that are sufficiently different from each other.
- Use color, shape, and texture well.

Due Date

Your robots must be emailed to adumitrescu@sulross.edu as a **PDF** no later than the beginning of class, November 11. Projects received after this time will receive a zero.

9) SELF-PORTRAIT USING ADOBE ILLUSTRATOR

Bring a well-lit photograph of you or someone else to class. The photo should show from the top of your/their head to the start of your/their shoulders.

Project Details

1. Load up Adobe Illustrator and set up a CMYK 8.5" x 11" document. Save it using the following file structure: **LASTNAME-FIRSTNAME-portrait.ai**
2. Place your photograph and turn it into a template layer.
3. Begin tracing elements of your face using the pen tool. Subtleness is essential here to create a strong portrait.

Grading

Do the following to pass this project:

- Create a convincing portrait from your photograph
- Use different shades of each color to add depth to your illustration
- Effectively use the pen tool to draw the shapes well

Due Date

Your portrait must be emailed to adumitrescu@sulross.edu as a JPEG no later than the beginning of class, December 2. Projects received after this time will receive a zero.