

CSAT 2310: INTRO TO DIGITAL IMAGING

FA 2302: INTRO TO DIGITAL DESIGN

12.30-1.45pm, Tuesday and Thursday | January – May, 2015 | Room BAB 302, SRSU

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Office Hours: **MW: 11am-12.30pm TR: 3.15-4.15pm F: 11am-12pm** 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 using the following scale. Details on how to pass each project is included in the project's description.

- 100% - *Exceptional. Gone beyond what is required of the project, and produced excellent work*
- 80% - *Good. Does what is needed of the project.*
- 60% - *Mediocre. Completed project with minimal effort.*
- 0% - *Not submitted, or completed incorrectly.*

Please note that no extra-credit projects will be offered, so it is in your interest to submit work by the deadline.

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.

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.

- | | | | |
|---------------------------------|------|--------------------------------|--------|
| • 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, or anything I consider disruptive to the class, 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

- Jan 20 (T): Class introduction and syllabus overview.
PROJECT – Real life letterforms typeface (Come to next class with 26 photographed letterforms on a flash-drive).
- Jan 22 (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

- Jan 27 (T): Basic image adjustments – levels, hue/saturation, color balance, posterize, shadows/highlights, transform tool. (2)
- Jan 29 (R): **DUE TODAY: Letterforms project due at beginning of class.**
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.

WEEK THREE

- Feb 3 (T): Layers – creation, deletion, duplication, opacity, hierarchy, blend mode, background layer.
PROJECT – Dream Layers.
- Feb 5 (R): Continue working on your Dream Layers project.

WEEK FOUR

- Feb 10 (T): 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.

Feb 12 (R): **DUE TODAY: Dream layers project.**
PROJECT – Hybrid Monster project.
Advanced selection 2 – magnetic lasso, magic wand, and 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

Feb 17 (T): Color, fill, eyedropper, stroke, and gradient.
Continue working on your hybrid monster project.

Feb 19 (R): **DUE TODAY: Hybrid Monster**
Intro to type tool.
PROJECT –Batwords!

WEEK SIX

Feb 24 (T): Burn, dodge, and sponge tools. Blur, sharpen, and smudge tools **(5)**.
Continue working on your Batwords.

Feb 26 (R): **DUE TODAY: Batwords.**
Liquify exercise – transform a celebrity portrait.
Basic filters – sharpen, blur, and noise **(6)**. Experiment with distort and artistic filters **(7)**.
Explore the Liquify tool on a photo of your own choosing.

WEEK SEVEN

Mar 3 (T): Clone tool.
– **Exercise** –
* Work on the three images to add and remove elements detailed in each filename **(9)**.
– **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.

Mar 5 (R): Use various selection tools and LAYER MASKS to move the two cars and streetlight to the Frozen Jello image. Resize and rotate the two cars and streetlights **(8)**.

WEEK EIGHT

Mar 10 (T): **PROJECT** – 48-frame abstract animation.

Mar 12 (R): Continue working on your animation project.

WEEK NINE

Mar 24 (T): **DUE TODAY: 48-frame abstract animation.**
PROJECT – Colorizing a black and white photo.

Mar 26 (R): Continue working on your b/w colorization photo.

WEEK TEN

Mar 31 (T): **DUE TODAY: B/W photo colorization**
Introduction to Adobe Illustrator – geometric shapes (rectangle, circle, etc.), paths, selections, and object tools.
– **Illustrator 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.

Apr 2 (R): – **Illustrator Exercise** –
* 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 - Monsters.

WEEK ELEVEN

Apr 7 (T): Continue working on your Monsters project.
Intro to Adobe Illustrator Filters.

Apr 9 (R): **DUE TODAY: Monsters.**
Text on a path.
– **Illustrator Exercise** –
* Taking advantage of *Text on a Path*, create an underwater scene with words representing various sea elements. E.g. “Seaweed” can be repeated numerous times on differently shaped lines, “Bubble” can be fitted into transparent circles, the word “Fish” can be manipulated so it resembles a fish, etc.

WEEK TWELVE

Apr 14 (T): **PROJECT** – Fleet of robots

Apr 16 (R): 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 THIRTEEN

Apr 21 (T): **DUE TODAY** - Fleet of Robots.
PROJECT – Photo retouching **(10)**.

PROJECT – Self-portrait using Adobe Illustrator.
Continue working on self-portrait and photo retouching.

Apr 23 (R): Continue working on self-portrait and photo retouching.

WEEK FOURTEEN

Apr 28 (T): Continue working on self-portrait and photo retouching.

Apr 30 (R): Continue working on self-portrait and photo retouching.

WEEK FIFTEEN

May 5 (T): **DUE TODAY** – Self-portrait.
DUE TODAY – Photo retouching.
EXAM REVIEW

WEEK SIXTEEN

May 11-14: **Examination week. Exam is at 10.15am, Thursday May 14, and lasts 90 minutes.**