CSAT 2310: INTRO TO DIGITAL IMAGING
FA 2302: INTRO TO DIGITAL DESIGN

12.30-1.45pm, Monday and Wednesday | August 22 – December 9, 2016 | Room BAB 303, SRSU
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Office Hours: MW 8.25-9.55am   TR 8.25-9.25am, 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. Finally, you will expand your knowledge of various art historical movements from which you can develop an appreciation, find inspiration, and borrow visual ideas.

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 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
- Explore ten different art movements and historic social responsibility posters, which will give you an appreciation of different art styles and different ways of communication messages and ideas.

Grading and Evaluation
You will be graded on exercises, attendance and participation in discussions and critiques, homework projects, and a final project. Details on how a project is graded are included in each project description. No extra-credit projects will be offered, so it is in your interest to submit work by the deadline.

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 Group Project : 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.

Tobacco Products
Tobacco products of any kind and e-cigarettes are not permitted in the classroom.

Email
You are expected to check your email account EVERY day. This is the account that is registered at Blackboard, and is usually your Sul Ross email account.

Software Availability
Besides access to the software in BAB 302-303, you can find Photoshop and Illustrator in FAB 207 and the computer lab in the ACR building. The second floor of the SRSU library has copies of Photoshop too.

Provided you have your own computer, a fully-working 30-day trial version of Photoshop and Illustrator can be downloaded from Adobe. Files created on the Mac version of Photoshop will work on a PC.

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 for that day.**

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. You may be also asked to leave the class and will be marked absent for that day.**

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.

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.

SLOs

3d. Students with a concentration in Digital Art will be able to demonstrate knowledge and familiarity of digital image creation and knowledge of professional practices in digital art.

  a. Demonstrate the ability to produce a cohesive professional thematic capstone project which is well crafted and has a defined technique or personal style.
  b. Demonstrate technical mastery of digital skills as they apply to the selected media.
  c. Ability to produce a professional portfolio that meet current industry standards.
  d. Ability to work in a timely manner.

COURSE SCHEDULE
Please note that this syllabus is subject to change.

WEEK ONE

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

Aug 24 (W):   **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.
               * Image formats, color modes, and sizes.
               * Layers – creation, deletion, duplication, opacity, hierarchy, blend mode, background layer.
               * Work on your Letterforms project.

WEEK TWO

Aug 29 (M):   * Work on your Letterforms project.

Aug 31 (W):   * Basic image adjustments – levels, hue/saturation, color balance, posterize, shadows/highlights, transform tool. (*01 – Basic Image Adjustments*)
               * Work on your Letterforms project.

WEEK THREE

Sept 5 (M):   --- LABOR DAY ---

Sept 7 (W):   **DUE TODAY: Letterforms project due at beginning of class**.
               * Toolbar intro – hand tool, magnify, marquee, lasso, cropping, perspective cropping, movement, cut and paste (*02 - Cropping and Basic Selections*).
               * Using the selection tools, choose parts of the supermarket shelf images to create an interesting pattern.
               * **Optional Assignment** – Get hold of an old, damaged photo you would like to repair later in the semester.

WEEK FOUR

Sept 12 (M):   * Pencil, brush, airbrush, eraser. Advanced selection #1 – paths (*03 - Advanced Selection 1*).
– **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.
***PROJECT –** Layers of Art History.

Sept 14 (W):   * Advanced selection #2 – magnetic lasso, magic wand, and feathering.
* Work on your Layers of Art History project.

WEEK FIVE

Sept 19 (M):   * Work on your Layers of Art History project.

Sept 21 (W):   **DUE TODAY - Layers of Art History layers.**
* Color, fill, eyedropper, stroke, and gradient.
PROJECT – Hybrid Monster project.

WEEK SIX

Sept 26 (M):   * Continue working on your hybrid monster project.

Sept 28 (W):   Burn, dodge, and sponge tools. Blur, sharpen, and smudge tools (*04 – Burn and Dodge*).
* Continue working on your hybrid monster project.

WEEK SEVEN

Oct 3 (M):   **DUE TODAY - Hybrid Monster**
– **Exercise** –
* Work on the three images to add and remove elements detailed in each filename *(06 – Clone Stamp)*.
PROJECT – Photo repair (*07 – Repair*).

Oct 5 (W):   Continue working on your photo repair.

WEEK EIGHT

Oct 10 (M):   **DUE TODAY: Photo repair.**
PROJECT – Colorizing a black and white photo and adding a modern object.

Oct 12 (W):   Continue working on colorizing a black and white photo and adding a modern object

<div align="center">WEEK NINE</div>

Oct 17 (M): **DUE TODAY: Colorizing a black and white photo and adding a modern object**
* Introduction to Adobe Illustrator – geometric shapes (rectangle, circle, etc.), paths, selections, and object tools. PATHFINDER.
– Illustrator Exercise –
* Arrow exercise. Draw 15 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.

Oct 19 (W): **PROJECT –** Floor Plan Designs

<div align="center">WEEK TEN</div>

Oct 24 (M): Continue working on your Floor Plan Designs.

Oct 26 (W): **DUE TODAY: Floor Plan Designs**
PROJECT – Campus Map/self portrait

<div align="center">WEEK ELEVEN</div>

Oct 31 (M): Continue working your Campus Maps OR Self Portraits

Nov 2 (W): Continue working your Campus Maps OR Self Portraits

<div align="center">WEEK TWELVE</div>

Nov 7 (M): **DUE TODAY:** Campus Maps OR Self Portraits
PROJECT – Soda Can Design

Nov 9 (W): Continue working on Soda Can Design
Note: *Friday November 11 is the last day to withdraw from the University or to drop courses with grade of "W" (16 week term). Drops must be processed and in the Registrar's Office by 4 p.m.*

<div align="center">WEEK THIRTEEN</div>

Nov 14 (M): Continue working on Soda Can Design

Nov 16 (W): **DUE TODAY - Soda Can Design**
Final Group Project

<div align="center">WEEK FOURTEEN</div>

Nov 21 (M):   Final Group Project

Nov 23-25:   --- THANKSGIVING BREAK ---

<div align="center">WEEK FIFTEEN</div>

Nov 28 (M):   Final Group Project

Nov 30 (W):   Final Group Project
                FINAL DAY OF CLASSES

<div align="center">WEEK SIXTEEN</div>

Dec 6 (T):   **Exam is from 12.30-230pm. Present your group project to the class.**

PROJECT DETAILS

Project #1: Letterforms

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

- Build your 26-letters out of objects that share a common theme. For instance, dried white rice, items you would normally find in a garage, candy, etc.
- Contrast is important to making this work. For example, if you make your letters from white rice, then photograph them on a dark background (dark blue, black, dark red, etc.).
- Photograph your elements under **good lighting**. Make sure your photographs are legible and have no blur or camera shake. Good lighting will help eliminate camera shake.
- Transfer your photographs to the computer via your camera's cable or email. DO THIS BEFORE YOU COME TO CLASS!

Note that the following will be demonstrated in class:

- Crop each letter so that unnecessary background information is removed. Save each image under its name – e.g. A.jpg, B.jpg, C.jpg, D.jpeg. Etc.
- Use a combination of the magic wand and quick mask mode to remove the background.
- 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*]." To do this you must PLACE *(File>Place Linked...)* each letter onto the page and then resize it using the free transform page *(Edit>Free Transform)*. Be sure to hold down the SHIFT key when resizing – any letters that are distorted will cause you to lose points.
- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-letters.psd**
- When you completely finish, export your design as a jpeg *(File>Save As...* and near the bottom of the dialog box, *Save as Type > Jpeg)*: **LASTNAME-FIRSTNAME-letters.jpg**

Grading

You will be graded from 0-100% on this project. Grade breakdown:

- Spell out the **entire sentence** and your **name.** Ensure your letters are well formed and resemble the letter they are mean to represent. (50%)
- Ensure your letters share a common theme (10%)
- Do not photograph your letterforms under poor lighting, unless you use something that specifically requires darkness, such as neon (10%)
- Ensure your photographs are legible (10%)
- Background removal (20%)

Submit the work no later than the start of class, the day of the deadline.

Project #2: Layers of Art History

Find examples of paintings from the following art movements and build a collage using elements from each painting you find. You only need to use SEVEN of the art movements. Even though you will use a variety of painted styles, you must use composition to make the image work as a strong design. You must have a minimum of **7 layers**.

Project Details

- Create a CYMK, 300-dpi, 8"x8" document in Photoshop.
- Choose one painting for each of the following styles and save them to your personal space. This link will give you more information on each of the styles mentioned below - https://en.wikipedia.org/wiki/Art_movement - and this link will give you some sources for your imagery - http://www.wikiart.org/

1. Art Deco
2. Renaissance
3. Impressionism
4. German Expressionism
5. Art Nouveau
6. Neoclassicism
7. Pop Art
8. Social Realism
9. Surrealism
10. Photorealism

- Separate interesting elements from each of your saved paintings. Begin with a background from one of your images and build from there. With this kind of collage, an important idea is that of an *anchor image*, which is one main image that the others are visually connected to.
- Begin experimenting with various blending modes. The takeaway from this project is understanding how blending modes can affect images underneath, how to successfully remove parts of an image and combine them with another, and to introduce you to a range of art movements.
- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-art.psd**
- When you completely finish, export your design as a jpeg (*File>Save As...* and near the bottom of the dialog box, *Save as Type > Jpeg*): **LASTNAME-FIRSTNAME-art.jpg**

Grading
You will be graded from 0-100% on this project. Grade breakdown:

- Ensure your illustration has 10 layers (25%)
- Remove the backgrounds on each object carefully (25%)
- Composition (25%)
- Effort and creativity (25%)

Submit the work no later than the start of class, the day of the deadline

Project #3: Hybrid Monster

Use Photoshop's selection tools to build a monster from EIGHT selections of animal photographs, and place onto an interesting background.

N.B. – your images must be copyright free. Search for images in the "Creative Commons" or visit http://goo.gl/742DyW

Project Details
- Search for clear, well-lit, COPYRIGHT FREE animal photos on the Internet. Save them to a folder on your personal space.
- Set up a letter-sized CYMK color 300dpi document and save it using the following file structure: **LASTNAME-FIRSTNAME-hybrid.psd**
- Using the selection tools, copy various parts of your animals to your page.
- 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.
- Blend each animal body part together so that the animal appendages all look like they belong to the one creature. A soft eraser is a great way to do this. Ensure that each animal part overlaps in order to achieve a smooth transition from animal bit to animal bit.
- Your monster should be made up from at least eight animal parts. When you are happy your monsters, add an interesting background.
- When you completely finish, export your design as a jpeg (*File>Save As...* and near the bottom of the dialog box, *Save as Type > Jpeg*): **LASTNAME-FIRSTNAME-monster.jpg**

Grading
You will be graded from 0-100% on this project. Grade breakdown:

- Ensure each part of the animal is blended and looks like it's part of the overall monster (40%).
- Effort and creativity (30%)
- Include at least eight animal parts (20%).
- DO NOT use illustrations or paintings – you only want photographs. (5%).
- Add an interesting background (5%).

Submit the work no later than the start of class, the day of the deadline.

Project #4: Photo Repair
Repair three of the photos in folder 10. One of these may be a personal photo you wish to repair.

Project Details
- Open each Photoshop image and immediately DUPLICATE the photo layer. Doing so allows you to compare the original to your retouch layer.
- The clone stamp tool can help repair parts of your photo but remember that it duplicates exactly. Therefore, sample regularly from different areas (hold down ALT to resample).
- The spot healing brush (J) is also a great way to repair images. Remember to regularity hold down ALT to resample.

Grading
You will be graded from 0-100% on this project. Grade breakdown:

- Repair carefully to ensure each photo is as seamlessly repaired as possible. Each photo will be graded up to 33⅓%.
- Points will be deducted for
  1. Sloppiness (up to 20%)
  2. Repeating repair patterns (up to -13⅓%)

Project #5: Colorizing a black and white photo and adding a modern object
Add a modern object to a historic, black and white image, and then add color to the most of the image.

Project Details
- Choose a relatively complex historic black and white image to colorize. One good source is http://www.archives.gov/research/alic/reference/photography.html. Open your selected image in Photoshop and immediately save it as Photoshop file using the following format: **LASTNAME-FIRSTNAME-bw.psd**
- Find an anachronistic item and add it to the photo. For example, a jumbo-jet to a photo from the 1880s.
- To color each layer do the following:
  ○ Add a new layer and rename it with the name of the color you're using
  ○ Choose a soft brush with the FLOW turned down to about 20%
  ○ Paint the area you want affected
  ○ Change that layer's blending property to "multiply" so that the photo below shows through

- When you complete your colorization, save the file as a JPEG using the following format: LASTNAME-FIRSTNAME-bw.jpg

Grading
You will be graded from 0-100% on this project. Grade breakdown:

- Color at least 80% of the image (10%)
- Have at least eight separately colored layers (80%).
- Carefully add an anachronistic element so that it seems to be part of the environment (10%)

Submit the work no later than the start of class, the day of the deadline.

Project #6: Floor Plan Rendering
Use Adobe Illustrator to render a floor plan.

Project Requirements
- You have two files to work with *"Residence Halls Floor Plan"* and *"Fletcher Hall Floor Plan"*. DO NOT OPEN THEM DIRECTLY IN ILLUSTRATOR. Instead, bring them into Illustrator through the following method:
  ○ Create a new letter-sized document. *"Residence Halls Floor Plan"* should be portrait, and the other image file can be either portrait or landscape.
  ○ To import an image file, use *File > Place* and then navigate to the file.
  ○ The image is now linked to your Illustrator file. Embed your image so that you don't need to keep track of the image files: *File > Save as…* and in the options screen checkmark "*Include Linked Files*"
- Lock the image file into its own layer you just placed so that your reference does not move:
  ○ Choose *Windows > Layers*
  ○ Double click on the grey space next to the layer name to pull up the options.
  ○ Select Template and click OK.
- Begin designing using lines, shapes, patterns, and fills. Be as accurate as you can. *"Residence Halls Floor Plan"* is fairly accurate whereas *"Fletcher Hall Floor Plan"* leans to the right so try to correct this.
- Remember that you can force tools into 45-degree angles by holding down the SHIFT key.

Grading
This project is pass/fail.

Submit the work no later than the start of class, the day of the deadline.

Project #7: Campus Map OR Self Portrait

CAMPUS MAP - Use Adobe Illustrator to draw a map of Sul Ross, highlighting the buildings you have classes in, and your paths to each building.

Project Requirements
- Campus maps do exist but your job is to improve them. You can use either an existing map, or try designing your own using a service like Google Maps.
- Your map MUST be easy to read. Use color intelligently. Consider line use – buildings might have thicker strokes than other objects. Your path should be easy to read, as should all other available paths.
- Each building must be fairly recognizable, and have a label explaining its name.

Grading

You will be graded from 0-100% on this project. Grade breakdown:

- Illustrations of all SRSU buildings (40%).
- Labels for each building (10%).
- Path you take to each of your classes (10%)
- Creativity and effort (40%).

Submit the work no later than the start of class, the day of the deadline.

SELF PORTRAIT - Use Adobe Illustrator to draw a trace a photo of yourself.

Project Requirements
- To create an effective portrait you MUST use a high-resolution photo. Saving a photo from Facebook, for instance, will result in a small image that will be too difficult to work with. Take a photo using a cell phone or SLR camera.
- The more detail you put into your image, the better your image will read.

Grading

You will be graded from 0-100% on this project. Grade breakdown:

- Creativity and effort (100%).

Submit the work no later than the start of class, the day of the deadline.

Project #8: Soda Can Design

Work with a partner in class to create the packaging for one flavor of soda.

STYLE: Value (budget) / Retro / Organic / Traditional
FLAVORS: Watermelon / Chocolate / Blueberry / Lemon-lime / Apple-pear
TEXT: Quench / [bar code] / Ingredients / US Nutritional Facts (take from an existing can of soda)

Project Requirements
- Research is essential for this project. Look at existing and historic examples of soda can design to get ideas.
- Sketch out your ideas on paper first. Do you want flourishes? Bubbles? Swooshes?
- You may find a combination of Photoshop and Illustrator are best for this project. Your soda can will measure 8.27- x 4.13-inches. Remember to add a gluable flap so that the design can be attached to a can.
- How will you display the name of the soda, Quench? Remember that you also need the flavor of the soda somewhere on the design.
- Think about visual representation of the flavor? What colors represent them? What imagery can you use?
- Find space for the Nutritional Facts label.
- Finally, remember that your design needs to be circular – what is on the left edge needs to continue on the right.

Grading

You will be graded from 0-100% on this project. Grade breakdown:

- All textual elements for (soda name, soda flavor (10%).
- Circularity of design (10%).
- Visual representation of flavor (30%)
- Creativity and effort (40%).

Submit the work no later than the start of class, the day of the deadline.

#9: Final Group Project

Working with a partner in class, create four detailed spreads for a Brothers Grimm tale. You may work on a non-Grimm story but MUST consult with me beforehand.

Project Requirements
- Once decided on a story, do a series of four rough sketches to plan out composition and where all the elements in your story will go.
- Your format is a spread measuring 20" x 10". If you wish to use another format please talk to me first.
- Your artwork can be created in Photoshop and/or Illustrator.
- All of the imagery must be created by you, or taken from Creative Commons sources.
- Here are some suggested illustration styles:
    - Hand drawn art, colored in Photoshop (e.g. Oliver Kugler)
    - Geometric designs created in Illustrator (e.g. Bob Staake, or David & Brooke Condolora (from the computer game Burley Men at Sea)
    - Photographic collage (e.g. Terry Gilliam's Monty Python animations)
- Text is not required for this project but you may leave space so that it can be added later.

Teamwork
This project requires you to work with another student in the class. At the end of the project you will submit the following report about your partner:
- Did your partner meet you on time for pre-arranged meetings? (2.5%)
- Do you feel your partner helped you complete the project? (2.5%)
- Was your partner's work delivered to you on time? (2.5%)
- Did your partner offer good ideas for this project? (2.5%)

Grading
You will be graded from 0-100% on this project. Grade breakdown:

- Four illustrated spreads (45%).
- Effort and Creativity (45%)
- Teamwork report (10%)

Submit the work no later than the start of class, the day of the deadline.