

CSAT 2310: INTRO TO DIGITAL IMAGING

FA 2302: INTRO TO DIGITAL DESIGN

11am - 12.15pm, Tuesday and Thursday | Jan – May, 2021 | Room TBA, SRSU

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Office Hours phone number: (432) 294-2182

Office Hours schedule (*phone calls, only*): MW: 1.30-1.55pm TR: 9-9.25am, and by appointment

***** Please note that, due to the threat of COVID-19, class and office hours will be held online *****

Zoom Meeting Link

A Zoom meeting that meets 11am-12.15pm, Tuesdays and Thursdays, can be found here:

<https://SulRoss.zoom.us/j/97011397727>

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 when working 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 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. 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%

Final Examinations

You must turn up to the final examination. If you do not, your overall class grade will drop an entire letter.

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 flash-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 flash-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 7-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, and vice-versa.

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. Note that one absence is 50-minutes. 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.**

Please note that an absence is 50-minutes, not one class period. 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 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

1. Students will expressively communicate an original idea or concept visually through an original artwork.
- 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.

Marketable Skills

1. Solving problems through critical thinking.
2. Creating ideas with independence of thought.
3. Communicating professionally through written and spoken presentation.

Exam

Missing the exam at the end of the semester will result in your final score dropping an entire letter grade for the class.

COURSE SCHEDULE

Please note that this syllabus is subject to change.

DATE	IN CLASS	FOR NEXT CLASS
Jan 12 (T)	* Class introduction and syllabus overview * PROJECT – Real life letterforms typeface	Come to next class with 26 photographed letterforms on a flash-drive

Jan 14 (R)	<p>DUE TODAY: 26 photographed letterforms on portable media.</p> <p>* Download the <i>Photoshop Demo Images</i> zip file from sulross.blackboard.com and save it to your personal space. Remember to unzip the files before using them.</p> <p>* Image formats, color modes, and sizes.</p> <p>* Toolbar intro – hand tool, magnify, marquee, lasso, cropping, perspective cropping, movement, cut and paste</p> <p>* Layers – creation, deletion, duplication, opacity, hierarchy, blend mode, background layer.</p>	
Jan 19 (T)	Work on your Letterforms project	
Jan 21 (R)	<p>* Image adjustments pt. i – adjustment layers, color balance, shadows/highlights, transform tool (<i>01 – Adjustments</i>)</p> <p>Work on your Letterforms project</p>	
Jan 26 (T)	<p>* PROJECT – Peter Blake collage</p> <p>* Work on your Letterforms project.</p> <p>* Continue working on your Peter Blake collage.</p>	
Jan 28 (R)	<p>DUE TODAY: Letterforms project due at beginning of class.</p> <p>* Continue working on your Peter Blake collage.</p>	
Feb 2 (T)	<p>* Image adjustments pt. ii – Auto-stitch, camera RAW (<i>01 – Adjustments</i>)</p> <p>Adobe Bridge (<i>02 – Bridge</i>)</p> <p>* Continue working on your Peter Blake collage.</p>	
Feb 4 (R)	<p>* Using the pen tool and color replacement tool on wine glasses (<i>03 – Removal</i>)</p> <p>* Complex background removal (magic wand, quick mask, selection tool)</p> <p>* Optional Assignment – Get hold of an old, damaged photo you would like to repair later in the semester.</p> <p>* Continue working on your Peter Blake collage</p>	
Feb 9 (T)	<p>DUE TODAY: Peter Blake collage</p> <p>* Pencil, brush, eraser, color, fill, eyedropper, stroke, and gradient.</p> <p>* PROJECT – Hybrid Monster project</p>	
Feb 11 (R)	<p>* Continue working on your hybrid monster project.</p> <p>Burn, dodge, sponge, blur, sharpen, smudge, and mixer brush tools (<i>04 – Photography</i>)</p> <p>* Continue working on your hybrid monster project.</p>	

Feb 16 (T)	DUE TODAY - Hybrid Monster – Clone Stamp Exercise – * Work on the three images to add and remove elements detailed in each filename (05 – Clone Stamp)	
Feb 18 (R)	* Photo repair (06 – Repair)	
Feb 23 (T)	Black and white adjustments, hue/saturation, exploration of filters including blur and noise PROJECT – Colorizing a black and white photo and adding a modern object.	
Feb 25 (R)	Cropping and perspective cropping (08 – Crop) Continue working on colorizing a black and white photo	
Mar 2 (T)	Continue working on colorizing a black and white photo	
Mar 4 (R)	DUE TODAY: Colorizing a black and white photo and adding a modern object * Introduction to Adobe Illustrator – geometric shapes, pen tool, stroke and fill, movement, grouping, ungrouping, layers <i>Exercise:</i> recreating a WPA poster PROJECT – Create your own WPA-style poster	
Mar 8-12	--- SPRING BREAK ---	
Mar 16 (T)	Illustrator – pathfinder, alignment, textures, blend tool Continue working on your WPA poster	
Mar 18 (R)	Illustrator – text, 3d options Continue working on your WPA poster	
Mar 23 (T)	Continue working on your WPA poster	
Mar 25 (R)	DUE TODAY: WPA poster PROJECT – Soda Can Design	
Mar 30 (T)	Continue working on your Soda Can Design	
Apr 1 (R)	Continue working on Soda Can Design. Project – Don't Forget Your... poster <i>N.B. April 1 is the last day to withdraw from the 16-week course/term with a grade of 'W'. Drops must be processed and in the Registrar's Office by 4 p.m.</i>	
Apr 6 (T)	Continue working on Don't Forget poster	
Apr 8 (R)	DUE TODAY: Soda Can Design Continue working on Don't Forget poster	
Apr 13 (T)	Continue working on Don't Forget poster	
Apr 15 (R)	DUE TODAY: Don't Forget Your... poster Final Project	
Apr 20 (T)	Final Project	
Apr 22 (R)	Final Project	
Apr 27 (T)	Final Project	

Monday, May 3 10.15am- 12.15pm	Your work is due at 9pm, the day BEFORE the exam. For the exam you will show your final project to the class. If you miss the exam, your class grade will drop a letter grade .	
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RESOURCES AND NOTES

- Email me if you have any questions about the software outside of class (and ask as many times as you need during class!)
- YouTube.com can be a great resource for learning.
- CURVES
Adjust light and darks, reset, place points, S-Curves, Lockdown Curves (add **two** points to either side of a curve), single channel adjustment: <https://photoshopcafe.com/tutorials/curves/photoshop-curves.htm>
- COMPLEX BACKGROUND REMOVAL
<https://photoshopcafe.com/tutorials/masking/masking.htm>

PROJECT DETAILS

Project #1: Letterforms

THE QUICK BROWN
FOX JUMPS OVER
THE LAZY DOG.
BY
ALLISON SMITH



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.
- Make sure the background you photograph on is as simple and plain as possible. Putting your letters onto a textured background such as a lawn will make your background removal much more difficult than a blank sheet of paper.
- 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

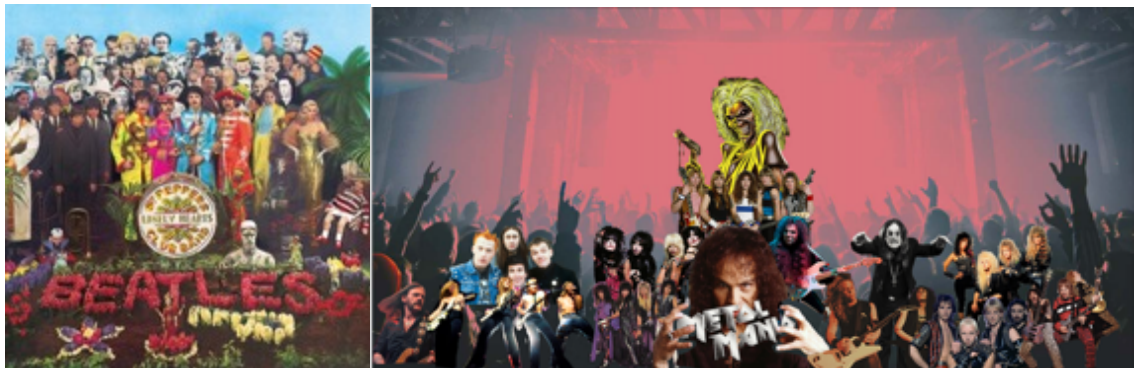
You will be graded from 0-100% on this project. Grade breakdown:

- Spell out the **entire sentence** and your **name**. Ensure your letters are well formed and resemble the letter they are meant 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: Peter Blake Collage poster

Taking inspiration from Peter Blake’s album artwork for The Beatle’s *Sgt. Pepper’s Lonely Hearts Club Band*, create your own version that celebrates something you like or admire. For example, athletes, musicians, video-game characters, scientists, etc.



Heath Hammock

Project Details

- **RESEARCH** – Begin by finding high-resolution images of your subjects and save them to a folder. Each image should measure in the 1000s of pixels, not 100s. You must have a minimum of 16 people.
- **CLEAN** – Remove the background from each figure using techniques such as the pen tool, magic wand, quick mask, etc.
- **COLOR** – Consider making some of your figures greyscale – *Image > Adjustments > Black and White* – and monochromatic – *Image > Adjustments > Hue Saturation > Colorize*
- **SET UP** – Your document should measure 8.5- x 11-inches at 300 dpi and be in RGB color format.
- **BACKGROUND** – Find an interesting, but not too busy, background onto which to place your figures.
- Choose a typeface that suits your subject matter and type a title that complements the imagery. There are built in typefaces, or you can use Adobe TypeKit.

- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-poster.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-poster.jpg**

Grading

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

- Minimum of 16 figures carefully extracted from their backgrounds (40%)
- Headline text (10%)
- Composition (20%)
- Effort and creativity (30%)

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

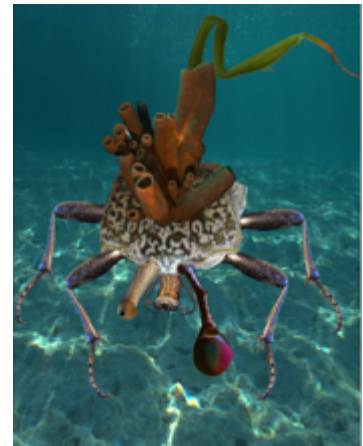
Project #3: Hybrid Monster

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”.

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 CMYK color 300dpi document and save it using the following file structure: **LASTNAME-FIRSTNAME-monster.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**



Damien Graham

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%).

Project #4: Colorizing a black and white photo, plus 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.. 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



Noah Reyes

Grading

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

- Color at least 80% of the image (40%)
- Have at least eight separately colored layers (40%).
- Carefully add an anachronistic element so that it seems to be part of the environment (20%)

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

Project #5: WPA-style Poster

Having explored WPA posters you will create your own version that advertises a landmark in Alpine, Fort Davis, Marathon, or Marfa.

Project Details

- Study existing WPA posters to understand the shapes, textures, placement of type, and limited color palettes.
- You can work with a drawing or photos (Google Streetview can be useful) and build from there. Remember that you do not have to copy an image exactly – stylization can result in a stronger design.
- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-wpa.ai**
- When you completely finish, export your design as a PNG (*File>Export>Export As...*) and make sure that *Use Artboards* is checked.



Ryan Hallmark

Grading

This project is graded from 0 to 100%:

- Creativity and effort – 60%
- Composition – 20%
- Similarity to WPA style – 20%

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

Project #6: Soda Can Design

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 glueable 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.



Kendra Miller

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.

Project #7: Don't forget your poster

Use Photoshop to simplify twelve objects and then create a poster using them in Adobe Illustrator



While the light is poor, this image can be easily cropped and color corrected in Photoshop

Project Details

PHOTOSHOP

- IMAGERY - Find twelve objects with a common theme and photograph them on a plain background with good lighting. For example, objects from an office or kitchen.
- EDIT – Crop then edit the color of each image.
- BACKGROUND – Remove the background.
- SAVING – Save as a PNG or PSD, otherwise you’ll lose your background transparency.

ILLUSTRATOR

- Begin assembling your images in Adobe Illustrator. Play with multiple sizes – have one large anchor images and build everything else off. Use alignment to make an overall rectangle.
- Add the following text: “Don’t Forget Your...”. Find a typeface and color that works.
- Consider background texture.
- While working, save your design using the following file structure:
LASTNAME-FIRSTNAME-forget.ai
- When you completely finish, export your design as a JPEG or PNG (*File>Export As...* and near the bottom of the dialog box, *Save as Type > Jpeg*): **LASTNAME-FIRSTNAME-forget.jpg**



Ryan Hallmark

Grading

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

- Layout and composition – 40%
- Quality of imagery (lighting, background removal, etc.) – 40%
- Effort and creativity – 20%

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

#8: Final Project

Image #1 from Grimm's fairy tale (e.g. beginning)

Image #2 from Grimm's fairy tale (e.g. middle 01)

Image #3 from Grimm's fairy tale (e.g. middle 02)

Image #4 from Grimm's fairy tale (e.g. end)

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, draw three rough sketches to plan out composition and where all the elements in your story will go. Feel free to use pen on lined paper if that’s all you have but
- 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 or Peter Blake)
- Text is not required for this project but you may leave space so that it can be added later.

Grading

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

- Four illustrated spreads (50%).
- Effort and Creativity (50%)

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

Artwork by Jason Sanchez, Kendra Miller, James Lewis,

