

Arts 54 INTRO GRAPHIC DES: DESIGN IMAGE
Course Syllabus

Instructor: Stacey Houghton
Office Hours: Mondays 3:30 - 4:30pm in AT101 and via Zoom Tuesdays 8-9pm
E-mail: houghtonstacey@fhda.edu
Start Date: January 6 2025
Course Credits: 4.0

Requisites: Advisory: English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273; Arts 53A.

COURSE DESCRIPTION This is an introductory course in the use of art and design software for the computer, with an emphasis on the digital imaging creative process and the computer as a tool used by artists and designers today. Software used are Adobe Photoshop and Adobe After Effects.

Student Learning Outcome Statements (SLO)

- Student Learning Outcome: Develop an awareness of graphic design software, new media tools, and digital imaging as an effective and important mode of graphic design visual communication used by artists and designers today.
- Student Learning Outcome: Demonstrate the creative potential of art and design software through directed laboratory exercises.

II. Course Objectives

- A. Demonstrate a knowledge of graphic design software and digital file operations: File and folder management; use of input and output devices to produce projects on digital and hard copy for evaluation; use of graphic design software for image making including fine art and design.
- B. Discuss the basic vocabulary of graphic design software, graphic design digital file formats and graphic art digital technology, and the changing role of artists and designers brought about by the use of digital technology.
- C. Demonstrate an understanding of art making as a process involving idea (planning, invention, technique), skill (craftsmanship, execution) and evaluation (critique).

Software

Photoshop, After Effects. Please email me if you can't afford the software.

TEXT

Handouts will be provided by the instructor. **Recommended Reads:** HOW, CMYK, Print, any CS manuals.

COMMUNICATION PROTOCOL:

For all course-related inquiries, please contact me via email at houghtonstacey@fhda.edu. I will typically respond within 24 hours, except on weekends. Graded assignments with needed feedback will be submitted via Canvas within a week of submission by instructor. Important announcements will be posted on the course Canvas page and may also be sent via email. I will hold weekly office hours via Zoom and can also meet with you via Zoom during other days/time. Please email to schedule.

ONLINE RESOURCES:

lynda.com, abduzeedo.com, behance.com, dafont.com, gettyimages.com, any online tuts.

CANVAS HELP: You can call 408.864.8969, or write to onlineeducation@deanza.edu. Here's the website for technical help: <https://www.deanza.edu/online-ed/help.html>

Final Grading Scale

- 100- 94 A
- 93.9- 90 A-
- 89.9- 87 B+
- 86.9- 84 B
- 83.9- 80 B-
- 79.9- 77 C+
- 76.9- 70 C
- 79.9- 77 C+
- 76.9- 70 C
- 69.9- 67 D+
- 66.9- 64 D
- 63.9- 61 D-
- 69- 61 D
- 60.9 F

Text: Supporting Texts and References

- Adobe Photoshop User Help: <https://helpx.adobe.com/photoshop/user-guide.html>
- “PHOTOSHOP: Absolute Beginners Guide To Mastering Photoshop And Creating World Class Photos (Step by Step Pictures, Adobe Photoshop, Digital Photography, Graphic Design)” by Andrew Mckinnon
- “Photoshop Workbook, The: Professional Retouching and Compositing Tips, Tricks, and Techniques” by Glyn Dewis
- “Photoshop CC: Visual QuickStart Guide” by Elaine Weinmann
- Elaine Weinmann, Peter Lourekas. “Photoshop CC: Visual QuickStart Guide (2015 release)”. Peachpit Press; 1 edition (September 21, 2015) ISBN-13: 978-0134308890
- Lisa Fridsma, Brie Gyncild “Adobe After Effects CC Classroom in a Book (2019 Release) “ Adobe Press; 1 edition (December 31, 2018) ISBN-13: 978-0135298640
- Andrew Faulkner, Conrad Chavez Adobe Photoshop CC Classroom in a Book (2019 Release) Adobe Press; 1 edition (December 6, 2018) ISBN-10: 0135261783
- Mark Christiansen “Adobe After Effects CC Visual Effects and Compositing Studio Techniques” Adobe Press; 1 edition (July 31, 2013) ISBN: 978-0321934697

Grading Policy and Criteria

Final Grade in course is based on the following:

Weekly assignments: 10 percent of grade, 1 points each week, due Sundays at 11:59pm.

Participation: 30 percent of grade, 3 points each week. 1 point for the work that is well done, and 2 points for responding to two classmates' work in a well thought out comment. You will have 7 days to create the work and post, 3 days after that 7 days to post your comments. You can always submit earlier.

Two Milestone Assignments: 20 percent total, 10 percent each milestone assignment. Milestone assignments will be due around week 4 and week 9.

MidTerm: 20 percent of grade. It will be due on week 7.

Final Project: 20 percent of your grade. It will be due at the end of the term.

Students who receive a letter grade below a B+ can request an opportunity to update their project. A higher grade will be given only if an improvement is displayed in the work. The updated project will not be given a grade higher than a B+. Only projects that are turned in on time can opt for a updated grade.

Weekly Projects and discussions: 50 percent of grade

EXERCISES AND PROJECTS:

Students will receive a handout and example for every project. Handouts will include a project outline, milestones, and due dates. All projects will be discussed, explained, and demonstrated in class. All projects will be concluded with a class critique where you will share your work with your peers.

ASSIGNMENT DUE DATE POLICY All due dates are announced in class. It is the student's responsibility to find out when assignments are due. Late work can be accepted with instructors consent. Late work will result in a lower grade determined by the severity of the delay.

Students must turn in work in the assigned server space, clearly labeled and organized.

Failure to do so may result in a zero grade. It is the students responsibility to insure projects are turned in.

*Pop quizzes are randomly assigned, and can not be completed outside of the given date. No exceptions.

COURSE REQUIREMENTS

- Students are expected to attend all classes and work for the entire class meeting.
- Students are expected to take adequate notes during lectures and demonstrations so that they may achieve their assignments successfully outside of class.
- Students may have to work on assignments and projects outside of class.

- Students are responsible for reviewing all online material, completing all quizzes and assignments, and participating in all critiques.
- Projects mockups and prints must be completed before the due date. Students will not be allowed to print projects during the class period in which they are due. Students are responsible for scheduling printing with timing in mind. Failing to produce such a deliverable will result in the loss of a letter grade.

Required Materials

1. QTY 1 Notebook: To take notes on lessons and your own hands-on experiences.
2. QTY 1 USB “flash” drives: Minimum of two 1 Gig drives. Cost estimate: \$10-\$30 each. Can be used on Mac and PC.

Lecture / Lab Policy:

- Store all work in your flash drive or in the documents folder.
- Backup your work. The lab is not responsible for any lost data.
- Cell phones are not allowed in class.
- No disruptive behavior such as youtube watching, video gaming, facebooking.
- Your time and use of my class / lab are for class graphic design purposes only.
- Only enrolled students are allowed in the lab.
- Report any technical issues to the instructor.
- Students are not allowed to come in with less than 15 minutes in a lab to print.
- If these are rules that cannot be honored by students I will request that you leave the open lab and not attend future lab time.

ACADEMIC INTEGRITY POLICY Students are expected to follow and adhere to the college’s academic integrity policy per the student handbook. This policy clarifies topics such as student responsibilities, dishonest, and plagiarism. All students should become familiar with this policy, which can be found at:

<http://www.deanza.edu/studenthandbook/academic-integrity.html>

STUDENT CODE OF CONDUCT AND DISRUPTIVE BEHAVIOR:

It is my goal to create a welcoming and inclusive environment. I expect students to respect one another and carry themselves in a professional manner. Any disruptive behavior will be not acceptable and will be addressed by the instructor and the department.

ADMINISTRATIVE POLICY 5510 Foothill and De Anza Colleges consider the following principles essential to their educational mission and community life:

Mutual respect between students, faculty and staff; Pursuit of studies with honesty and integrity; Respect for College and personal property; and Compliance with all rules and regulations.

For more information please visit: <http://www.deanza.edu/dsps/dish/appendix/conducts.html>

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In the pursuit of a positive work / study environment cell phones and music devices should be set to mute or turned off. Abusive language and behavior will not be tolerated and will result in disciplinary action, which may result in suspension or expulsion. The classroom and classroom resources are for academic purposes and should be limited to activities connected to the class. Personal work may be explored with the instructors permission.

DISABILITY SUPPORT PROGRAMS & SERVICES (DSP&S) Located in Student & Community Services Building, Room 141 Phone: 864-8753 • TTY: 864-8748

The Disability Support Programs and Services Division Includes four on- and off- campus programs offering a comprehensive array of accommodations, special classes and support services.

The mission of the Disability Support Programs and Services Division (formerly called the Special Education Division) is to ensure access to the college's curriculum, facilities and programs and to promote student success in realizing individual educational and vocational goals.

www.deanza.edu/dsps

Weekly Discussions/Assignments

Week 1	Intro to course and Photoshop as a program and its tools
Week 2	Image File types, Pixels vs Vector, Photoshop Shortcuts, Tools continued
Week 3	No in class meeting holiday - More about Photoshop Layers, eraser tool, discussion of Milestone Project (poster)
Week 4	Adjustment layers, simple photo corrections. Follow up to milestone project, create a digital punk poster.
Week 5	Masking, demo (a complex composition)
Week 6	Masking and continue with demo on a more complex composition, midterm is due
Week 7	No in class meeting holiday
Week 8	Compositing
Week 9	Photoshop filters, smart layers Milestone 2 is due, Photoshop final is introduced
Week 10	Compositing and Shooting for your compositions
Week 11	Photoshop tips and tricks for Final Project
Week 12	Finals Week - Monday March 24th at 11:30am-1:30pm