

The essential element in the art and design professions is creative thinking. Imagery communicates ideas and information but also must challenge and stimulate us. Imagery that directs us into new ways of thinking reflects the creative spirit. New technologies, such as computing, are valuable for artists and designers and must be absorbed by them in order to be used intuitively in the creative process. To integrate computers in these fields it is essential to push the boundaries of traditional image making techniques and to open up new avenues, new directions, for creating images and designs. In this process, the focus is not on the technology itself, but how we use the technology in the creative process. Whether we are developing programs for the computer or using existing software, it is critical to gain an understanding of the process of computing and to develop new ways of using computers to create imagery that is different from the imagery created with other media. Innovative imagery reflects the uniqueness of computing in the art and design professions.

Course Description

This course designed for graphic artists and photographers, covers basic instruction in the operation of digital imaging software and hardware for the electronic production of photographic imagery, composites and collages. Instruction will include basic training on Macintosh computers using Adobe Photoshop software, film and flatbed scanners, black and white and color printers.

Measurable Course Objectives

- Operate film and flatbed scanners to create digitized versions of flat artwork and photographs.
- Manipulate image brightness, contrast, color balance and color intensity in order to optimize the quality of the scanned images while working on in-class laboratory assignments.
- Demonstrate an ability to use all of the tools in the Adobe PhotoShop toolbox by completing class assignments and successfully responding to questions on written examinations.
- Develop knowledge of how to control image size and resolution during the successful completion of in-class problem solving exercises.
- Manage file sizes by applying the principles of pixel dimension and color depth during their completion of homework assignments.
- Resample and rescale digitized images while completing photographic and design assignments that demonstrate their ability to manipulate computer generated images.
- Work with image modes (grayscale, RGB, CMYK, etc and different file formats (JPEG, GIF, TIFF, EPS) to gain experience producing images for different output purposes.
- Cut and paste and use composite controls to create a number of required composite computer generated images.
- Output their completed class assignments on desktop printers, and write their files to various types of external storage devices so that they can be evaluated by the instructor.
- Successfully pass various objective tests that are designed to test their knowledge of Adobe PhotoShop software, scanners, and printers.
- Use filters to create special effects in their artwork.
- Combine type created in Adobe Illustrator with their PhotoShop files to learn how to share files between postscript and bitmapped computer applications.

Attendance and Grading

Regular attendance for this course is essential. All assignments must be turned in on the due date unless change is verified by instructor. A one grade deduction will given all major projects turned in after the due date for each class meeting, beyond the due date. There are two types of graded projects; class assignments, and major projects. Class assignments are learning experiences and are assigned as lab work. Major projects involve multiple learning experiences and are assigned as lab and outside class work. All assignments and projects will be graded on punctuality, accuracy, neatness, and design interpretation. Final grades will be based on the compilation of class assignment points, major project points, quiz grades, attendance, and participation in class activities. There will be five assignments worth 10 points each, five projects worth 20 points each and a final project worth 50 points. Total of 200 points.

Awareness & Preparation

Part of the college experience is accepting responsible for ones self; therefore, using lecture information and software applications, students will apply learned strategies to create and produce finished art work suitable for portfolio showing. As your instructor I am here to facilitate your learning. You must attend class and do the required work to gain the knowledge and skills to become employable. Approximately two hours lab work per week is desirable to complete assignments and to build software skills.

Recommended Reading

Trade Publications, Books on the History of Photography, Graphic Communications Books, CA Magazine, Print Magazine, Quick Start Books. Reference books will be available for use in the classroom. The campus library is a good source for more on Graphic Design, Typography, and Imaging.

Supplies

Notebook for handouts; CDR/RW's; Flash storage

Date	Lecture	Lab	Assignment
September 6	Basics	Class introduction & overview	Getting to Know the Work Area
September 11	Image Techniques	Assignment 1; work on assignment	Review
September 13	Type	Project 1 - Relationship of Letters	Using the File Browser
September 14	Wolfgang Weingart	Vector graphic design tools	Review
September 18	Origins of Print	Work on project 1	Basic Photo Corrections
September 20	Thumbnails	Graphic Design Overview, Roots	Review
September 25	Audience	Critique projects	Working with Selections
September 27	Gestalt	Project 2 - Patterns & Textures	Layer Basics
October 2	Hockney	Assignment 2; work on assignment	Masks & Channels
October 4	Warhol	Raster graphic design tools	Review
October 9	Methods	Work on project 2	Retouching & Repairing
October 11	Victorian Age	Critique projects	Review
October 16	Graphic Designers	Project 3 - Creating a Focal Point	Painting & Editing
October 18	Four Pioneer Artists	Assignment 3; work on assignment	Review
October 23	Rand, Hofmann	Publication design; Work on project 3	Basic Pen Tool Techniques
October 25	Contemporary	Critique projects	Review
October 30	Propaganda Posters	Project 4 - Propaganda for Persuasion	Vector, Masks, Paths and Shapes
November 1	Arts & Crafts Movement	Assignment 4; work on assignment	Review
November 6	Art Nouveau	Raster graphic design tools	Advanced Layer Techniques
November 8	Psychedelic	Work on project 4	Creating Special Effects
November 13	Swiss, Kitsch	Critique projects	Preparing Images for Two Color Printing
November 15	Logos	Project 5 - Miniature Works of Art	Arranging Layer Objects in ImageReady
November 20	Symbols	Assignment 5; work on assignment	Review
November 22	No Class	No Class	No Class
November 27	Marks	Vector graphic design tools	Creating Links Within an Image
November 29	Modern	Work on project 5	Review
December 4	The Web	Critique projects	Optimising Web Images
December 6	Digital	Project 6 - e Media	Review
December 11	Late Modern	Assignment 6; work on assignment	Creating Rollover Web Visuals
December 13	The Persuaders	Audio, Video, Animation	Animating GIF Images for the Web
December 18	Final Exam Showcase	Final Exam Showcase	Final Exam Showcase