EL CENTRO COLLEGE
ARTC 1402
DIGITAL IMAGING I (PHOTOSHOP I)
SYLLABUS

COURSE DESCRIPTION

Prerequisites: None

Course Description: Digital imaging using raster image editing and/or image creation software: scanning, resolution, file formats, output devices, color systems, and image-acquisitions.

This is a 4 credit hour course. (3 lec., 4 lab.)

WECM END-OF-COURSE OUTCOMES: Identify terminology, advantages and limitations of image editing software; distinguish bit-mapped resolutions for image acquisitions and output devices; use digital editing and painting tools; use basic half-tone theory in production of images, manipulate, create, and edit digital images for print and for web; specify appropriate file formats.

STUDENT LEARNING OUTCOMES:
Upon successful completion of ARTC 1402, students will be able to:

- **Evaluate** the graphic design principles used on a graphic design work of art such as a flyer, billboard or ad.
- **Demonstrate** the use of various Photoshop tools by creating marketing materials such as print ads and flyers.
- **Utilize** Photoshop to create a website that adheres to basic web design principles.

COURSE MATERIALS


Software: Access to Adobe Photoshop CS3 or higher.
(Note: You do not have to own the software, you simply need consistent access to a computer with Adobe Photoshop CS3 or higher installed.)

Storage: A minimum of 1 GB USB Flash Drive or an account with an online backup service such as Dropbox.com.

A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

MAJOR COURSE REQUIREMENT:
Students will practice concepts and techniques for each lecture unit by completing the **design based exercises**.
Students will produce assignments for the following topics:

- Cowboy Extraction
- Goggle Reflection
- Extract Shapes
- Selecting by Color Range
- Scaling an Image Using Content-Aware
- Clone cows
- Remove Cactus
- Retouch Photos
- Replace Colors
- Using the Variations Adjustment
- Install and Use a Brush
- Create a Custom Brush
- Remove a Background using a Mask
- Use a Mask to create a Textured Text
- Create a Customized Layer Style
- Create Text on a Path
- Using the Text Tool
- Add Contrast to a Design
- Design a Business Card
- Create A Flyer
- Design a Magazine Cover
- Mimic a Website Design

A final project will evaluate the student’s understanding of graphic design principles and Adobe Photoshop software knowledge presented in each exercise.

SUBJECT MATTER:
Topics covered in the lecture portion of the course include:

- Typography
- Graphic Design Principles
  - Contrast
  - Alignments
  - Proximity
- Photoshop Tools
  - Rectangular Marquee Tool
  - Elliptical Marquee Tool
  - Brush
  - Clone Stamp Tool
  - Layers
  - Layer Masks
  - Layer Styles
  - Gradient Tool
  - Shapes
  - Patterns
  - Text Tool
  - Character Panel
DISCLAIMER
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

POLICIES
Students should click on the links below and read all of these policies.

General institutional policies
Course-related institutional policies