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 3 credit hour course. (2 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-1302, 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

Textbook: None

Software: Access to Adobe Photoshop CC or newer.

(Note: You do not have to own the software, but you will need consistent access to a computer with Adobe Photoshop CC or higher installed.)

Storage: A USB Flash Drive (8GB recommended) 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
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.

INSTITUTIONAL POLICIES
Institutional Policies relating to this course can be accessed from the following link
http://www.elcentrocollege.edu/syllabipolicies