Design Communications I – Introduction to Photoshop
Syllabus
Richland College

Instructor Information
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Division Office and Phone: School of Engineering and Technology, 972-238-6210

Course Information
Course Title: Design Communications I – Introduction to Photoshop
Course Number: ARTS-2313
(Cross-listed with ARTS 2357-83002)
Section Number: 83002
Semester/Year: Spring 2020
Credit Hours: 3
Class Meeting Time: MW 11:00 a.m. – 1:00 p.m.
Class Location: Thunderduck Hall – T247/249
Certification Date: Monday, Feb. 3rd, 2020
Last Day to Withdraw: Thursday, April 16th, 2020

Academic Calendar

<table>
<thead>
<tr>
<th>CALENDAR DATE</th>
<th>CALENDAR DATE DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 20 (M)</td>
<td>Dr. Martin Luther King, Jr. Day – Holiday</td>
</tr>
<tr>
<td>January 21 (T)</td>
<td>Monday – Friday Day Classes Begin</td>
</tr>
<tr>
<td>January 25 (Sa)</td>
<td>First Saturday the Multimedia Lab will be open.</td>
</tr>
<tr>
<td>February 3 (M)</td>
<td>12th Class Day / Census Day for Monday - Friday day classes and regular online classes. Last day to drop a course without receiving a &quot;W&quot; grade on transcript.</td>
</tr>
<tr>
<td>February 27 - 28 (R-F)</td>
<td>Professional Development Days - Thursday and Friday day classes will not meet. Friday evening, Saturday and Sunday classes will meet.</td>
</tr>
<tr>
<td>March 16-22 (M-Su)</td>
<td>Spring Break</td>
</tr>
<tr>
<td>April 10 (F)</td>
<td>Holiday</td>
</tr>
<tr>
<td>April 16 (R)</td>
<td>Final Withdraw Date: Last Day for Monday - Friday day classes and regular online classes to withdraw with a grade of &quot;W&quot;.</td>
</tr>
<tr>
<td>May 11-14 (M-R)</td>
<td>Final Exams: See the online Final Exam Schedule for your exam times.</td>
</tr>
<tr>
<td>May 14 (R)</td>
<td>Semester Ends. Last day lab is open for the semester.</td>
</tr>
</tbody>
</table>

Course Prerequisites

Recommended prerequisites for Art Majors, ARTS 1311, ARTS 1312, ARTS 1316, and ARTS 1317.
Course Description
Introduction to the computer as an art tool with emphasis on design principles and visual communication or ideas. Course will include exposure to basic computer graphic technology including computer illustration and electronic imaging techniques.

Student Learning Outcomes
Demonstrate efficient use of tools; utilize advanced software capabilities; exhibit problem-solving skills in relation to output.

- Interprets and Communicates Information
- Creative Thinking - *generate new ideas*
- Applies Technology to Task - *understands overall intent and proper procedures for setup and operation of equipment*
- Visualize (Seeing Things in the Mind's Eye) - *organizes, and processes symbols, pictures, graphs, objects, and other information*

Texas Core Objectives
The College defines essential knowledge and skills that students need to develop during their college experience. These general education competencies parallel the Texas Core Objectives for Student Learning. In this course, the activities you engage in will give you the opportunity to practice two or more of the following core competencies:

1. **Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication Skills** - to include effective development, interpretation, and expression of ideas through written, oral, and visual communication
3. **Empirical and Quantitative Skills** - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
4. **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
5. **Personal Responsibility** - to include the ability to connect choices, actions, and consequences to ethical decision-making
6. **Social Responsibility** - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
Required Lab Hours:

This course contains lecture and lab components, both held during the posted class times. Students may need to put in additional time in the Multimedia Learning Center to complete assignments.

Students are required to spend extra hour(s) per week outside of class working on student projects.

See Schedule of Classes for the exact number of hours per week.

Photography Lab Hours:

The Photography Lab (972-238-6985) is located in Thunderduck Hall, T249. Lab Hours: Tuesday/Thursday, 10 a.m.-1 p.m., 3 p.m.-6 p.m.

Multimedia Learning Center Lab Information and Hours of Operation:

The Multimedia Learning Center (972-238-6001) is located in Thunderduck Hall, T246 and is for all currently enrolled Multimedia, Photography, and Game students to use for Multimedia and Game class work and projects.

Lab assistants and faculty are usually in the lab to answer questions, however multimedia tutoring is not available in the lab.

LAB HOURS
Mon-Thurs, 9 a.m.-9:45 p.m.; Fri, 9 a.m.-4:45 p.m.;
Sat (Spring & Fall), 12 p.m.-4:45 p.m.; Sat (Summer), closed;
Sun: closed

Lab is closed for the same Holidays as the College.
The Lab may close between semesters.
The Lab may be used as a Classroom at various times during the year and will not be available to drop-in students.

The other campus computer lab for credit student use is Del Rio, D229, which has longer lab hours.

All Multimedia (credit and continuing education) students must show a Student ID Card to use the lab and check out any equipment. IDs are available at the Office of Student Life in El Paso Hall, E040.
Required Course Materials

Textbooks:

Required:
Title: A Short Course in Photography: Digital, 4th ed
Author: Jim Stone; Barbara London
ISBN: 9780134525815
Publisher: Pearson

Supplies:

Required Supplies for all Courses: headphones and some kind of external storage: jump drives, external hard drives, blank CD-Rs/DVDs or cloud storage like Dropbox.

Required for this Photography class:
- Digital Camera, preferably one with at least 12 MP (Megapixel) capacity and media card
- Flash Drive / Thumb Drive. No smaller capacity than 8 GB
- Access to a Computer
- Mounting Board. Ten (10) 11" X 14" UNTEXTURED, white on one side
- Dry mount Tissue. 8-1/2 x 11" size. Package of 25 sheets.
- Tripod

You will need some means of storing and backing up the digital files for your assignments. Multiple locations for storage and backup are always preferable to only one storage location. You should consider using several of these types of storage:
- A local directory on your home or laptop computer, if you have a computer.
- A portable electronic storage device such as a USB jump drive or a portable hard drive.
- An online storage service such as Dropbox.
- An online backup service such as iDrive.com.

Note: A student of this institution 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.
Graded Work

The tables below provide a summary of the graded work in this course and an explanation of how your final course grade will be calculated.

Summary of Graded Work

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Assignments</td>
<td>10 @ 5 points each</td>
<td>25%</td>
</tr>
<tr>
<td>Exam</td>
<td>1 @ 20 points</td>
<td>20%</td>
</tr>
<tr>
<td>Visual Presentation</td>
<td>1 @ 10 points</td>
<td>10%</td>
</tr>
<tr>
<td>Attendance &amp; Participation</td>
<td>2 @ 5 points each</td>
<td>20%</td>
</tr>
<tr>
<td>Final Portfolio</td>
<td>1 @ 10 points</td>
<td>25%</td>
</tr>
</tbody>
</table>

TOTAL: 100%

Final Grade

<table>
<thead>
<tr>
<th>Points</th>
<th>Percentages</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>80-89</td>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>70-79</td>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>60-69</td>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>0-59</td>
<td>0-59%</td>
<td>F</td>
</tr>
</tbody>
</table>

Description of Graded Work

Visual Assignments: These assignments are due once a week during the semester and represent a variety of approaches to photography.

Exams and Quizzes: The quiz will consist of questions from a variety of technical subjects in class, so take good notes! Quizzes are given to help reinforce specific information and may not always be announced. Missed quizzes can only be made-up 1/2 hour before the next class begins. The exam is a slide identification of ten photographers’ work presented in class during the semester. The names of the photographer will be given to you early in the semester.

Midterm Presentation: This is a 15 minute visual class presentation on one photographer you will select to discuss their work and life. Presentations can be in the
form of PowerPoint, Google Slides, Prezi, or as loose files that can load in Adobe Bridge.

Final Portfolio: The portfolio consists of ten of your most creative edited images from the semester’s assignments mounted onto board.

Attendance and Your Final Grade
Regular attendance for lectures, demonstrations, critiques, and lab sessions are mandatory. Roll is taken at the beginning of each class and an excess of three absences or latenesses will effect the final grade. If you are absent from class, use the Class Contact List you’ll receive to contact a classmate to find out what you’ve missed. Do Not contact your professor.

Late Work Policy
Late Assignments can only be turned in up to one week late and will be assessed one letter grade down.

Grade Reports
Final grade reports are not mailed to students. You may view your final grades via eConnect. From the Current Credit Student menu, select “My Grades” under “My Personal Information.” If you are not already logged in, you will be prompted to do so. Select the grade type you wish to review. Press the submit button, and all grades for the selected grade type will be shown.

Other Course Policies
Only images shot from the time of the specific assignment being announced, up to its corresponding deadline, will be graded. There is no credit for great pictures you took in the past. This is a practice-based class.

Only images that YOU have taken will be accepted and graded. Use of timers and remote controls are fine. The point here is that other people are not tripods, or remote shutter devices, or otherwise inanimate timers. All photos of yours must have been taken during our active semester...no "older" work.
Institutional Policies

Institutional Policies relating to this course can be accessed using the link below. These policies include information about tutoring, Disabilities Services, class drop and repeat options, Title IX, and more.

Richland Institutional Policies (http://www.richlandcollege.edu/syllabipolicies)

Classroom Policies

Attendance Policy:

In order to be successful, students must attend and participate in enrolled courses.

While Richland College does not have a formal attendance policy, students are expected to attend class regularly. If you know you will be missing classes this semester, please speak to your instructor about days you will be missing so you can receive information on the missed lessons and assignments.

If you are unable to attend class, please email the instructor or leave a message for the instructor at the ACCESS Office at (972) 238-6140 BEFORE THE CLASS BEGINS.

It is imperative students arrive to class on time and remain in class the entire session each week.

Food and Drink Policy:

Except where otherwise determined by a faculty member, no eating or drinking is allowed in the classroom.

Web Server Posting Policy:

The Richland Student Web Server is open to all users of the World Wide Web. Any information students or instructors place in their files is readable by any user of the World Wide Web.
Computer/Internet Use Policy:

Currently enrolled Richland College Multimedia, Game, and Photography students have access to the Multimedia Lab and classroom computers for Multimedia/Game/Photography educational and instructional purposes only.

Please use the Del Rio Computer Lab (D229) for other school-related assignments and non-Multimedia/Game/Photography activities.

Students using their own laptops must use the wireless connection in the Thunderduck Hall building and cannot use the Multimedia lab and classroom computer data lines to access the Internet.

You are required to show your Richland Student ID when requested by lab personnel. You are expected to follow lab policies as well as the Student Code of Conduct specified in the catalog. If the link does not work for you (ie: you have a hard copy of the syllabus), copy/type this url into your browser window: http://www.richlandcollege.edu/conduct/

Safety Policy:

Students should participate in this class in a safe, appropriate manner. We occasionally have to step over cords for the multimedia cart and/or computer equipment. We also need to watch out for boxes and paper, students’ backpacks, etc. Students should begin to build good computing habits, designed to prevent eyestrain, carpal tunnel syndrome, etc.

Handheld Devices Policy:

Please turn OFF all electronic devices during class.

Participation Policy:

Course participation is required. Ask questions and be involved with the lesson.

Students should not surf the Net, play games, send emails or work on unrelated homework/projects during class. Students should not disturb your neighbors during lectures and demos.

End of Each Class Policy (for face-to-face classes):

When you leave class for the day, please...
1. Delete all your files from your workstation and empty the trash.
2. Shut down your computer using Windows Shut Down.
3. Turn off your monitor after computer has COMPLETELY shut down.
4. Pick up and throw away any trash around your seat.

**Attention Continuing Education Students:**

To receive a certificate for this course, you must make a grade of "C" or higher as a final grade. A grade average of 69% or lower is failing.

Continuing Education will not mail your certificate to you. If you do not receive your certificate the last day of class you will have to pick up your certificate at the Continuing Education Front Desk, T160.

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**Course Schedule**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Readings &amp; Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Work &amp; RAW Format</td>
<td>Camera Set-Up &amp; Demo</td>
</tr>
<tr>
<td>Assignment</td>
<td>Abstract Color As Form</td>
</tr>
<tr>
<td>Lab</td>
<td>Mac Workstation Overview, Bridge, RAW File Processing</td>
</tr>
<tr>
<td>Lab</td>
<td>Color Space, Gamut, &amp; RAW Editing</td>
</tr>
<tr>
<td>Assignment Due</td>
<td>Critique in Classroom: Abstract Color Mirror, Mirror</td>
</tr>
<tr>
<td>Assignment</td>
<td></td>
</tr>
<tr>
<td>Visual Presentation</td>
<td>Photographer Names Due</td>
</tr>
<tr>
<td>Photoshop</td>
<td>Overview of Photoshop Tools</td>
</tr>
<tr>
<td>Lab</td>
<td>Hue Test, Color Balance</td>
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<tr>
<td>Video</td>
<td>Photographer Annie Liebovitz</td>
</tr>
<tr>
<td>Assignment Due</td>
<td>Critique in Classroom: Mirror, Mirror Intimate Portrait</td>
</tr>
<tr>
<td>Assignment</td>
<td></td>
</tr>
<tr>
<td>Photographic Studio</td>
<td>Studio Demo</td>
</tr>
<tr>
<td>Studio Session</td>
<td>Portraits in Lighting Studio</td>
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<tr>
<td>Photoshop</td>
<td>Selection Tools</td>
</tr>
<tr>
<td>Photoshop</td>
<td>Selection &amp; Mask Refinement</td>
</tr>
<tr>
<td>Topic</td>
<td>Readings &amp; Assignments</td>
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<td>--------------------------------------------</td>
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<tr>
<td>Assignment Due Assignment</td>
<td>Critique in Classroom: Intimate Portrait Senuality</td>
</tr>
<tr>
<td>Midterm Visual Presentation Due</td>
<td>Student Presentations</td>
</tr>
<tr>
<td>Photoshop</td>
<td>Layers &amp; Adjustment Layers</td>
</tr>
<tr>
<td>Photoshop</td>
<td>Seashells Exercise</td>
</tr>
<tr>
<td>Assignment Due Assignment</td>
<td>Critique in Classroom: Senuality Correlation of Form</td>
</tr>
<tr>
<td>Photoshop</td>
<td>Correlation Assignment Set-up Canvas &amp; Shadow Creation</td>
</tr>
<tr>
<td>Photoshop</td>
<td>Retouching Tools</td>
</tr>
<tr>
<td>Assignment Due Assignment</td>
<td>Critique in Classroom: Correlation of Form Tableau</td>
</tr>
<tr>
<td>Video Presentation</td>
<td>Photography Gregory Crewdson</td>
</tr>
<tr>
<td>Photoshop</td>
<td>Colorize &amp; Vignettes, &amp; Blur Tools</td>
</tr>
<tr>
<td>Assignment Due</td>
<td>Tableau</td>
</tr>
<tr>
<td>Exam Lab</td>
<td>Photoshop Tool &amp; Function Print Mounting Demo</td>
</tr>
<tr>
<td>Lab</td>
<td>Print Demonstration</td>
</tr>
<tr>
<td>Lab</td>
<td>Editing, Printing, &amp; Mounting</td>
</tr>
<tr>
<td>Lab</td>
<td>Editing, Printing, &amp; Mounting</td>
</tr>
<tr>
<td>Final Portfolio</td>
<td>Classroom Portfolio Presentations</td>
</tr>
</tbody>
</table>

**The Multimedia Learning Center Department’s Web Sites:**

- [Multimedia](#)
- [Photography](#)
- [Game](#)

The Multimedia Learning Center is part of the Richland College School of Engineering and Technology.
Office: Wichita Hall, WH-101 • Phone: 972-238-6210.
Student Acknowledgement:
Please download, read and sign this Student Acknowledgement and turn it in to your instructor.

10/21/19 Version