Design Communications I – Introduction to Photoshop
Syllabus
Richland College

Disclaimer Reserving Right to Change Syllabus:
The instructor reserves the right to amend this syllabus as necessary.

Instructor Information
Name: Marcy Palmer
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mpalmer@dcccd.edu to schedule a meeting
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
Section Number: 83428
Semester/Year: Spring 2020
Credit Hours: 3
Class Meeting Time: online, flex term
Class Location: Online, and meet in person twice during the semester in Thunderduck Hall – T247
Certification Date: 2/14/2020
Last Day to Withdraw: 4/20/2020

**Academic Calendar**

**2020 Spring Multimedia/Photography Online Flex-Term Courses Calendar**

**February 3, 2020 – May 14, 2020**
Spring 2020 Online Flex-Term courses only.

MW, TR, MWF day classes, HS classes, regular online classes, Online Flex-Term only courses, Evening Flex Term courses and day courses have different calendars.

<table>
<thead>
<tr>
<th>CALENDAR DATE</th>
<th>CALENDAR DATE DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>January 20 (M)</td>
<td>Dr. Martin Luther King, Jr. Day – Holiday</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>Online Flex-Term Class Begin</td>
</tr>
<tr>
<td>February 14 (F)</td>
<td>12th Class Day / Census Day for Online Flex-Term 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><strong>Professional Development Days</strong> - Thursday and Friday day classes will not meet. Friday evening, Online Flex-Term 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 20 (M)</td>
<td><strong>Final Withdraw Date:</strong> Last Day for Online Flex-Term classes to withdraw with a grade of &quot;W&quot;.</td>
</tr>
<tr>
<td>May 14 (R)</td>
<td><strong>Final Exam Day for Online Flex-Term courses</strong></td>
</tr>
<tr>
<td>May 14 (R)</td>
<td><strong>Semester Ends.</strong></td>
</tr>
</tbody>
</table>

Last day lab is open for the semester.
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: Adobe Photoshop CC Classroom in a Book (2019 release)
Author: Adobe Creative Team
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 (min
- Flash Drive / Thumb Drive. No smaller capacity than 4 GB
- Access to a reliable computer with a reliable internet connection
- Access to Adobe Photoshop – either in the lab at school or on your own computer
- Tripod
- *Mounting Board. Fifteen (15) 16” X 20” Archival White 4-Ply Museum Board or (30) boards if matting, 15 mats and 15 backboards – *please wait until the final project is announced before purchasing these items.*
- Digital Dry Mount Tissue (15) 11” X 14” size - *wait for final project specifications before purchasing.*

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>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image Assignments (photographic and Photoshop exercises)</td>
<td>25%</td>
</tr>
<tr>
<td>Participation/Discussion Board (commenting on other’s posts by the due dates when required)</td>
<td>25%</td>
</tr>
<tr>
<td>Quiz</td>
<td>12.5%</td>
</tr>
<tr>
<td>Photographer research essay</td>
<td>12.5%</td>
</tr>
<tr>
<td>Final Project</td>
<td>25%</td>
</tr>
</tbody>
</table>

TOTAL: 100%

Final Grade

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

Grades are not just given – they are earned.

Description of Graded Work

Image Assignments: These are broken into two types of assignments each week
• Photoshop exercises: These review the various PS techniques for the week and are graded according to following the instructions correctly, and submitting the files correctly and on time.
Photographic assignments: These are more conceptual in nature and utilize various photographic techniques, color concepts, and often incorporate the Photoshop technique introduced that week. These are graded as 40 points for aesthetics/conceptual approach, 40 points for technical proficiency, 10 challenge points, and 10 points for the introductory paragraph required with each photographic assignment. The various aspects are defined as:

- **Technical Proficiency** - using proper technique according to what you have learned so far (proper exposure, focus, etc.), the correct sizing and naming of the images, and if the assignment was done correctly.
- **Aesthetics/Conceptual Approach** - to the use of a good composition (use of angle, rule of thirds, line, shape, lighting, positive and negative space, texture, and other Principles of 2D Design), being creative in your approach to the week's assignment, and how well the use of aesthetics/composition convey a message or meaning.
- **Introductory Paragraph** - the substantive description of your approach to the week's assignment.
- **Challenge** - whether it is evident, through your work and your approach, (and metadata) that you are experimenting substantively. For example, shooting your whole assignment within 15 minutes with the same background or setup but changing one thing, is not necessarily supportive of your challenging yourself.

Participation: These are the required comments posted to the Discussion Board each week - they must be timely and substantial. Basic, short comments will not gain credit, nor will comments more than one week late. Comments can include questions on technique or subject matter, interpretation of the use of Principles and Elements of 2D design, interpretation of the use of various techniques, suggestions for improvement, pointing out strengths in the images, etc. Comments should always be constructive comments about the work, and should never be personal in nature or taken personally. Further descriptions of substantial comments are in the course on eCampus.

Quiz: The quiz is on various Photoshop, photography, and color theory concepts. A review sheet will be provided a week ahead of time. The quiz will be timed, is open book, and you will be allowed one attempt at the quiz.

Photographer Essay: This essay will include research on a photographer from a list of photographers who have significantly contributed to the history of photography. The essay will include images from the photographer and analysis of them and how the photographer’s work is significant or has contributed to the history of photography. Essays are graded on how well the subject was researched, quality of writing, and following the requirements for the essay.
**Final Critique:** The required final critique is a discussion of the final portfolio of photographic work created during the semester and discussed as a class in person at the end of the term. The final portfolio will be graded as following - 45% technical aspects (are they good quality prints, a neat presentation that follows the final portfolio requirements such as dry mounting, matting, etc. correctly, images that are color correct, have correct exposure, are in focus, well lit and well exposed. Photoshop work should blend appropriately with the image), 45% on aesthetics/communication (how well were the principles and elements of 2D design used, how well was an idea communicated, how well was color used to communicate an idea or the aesthetics), and 10% on final critique participation and discussion (how well did you discuss the ideas and/or techniques behind various images – your own and others, did you constructively give feedback to classmates during the final critique on their work, etc.). A description of requirements for the final portfolio will be posted in eCampus as well as the date of the final critique.

**Attendance and Your Final Grade**

Participation is very important in an online class, and each image assignment will have due dates for discussion board comments. Those comments must be done in a timely manner and be substantial to earn appropriate credit. Examples and definitions of substantial comments are in the eCampus course. The final critique will be an in person meeting that is required.

**Late Work Policy**

Assignments, projects, and critique/discussion board comments are deducted by 10% for each day they are late. Assignments, projects, quizzes, and critique/discussion board comments more than one week late are not accepted for credit. Due dates and times are according to Central Standard Time.

**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**

All photos submitted for a grade in this class must be your own original work and created AFTER assignments are assigned. No work created before an assignment was
given will be accepted, no work created by someone else will be accepted, and no work for another class may be submitted for credit for this class. If it is discovered and determined to be fraudulent, that will be grounds for dismissal from class and a failing grade in the class for the semester.

**Critique** – all students are expected to participate in critique by having their work critiqued and by critiquing other students' work. Remember that the purpose of critique is to learn from other students – this includes the final critique for the course.

**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.

Course Schedule

<table>
<thead>
<tr>
<th>Week, Date</th>
<th>Topic</th>
<th>Readings &amp; Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 2/3-2/9</td>
<td>Class Introductions, camera basics, elements and principles of design, Photoshop basics – becoming familiar with the workspace</td>
<td>Introduction to PS – reading and video posted in eCampus</td>
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<td></td>
<td></td>
<td>Important course info posted in eCampus</td>
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<tr>
<td></td>
<td></td>
<td>Camera information and other reading posted in eCampus – please read through all of the links available to you</td>
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<td>Introduction posted to discussion board</td>
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<td>White Balance – reading posted in eCampus</td>
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<tr>
<td></td>
<td></td>
<td>How to embed an image in a post in eCampus</td>
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<tr>
<td>2, 2/10-2/16</td>
<td>Color of Light</td>
<td>A 01 – The Color of Light</td>
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<tr>
<td></td>
<td>Photoshop basics – file formats</td>
<td>Photoshop – video, reading posted in eCampus</td>
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<tr>
<td></td>
<td></td>
<td>Camera basics review</td>
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<tr>
<td></td>
<td></td>
<td>Principles and Elements of Design</td>
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<tr>
<td>3, 2/17-2/23</td>
<td>Dominant Color</td>
<td>A 02 – Dominant Color</td>
</tr>
<tr>
<td></td>
<td>Photoshop resolution, straightening and cropping, Camera RAW processing</td>
<td>Photoshop – video, reading posted in eCampus reading as listed in the eCampus weekly folder and PS exercise</td>
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<tr>
<td></td>
<td></td>
<td>Shutter speed, ISO, aperture</td>
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<tr>
<td>Week, Date</td>
<td>Topic</td>
<td>Readings &amp; Assignments</td>
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<tr>
<td>4, 2/24-3/1</td>
<td>Light Painting Photoshop selections, tools and techniques</td>
<td>A 03 – Light Painting, shutter speed, ISO Photoshop – video, reading as listed in the eCampus weekly folder and PS exercise Slow shutter speed and color Review of Elements and Principles of 2D design</td>
</tr>
<tr>
<td>5, 3/2-3/8</td>
<td>Texture, light, depth of field Photoshop retouching techniques part 1</td>
<td>A 04 – Texture, light, and depth of field, reading as listed in the eCampus weekly folder Photoshop – video, reading as listed in the eCampus weekly folder and PS exercise Aperture, color, and light</td>
</tr>
<tr>
<td>6, 3/9-3/15</td>
<td>Self portrait and portrait Photoshop retouching techniques part 2</td>
<td>A 05 – The Self Portrait and portrait in color, reading as listed in the eCampus weekly folder Photoshop – video, reading as listed in the eCampus weekly folder and PS exercise How a portrait or self portrait communicates something about a person using color, light, and angle</td>
</tr>
<tr>
<td>7 &amp; 8, 3/16-3/29</td>
<td>Spring Break, no classes</td>
<td></td>
</tr>
<tr>
<td>9, 3/30-4/5</td>
<td>Decisive Moment in color Photoshop layers basics Adjustment layers</td>
<td>A 06 – Decisive Moment, reading as listed in the eCampus weekly folder Photoshop – video, reading as listed in the eCampus weekly folder and PS exercise Fast shutter speed</td>
</tr>
<tr>
<td>10, 4/6-4/12</td>
<td>Tableau Photoshop advanced layers, masks and channels, and compositing basics</td>
<td>A 07 – Tableau, reading as listed in the eCampus weekly folder Photoshop – video, reading as listed in the eCampus weekly folder and PS exercise</td>
</tr>
<tr>
<td>11, 4/13-4/19</td>
<td>Dreams Photoshop advanced compositing techniques</td>
<td>A 08 – Dreams, reading as listed in the eCampus weekly folder, prepare final portfolio Photoshop – video, reading as listed in the eCampus weekly folder and PS exercise</td>
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<tr>
<td>Week, Date</td>
<td>Topic</td>
<td>Readings &amp; Assignments</td>
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<tr>
<td>12, 4/20-4/26</td>
<td>Continuous Theme Photoshop -preparing files for print and web</td>
<td>A 09 &amp;10 – Continuous Theme, reading as listed in the eCampus weekly folder, prepare final portfolio Photoshop – video, reading as listed in the eCampus weekly folder and PS exercise</td>
</tr>
<tr>
<td>13, 4/27-5/3</td>
<td>Continuous Theme Photoshop color spaces and gamuts, file formats, Review for the quiz</td>
<td>A 09 &amp;10 – Continuous Theme, reading as listed in the eCampus weekly folder, prepare final portfolio Photoshop – video, reading as listed in the eCampus weekly folder and PS exercise, Review for Photoshop and color photography quiz</td>
</tr>
<tr>
<td>14, 5/4-5/10</td>
<td>Photographer research Photoshop and photography quiz</td>
<td>Quiz Prepare final portfolio Photographer research essay</td>
</tr>
<tr>
<td>15, 5/11-5/14</td>
<td>Final critique</td>
<td>Final project details and final critique information will be posted in eCampus</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