De Anza College

Arts 54 INTRO GRAPHIC DES: DESIGN IMAGE
Course Syllabus

Instructor: Stacey Houghton
Office Hours: Mondays 12:30-2pm in the Artistic Village L21
E-mail: houghtonstacey@fhda.edu
Start Date: September 23 2024
Course Credits: 4.0

Requisites: Advisory: English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273; Arts 53A.

COURSE DESCRIPTION IThis is an introductory course in the use of art and design software for the computer, with an emphasis on the digital imaging creative process and the computer as a tool used by artists and designers today. Software used are Adobe Photoshop and Adobe After Effects.

Student Learning Outcome Statements (SLO)

• Student Learning Outcome: Develop an awareness of graphic design software, new media tools, and digital imaging as an effective and important mode of graphic design visual communication used by artists and designers today.
• Student Learning Outcome: Demonstrate the creative potential of art and design software through directed laboratory exercises.

II. Course Objectives

A.   Demonstrate a knowledge of graphic design software and digital file operations: File and folder management; use of input and output devices to produce projects on digital and hardcopy for evaluation; use of graphic design software for image making including fine art and design.
B.   Discuss the basic vocabulary of graphic design software, graphic design digital file formats and graphic art digital technology, and the changing role of artists and designers brought about by the use of digital technology.
C.   Demonstrate an understanding of art making as a process involving idea (planning, invention, technique), skill (craftsmanship, execution) and evaluation (critique).

Software

Photoshop, After Effects. Please email me if you can't afford the software.

TEXT

Handouts will be provided by the instructor. **Recommended Reads:** HOW, CMYK, Print, any CS manuals.

ONLINE RESOURCES:

lynda.com, abduzeedo.com, behance.com, dafont.com, gettyimages.com, any online tuts.

CANVAS HELP: You can call 408.864.8969, or write to onlineeducation@deanza.edu. Here's the website for technical help: https://www.deanza.edu/online-ed/help.html

Final Grading Scale
100- 94 A
93.9- 90 A-
89.9- 87 B+
86.9- 84 B

83.9- 80 B-
79.9- 77 C+
76.9- 70 C
79.9- 77 C+
76.9- 70 C

69.9- 67 D+
66.9- 64 D
63.9- 61 D-
69- 61 D
60.9 F

Text: Supporting Texts and References

• Adobe Photoshop User Help: https://helpx.adobe.com/photoshop/user-guide.html

• "PHOTOSHOP: Absolute Beginners Guide To Mastering Photoshop And Creating World Class Photos (Step by Step Pictures, Adobe Photoshop, Digital Photography, Graphic Design)" by Andrew Mckinnon

• "Photoshop Workbook, The: Professional Retouching and Compositing Tips, Tricks, and Techniques" by Glyn Dewis

• "Photoshop CC: Visual QuickStart Guide" by Elaine Weinmann

Grading Policy and Criteria

Final Grade in course is based on the following:

Weekly assignments: 10 percent of grade, 1 points each week, due Sundays at 11:59pm.

Participation: 30 percent of grade, 3 points each week. 1 point for the work that is well done, and 2 points for responding to two classmates' work in a well thought out comment. You will have 7 days to create the work and post, 3 days after that 7 days to post your comments. You can always submit earlier.

Two Milestone Assignments: 20 percent total, 10 percent each milestone assignment. Milestone assignments will be due around week 4 and week 9.

MidTerm: 20 percent of grade. It will be due on week 7.

Final Project: 20 percent of your grade. It will be due at the end of the term.

Students who receive a letter grade bellow a B+ can request an opportunity to update their project. A higher grade will be given only if an improvement is displayed in the work. The updated project will not be given a grade higher than a B+. Only projects that are tuned in on time can opt for a updated grade.
Weekly Projects and discussions: 50 percent of grade

EXERCISES AND PROJECTS:
Students will receive a handout and example for every project. Handouts will include a project outline, milestones, and due dates. All projects will be discussed, explained, and demonstrated in class. All projects will be concluded with a class critique where you will share your work with your peers.

ASSIGNMENT DUE DATE POLICY All due dates are announced in class. It is the student's responsibility to find out when assignments are due. Late work can be accepted with instructors consent. Late work will result in a lower grade determined by the severity of the delay.

Students must turn in work in the assigned server space, clearly labeled and organized.

Failure to do so may result in a zero grade. It is the students responsibility to insure projects are turned in.

*Pop quizzes are randomly assigned, and can not be completed outside of the given date. No exceptions.

COURSE REQUIREMENTS
• Students are expected to attend all classes and work for the entire class meeting.

• Students are expected to take adequate notes during lectures and demonstrations so that they may achieve their assignments successfully outside of class.

• Students may have to work on assignments and projects outside of class.

• Students are responsible for reviewing all online material, completing all quizzes and assignments, and participating in all critiques.

• Projects mockups and prints must be completed before the due date. Students will not be allowed to print projects during the class period in which they are due. Students are responsible for scheduling printing with timing in mind. Failing to produce such a deliverable will result in the loss of a letter grade.lowed to print projects during the class period in which they are due. Students are responsible for scheduling printing with timing in mind. Failing to produce such a deliverable will result in the loss of a letter grade.

Required Materials
1. QTY 1 Notebook: To take notes on lessons and your own hands-on experiences.
2. QTY 1 USB "flash" drives: Minimum of two 1 Gig drives. Cost estimate: $10-$30 each. Can be used on Mac and PC.

Lecture / Lab Policy:
• Store all work in your flash drive or in the documents folder.
• Backup your work. The lab is not responsible for any lost data.
• Cell phones are not allowed in class.
• No disruptive behavior such as youtube watching, video gaming, facebooking.
• Your time and use of my class / lab are for class graphic design purposes only.
• Only enrolled students are allowed in the lab.
• Report any technical issues to the instructor.
• Students are not allowed to come in with less than 15 minutes in a lab to print.
• If these are rules that cannot be honored by students I will request that you leave the open lab and not attend future lab time.

ACADEMIC INTEGRITY POLICY Students are expected to follow and adhere to the college's academic integrity policy per the student handbook. This policy clarifies topics such as student responsibilities, dishonest, and plagiarism. All students should become familiar with this policy, which can be found at:
http://www.deanza.edu/studenthandbook/academic-integrity.html

STUDENT CODE OF CONDUCT AND DISRUPTIVE BEHAVIOR:

It is my goal to create a welcoming and inclusive environment. I expect students to respect one another and carry themselves in a professional manner. Any disruptive behavior will is not acceptable and well be addressed by the instructor and the department.

ADMINISTRATIVE POLICY 5510 Foothill and De Anza Colleges consider the following principles essential to their educational mission and community life:

Mutual respect between students, faculty and staff; Pursuit of studies with honesty and integrity; Respect for College and personal property; and Compliance with all rules and regulations.

For more information please visit: http://www.deanza.edu/dsps/dish/appendix/conducts.html

In the pursuit of a positive work / study environment cell phones and music devices should be set to mute or turned off. Abusive language and behavior will not be tolerated and will result in disciplinary action, which may result in suspension or expulsion. The classroom and classroom resources are for academic purposes and should be limited to activities connected to the class. Personal work may be explored with the instructors permission.

DISABILITY SUPPORT PROGRAMS & SERVICES (DSP&S) Located in Student & Community Services Building, Room 141 Phone: 864-8753 • TTY: 864-8748

The Disability Support Programs and Services Division Includes four on- and off- campus programs offering a comprehensive array of accommodations, special classes and support services.

The mission of the Disability Support Programs and Services Division (formerly called the Special Education Division) is to ensure access to the college's curriculum, facilities and programs and to promote student success in realizing individual educational and vocational goals.
www.deanza.edu/dsps

Weekly Discussions/Assignments

Week 1   Intro to course and Photoshop as a program and its tools

Week 2   Image File types, Pixels vs Vector, Photoshop Shortcuts, Tools continued

Week 3   More about Photoshop Layers, eraser tool, discussion of Milestone Project (poster)

Week 4   Adjustment layers, simple photo corrections. Follow up to milestone project, create a digital punk poster.

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Week 5   Masking, demo (a complex composition)

Week 6   Masking and continue with demo on a more complex composition

Week 7   Compositing, midterm is due

Week 8   No School - Veterans Day

Week 9   Photoshop filters, smart layers Milestone 2 is due, Photoshop final is introduced

Week 10   Compositing and Shooting for your compositions

Week 11   Photoshop tips and tricks for Final Project

Week 12   Finals Week - Monday Dec 9th at 9:15-11:15am