Multimedia 100 Curtis Stage

Grading Policy:

60 points is based on course projects including the final project (Participation in class and critiques is included here)

20 points will be based on in class projects

20 points will be based on 4 quizzes

100 points total for the class

Course Description:

Students apply the principles of design to an electronic medium while developing the skills necessary to digitally manipulate graphic images and text with Adobe Photoshop. Students also learn the basics of Adobe Illustrator and integrate Photoshop materials with Illustrator documents.

Teaching Methods:

Demonstrations and guided instruction in computer graphics techniques and use of equipment. Other methods may include:

- -Videos
- -Group critiques to analyze and evaluate completed assignments and works in progress
- -Internet research

Student Evaluation

This class is comprised primarily of classroom instruction reinforced by in-class (Lab) and out-of-class (Homework and Online) exercises, online research & discussion, and one course-long, in-depth project, all of which will count toward your final grade. There are also two exams, which cover the material presented during the class periods preceding each exam. Finally, participation (both in-class and online) and student professional conduct are evaluated and contribute to your final grade.

Course Objectives:

- 1. Practice copying files, making and naming folders, accessing the network, using file find, saving files, adding an icon to a drive.
- 2. Demonstrate downloading images, cropping, adjusting resolution, flattening, saving as jpg, and e-mailing images.
- 3. Employ interface and tools for Photoshop: Making selections and masking, create layers, copy and paste images from a web-site. Combining images, using the Pen Tool and Filters, including Liquify, Vanishing Point Filter and Drop Shadow.
- 4. Distinguish between and select the various common file formats such as; PDF, JPEG, TIFF, GIF, PNG, PSD and EPS.
- 5. Experiment with scanning images and using Image Capture with digital cameras, including adjusting image size, resolution, and transformation.
- 6. Apply the basic principles of digital photography, including cleaning up and damaging images. Use the Clone Stamp Tool and the Healing Brush.
- 7. Compare color theory and computer graphics terminology. Illustrate color adjustments in Photoshop, including tinting techniques and coloring line art.
- 8. Prepare images that relate to art history movements and employ the Principles of Design. Analyze Pop Art, Cubism and Surrealism, including works by artists such as Artists Picasso and Hockney.
- 9. Distinguish between Illustrator and Photoshop, vector verse bitmap/raster graphics. Place Images and Export Layers. Use Tracing, Pathfinder Palette and Basic 3D.
- 10. Compare working with Type in Illustrator and Photoshop. Load fonts, create outlines and type effects.
- 11. Distinguish between Advertising Graphics: Logo Design, Branding,

Visual and Corporate Identity Systems.

- 12. Employ layout design, alignment, hierarchy, grid structure. Integrate type and image.
- 13. Print and Assemble Presentation and Portfolio. Prepare Files for the Web, Animations, Web Photo Gallery.
- 14. Question the relationship between society and manipulated images, media ethics and appropriation. Appraise copyright infringement.

Course Content and Scope:

Emphasis on use of Adobe Photoshop as a tool to design, organize and compose visual images and to blend images with text to create graphics for print or web. Fundamental Photoshop skills acquired and practiced in a manner that engages creativity and encourages experimentation.

- 1. Thematic Works of Art
- 2. Advertising Concepts and Layout Design
- 3. Visual Identity

Course Objectives:

- 1. Create a series of art works based on a selected theme which integrates art historical styles, such as Cubism, Surrealism and Pop Art. Research and develop ideas by searching the Internet and Library. Thumbnail, select images and compose artwork using Photoshop Tools and Techniques. Print and mount for presentation.
- 2. Design a series of advertisements for a product line that expresses a consistent concept and marketing strategy. Research various advertising campaigns. Develop a unique look utilizing the tools of Illustrator and Photoshop, develop images and type to create a dynamic image for the product.
- 3. Develop a visual identity system for a business. The project includes,

logo design, color system, font specification, and web site design.

4. Verbally analyze and appraise work of peer group using art and design specific terminology. In written format compare and contrast works by artists and designers, analyze the purpose of each work in relation to visual communication.

Course Time Expectation

As an advanced level course, students should expect to spend 4-10 hours per week of time outside of class working on online material, projects, and exercises assigned for class. The more time you spend working on this material - the more you are going to comprehend and the more successful you may be.

Ask Questions.

This is a technical class, and we will be covering a lot of information in a short time. If you are confused, lost, need clarification, etc, please don't hesitate to ask questions in class. Chance are your fellow students will benefit from the answers AND this will add to your class participation grade! I am also available between classes via email.

Attendance and Participation

Class attendance is an important part of the course experience. Most of the course content is only available by attending class. You are responsible for obtaining any notes that you missed during an absence, either from a classmate or from the Moodle site (or from SpringPad). Participation in class discussions, labs, and student professionalism are all factored into your classroom grade.

Missing a few classes is going to happen - missing classes in a row is going to be difficult for the student to catch up. My lessons are layered so one topic leads to the next.

If you must miss a class, please notify me, either by e-mail or in person, prior to class so arrangements can be made.

In Class Policies

Cell phones must be turned to silent mode during class. If a call must be answered, take the call outside of the classroom. While class is happening, Lab workstations should only be used for class work—However, I realize Web browsing, e-mail, Google Plussing, Facebooking, game play, instant messaging and other non-class related computer activities are going to happen BUT! these activities should not distract you or neighbors. I will not go over material again if I find the

student was not paying attention.

No food or drink are allowed in the computer labs.

Disability Policy

Students with disabilities who need reasonable modifications, special assistance, or accommodations in this course should promptly direct their request to the course instructor. If a student with a disability feels modifications, special assistance or accommodations offered are inappropriate or insufficient he/she should seek the assistance of the Director of Disable Student Services on campus.

Recommended Texts:

There is no specific textbook required for the class. However students may find it useful to invest in a textbook that covers the two main software programs that are covered in the course, Photoshop and Illustrator

Materials:

- 1.One binder/folder with vinyl view pages to organize all assignments, exercises and sketches and handouts
- 2.A portable storage device such as a USB drive, an iPod or a portable external hard drive could also be used.
- 3.Matte board for mounting
- 4.Notebook
- 5.Lab Print Fee \$5

note

-Steel rule, Exacto knife, Spray adhesive for mounting will be available

Course Content and Scope:

- 1.The Basics
- -Multimedia "Shared Drive" Network
- -Saving Files and Finding Files
- -Lab Environment

- -Intro to Photoshop -Toolbox and Menu systems -Page and Document setup -Copying Files -Layers
- 2. Acquiring & Basic Changing of Images
- -Scanning
- -Downloading Images (Copy and Paste Images from a Web-site)
- -Resolution and Image Sizes
- -Saving Photoshop Docs
- -Cropping
- -Transformations
- -Flattening
- -Output of files (email,print,web,video)
- -Image capture from Digital Cameras
- 3. Manipulation and Tools for Photoshop:
- -Making Selections
- -Masking
- -Combining Images
- -Pen Tool
- -Painting and Brushes
- -Paths
- -Channels
- -Text
- -Gradients
- -Filters
- -Layer Styles
- 4. File Formats
- -Common formats for use in Multimedia
- -PDF
- -JPEG
- -TIF
- -GIF

-PNG -PSD -EPS -AI -SWF
5.Basics of Digital Photo
Cleaning Up and Damaging Images (retouching) -Clone Stamp Tool -Healing Brush -Patch Tool -Tonal Adjustments- Curves and Levels -Brightness/Contrast -Basic Exposure Restoration
6.Color Theory and Computer Graphics Terminology
-Creative Color adjustments -Tinting Techniques -Coloring Line Art -making Line Art
7.Art History Movements and Principles of Design:
-Pop Art -Cubism -Surrealism -Modern Interface and Graphic Design
8.Illustrator Interface
-Placing Images and Exporting Layers -Tracing -Pathfinder Palette -Basic 3D

- 9. Typography: Working with Type in Illustrator and Photoshop
- -Loading Fonts
- -Creating Outlines
- -Type Effects
- -Layer Styles on Text
- 10. Advertising Graphics:
- -Logo Design
- -Branding,
- -Visual and Corporate Identity Systems
- 11.Layout Design:
- -Alignment
- -Hierarchy
- -Grid Structure
- -Box Models
- -Organic Organization
- -Integrating Type and Image
- 12. Printing, Presentation and Portfolio:
- -Preparing Files for the Web
- -Animations
- -Web Photo Gallery

Projects

The <u>projects</u> constitute the largest portion of the grade. An emphasis on research, development and execution of ideas is stressed as well as formal implementation; color, balance, structure, etc. However, technical requirements, following direction and presentations constitute a significant part of the grade also.

In-Class Assignments

There is a class assignment nearly every week each project is worth 2 points. If you are in the class and you do the project you will get the two points. The points for these <u>projects</u> cannot be made up. **20 points**

Main Projects

Project 1-"Life in SoCal in Art Movements" Due: October 10

Students are asked to make 3 pieces of art. All 3 pieces should carry the same theme. One piece should be produced using formal ideas from Cubism, one drawing inspiration from Surrealism, and one using Pop Art.

The Goal is to show contemporary life in L.A. as You see it through the 3 art movements

This project requires demonstrated research and development of ideas. Students should use the Internet and or libraries to learn the background behind each of the 3 art movements. Students are also required to show thumbnail ideation for the project. This research and development should be turned in along with the mounted artwork for a portion of the grade.

20 points

Project 2 -"Live to Skate/Surf" Photo and Graphic Advertising Due: Nov 21

Students will produce an advertising campaign for a fictitious Surf/Skate company. This project will include research, thumbnails and ideation. The final presentation will be 1 printed and mounted comp for 2 designs.

- 1. Magazine Photo Montage
- 2. Design for Board- logo etc.

This project must be printed and mounted on to foam core. Each ad should be 8.5" x 11".

Students will work with Photoshop/Illustrator using images, graphic

shapes and Type to create a dynamic Ad campaign with the emphasis on customization.

25 points

Project 3 -"Visual Identity" Due:Final Dec 12

Students will develop a visual identity system for a <u>coffee</u> shop or restaurant (like cupcakes)type business. The project includes, logo design, color system, font specification, 3 fold Brochure layout using the logo and color system and a business card. This project will be presented printed and mounted on one large 20 x 30 foam-core board. **25 points**