

Multimedia 100 - Introduction to Multimedia Computer Applications
Spring 2011
Section # 0392

Class Hours: 12:45pm to 5:00pm - Monday

Location LRC 233

Curtis Stage - Vice Chair Multimedia
Office : LRC 130/131- Phone: [818. 364. 7771](tel:818.364.7771)
Email: stagecj@lamission.edu

Office hours:

Mon 12:00pm to 12:45pm

Tues 2:00pm to 3:00pm

Wed 12:00pm to 12:34pm

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.

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

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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

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

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.

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 Information

-  [syllabusResource](#)
-  [ProjectsResource](#)

-  [QuizzesResource](#)
-  [key dates - Spring 2011Resource](#)
-  [Curtis Stage Video Tutorialsfile](#)
-  [Curtis Stage - YouTube Channelfile](#)
-  [contact info](#)

 [class1Resourc](#)

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 [What is the Internet?file](#)

 [The Future 1965file](#)

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 [First Personal ComputersReso](#)

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 [MacTini = The Future!file](#)

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 [quotes and ideasResource](#)

 [Martin Glaserfile](#)

 [Bruce Mau - Incomplete Manifesto on DesignResourc](#)

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 [You Suck at Photoshopfile](#)

 [project 1 LinksResource](#)

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2

 [class 2Resource](#)

Cubism

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Images for in Class Demo

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 [wine bottlefile](#)
 [handfile](#)
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3

 [class3Resource](#)
 [Colbert on Photoshopfile](#)
 [Definition of Surrealismfile](#)
 [Notes on Man RayResource](#)
 [links for surrealismResource](#)
 [Modern Surreal Imageryfile](#)
 [student work project1PDF document](#)

Images for in class demo

 [hand1file](#)
 [hand2file](#)
 [skateboarderfile](#)
 [shaded wallfile](#)

4  [Class #4Resource](#)

Pop Art Info

 [Pop Art Wikifile](#)

In Class Demo

 [pop art girlfile](#)

 [steps to pop arty girlResource](#)

 [ps keyboard shortsPDF document](#)

5  [Class #5Resource](#)

Images for Demo

 [pompeiifile](#)

 [san simeon boatfile](#)

 [wrinklesfile](#)

6  [Class #6Resource](#)

7 Project #1 Due

You will have an hour to work- then we will look at the [projects](#)
Refer to the link below for Critique Standards

 [Grading and Critique StandardsResource](#)

8 In class work on [Projects](#) and Printing

9 Today we work on: Patch tool (refer to the Pompei Pot Pic) We use the Patch to fix an image (like take the staples out of the Pot or to Copy an object and have it seamlessly into the image (Refer to the [San Simeon Boat](#) pic) We will also look at the Filter - Liquefy and how we can use it to adjust facial features (refer to Portrait_001 on the Shared Drive We will also use Brushes to create Lighting effects

Brushes_in_Photoshop

 [Making Brushes in PSResource](#)

 [Brush link #1file](#)

 [Brush link #2file](#)

PenTool in Illustrator

 [Using the Pen ToolResource](#)

-  [pen tool basicsResource](#)
-  [Pen toolPDF document](#)
-  [guitarfile](#)

10 this week we will cover:

Tablets - and how they function

look at magazine layouts
basic look at logos (we will look at this in MORE detail for project3)

Live Trace in AI
settings
what makes good vectors

 [geoff Head for Pen Toolfile](#)

11 Type tool in AI
type on a path
creating outlines
joining and intersecting Paths in Illustrator

also
Rasterize type to modify it in PS

and you will get time to work in class on Project 2

logo design showcase
<http://www.youtube.com/watch?v=gQnTYXZtIIM>

<http://www.youtube.com/watch?v=hp4Sek6wsVY>

<http://www.youtube.com/watch?v=3jFVDGNmo9Y>

[trends](#)
<http://www.youtube.com/watch?v=7vr8hDVvGK0&feature=related>

Color Simplicity

It's no surprise that three fourths of the top corporate companies use one

or two colors in their logo. Having too many colors can make you logo difficult to see or convey emotion. Effective logos use 1-3 colors. Avoid the mistake of making your logo full-color.

Versatility

The best logos can be seen when they are small on a business card or very large on a billboard. Logos eventually end up on a variety of mediums and need to be able to be used in all kinds of applications. A logo that is too vertical or horizontal will become difficult to read when enlarged or reduced in size.

Legible Typography

It doesn't matter how fancy or cool your logo text looks if it cannot be easily read. Believe it or not, more logos use common San Serif fonts like Arial, Myriad or Verdana, while about one third of logos use Serif fonts like Times New Roman or Garamond.

Memorable & Unique

You want people to remember your logo long after they've seen it. Make your logo unique and memorable so that it will stick in the minds of your customers and be recognized next time they see it.

Simplicity

Even more important than color simplicity is logo simplicity. People appreciate clean, simple, and basic logos. Some of the best logos demonstrate this principle well, Nike, Apple and Walmart are all classic examples.

Connects with the Qualities of your Company

Finally, it doesn't matter how well your logo follows the above principles if it doesn't connect with qualities of your company. You want people to associate your logo with your company and so it's important that the logo connects with the characteristics of your company.



[Type on a path in AIPDF document](#)



[pen paths propertiesResource](#)

12

in-class work on Project 2- Project due next week



Scanning drawing - learn how to use the scanner settings etc.

bring the drawing into PS and AI

if anyone needs a Demo on Printing and Mounting project 2

supplies for mounting(student):

foam core (aaron bros, michaels, office depot)
premium photo glossy paper
paper to protect the mounted print

supplied by curtis
exacto
ruler
spray mount glue
cardboard for under the cut
soft paper so you don't touch the print

13 Project 2 due



we will look at them on the projector

remember - by the end of the semester - you have to have one Mounted
print

we will pick your most successful image ...

we will look at the final project

 [coffeePDF document](#)

14 1. 3D text and objects in Photoshop
2. Texture Text in Photoshop - (I have the notes for you to download
below)



 [text texture notesPDF document](#)

 [brochure template1file](#)

 [brochure template2file](#)

 [Logo Tutorial Notesfile](#)

15  [drag1file](#)

 [drag2file](#)

 [carfile](#)

 [girl](#)