Course Information

- Multimedia 100 Computer Applications/Photoshop/Design, Section 13675
- REMOTE/Zoom Class on Mondays 10:35am to 12:40pm (when scheduled) Lab/Zoom Office Hours on Wednesdays 10:30am to 11:30pm
- Spring 2021
- Professor: Curtis Stage

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

Required Materials

Required Textbook: None

Software: Adobe Photoshop/Illustrator (laccd will provide for Spring 21)

Recommended Materials: Notebook

Student Learning Outcomes

Upon completion of this course, you will be able to:

1. Create multimedia projects while employing proficient software expertise and design principles.
2. Construct design that integrates bitmap imagery, text, and vector graphics into a composite image.
3. Critique, distinguish and explain successful design elements within multimedia projects.

Course Relationship to the Multimedia Program

Multimedia 100 is the base course serving all three of our Certificates and AA Degrees. It is geared towards Graphic Design but is valuable in all concentrations.

The 3 AA Degree Concentrations/Certificates to choose from are:

1. Animation and 3-D Design
2. Graphic and Web Design
3. Video Production

Course Requirements

- Weekly assignments, quizzes, discussions.
- Students will need to spend 4 to 10 hours studying/doing coursework each week.
- Internet connection and software is required.

Weekly Outlook:

- You are expected to complete any video lectures or video demos each week.
- Most weeks there will be an Assignment tied to the Video Demos.
- Possible Quiz
- Working towards Major Projects (3) each week
  Everything that is DUE will have a date and will be listed on the Canvas calendar and your To-Do list.

Instructor Information & Office Hours

Instructor: **Curtis Stage**
Department Chair of AMP and Professor of Multimedia and Photography

Email: stagecj@laccd.edu or the Canvas inbox for this class is best

Phone: 818-364-7771

Office Location and Hours: Zoom - Check dates

How and when to contact instructor: Contact me to set up an appointment via Zoom!

Instructor bio: Curtis has been teaching at LAMC since 2004 and is a Los Angeles Artist and Media Professional
Check out my website at curtisstage.com

LAMC multimedia website: http://www.lamission.edu/multimedia/

Teaching Philosophy & LAMC Mission Statement

I feel that my role in student education at Los Angeles Mission College is to facilitate and mentor student development in conceptual thinking, technological skills, and professionalism. This development is an ongoing process that begins when students start the Multimedia program and develop while they are with us and continues after they leave. I feel it is vital the students develop their own passion for reflective, self-directed, life-long learning. I try to maintain a neutral orientation relative to individual style and viewpoint and I appreciate the uniqueness of every student. I foster a creative classroom environment that encourages students to recognize their capabilities and find ways to reach beyond them. The aim is in creating a community and collaborative environment where students gain the confidence to work together that will position them with better tools to move on to the next level of education and/or career.

   I support your success. In order to achieve the learning outcomes in my class, I will provide you with the historical and technical foundation, and demonstrations. I integrate diversity through the selection of artists represented in my lectures and through class discussion. Every student in this class has something valuable to contribute and I look forward to getting to know you.

I support:

- Student Success
- Shared Experience
- Learning Outcomes
- Foundation in Art
- Portfolio Development

- History and Culture

I believe in:

- Fairness
- Acceptance
- Equality/Equity
- Social Justice

I will not discriminate against you, especially on the basis of:

- Race/Ethnicity/Nationality
- Age
- Gender/Gender Identification
- Sexual Orientation
- Disability

I will listen to what you have to say and extend my thoughtful professional assistance to you. I believe in you and if you are committed to this course, then I only see your success.

I learn from you too!

Los Angeles Mission College – Mission Statement:

Los Angeles Mission College is committed to the success of our students. The College provides accessible, affordable, high-quality learning opportunities in a culturally and intellectually supportive environment by: Ensuring that students successfully transfer to four-year institutions, prepare for successful careers in the workplace, and improve their basic skills; Encouraging students to become critical thinkers and lifelong learners; Providing services and programs that improve the lives of the diverse communities we serve.

Course Topics and Objectives

1.) FILE FORMATTING a.) Techniques and	1.) Develop proper techniques for copying files, making and naming folders, accessing the network, using file find, and saving files.

Organization Workflow on the Computer.	
2.) BASIC IMAGING a.) Downloading Images and image integration. b.) Cropping images with free crop and specified size. c.) Resolution and pixel dimension. d.) Saving images in various formats.	2.) Demonstrate downloading images, cropping, adjusting resolution, flattening, saving as jpg, and preparing for uploading images to web-based portfolios.
3.) INTERFACE AND TOOLS IN SOFTWARE a.) Selections and masking of images. b.) Multiple layers and transparencies. c.) Combining and compositing images using cloning. d.) Layer styles and blending modes e.) Clean-Up and retouch tools	3.) Employ interface and tools for Photoshop: Make selections and masking, create layers, copy and paste images from a web-site. Combine images with selection and clone tools. Choose the proper tools and techniques to fix images with blemishes or damage.
4.) FILE FORMATS a.) Definition and usage of various commonly used file formats such as: PDF, JPEG, TIFF, GIF, PNG, PSD and EPS. b.) Smart Objects and their usage. c.) Connections between multiple software programs: (Roundtripping)	4.) Distinguish between and select the various common file formats such as; PDF, JPEG, TIFF, GIF, PNG, PSD and EPS. Integrate Smart Objects in an image for connective editing with other software programs.
5. DIGITAL BRUSHES a.) Brush tips, sizes, strengths b.) Brush modification such as angle, spacing, color. c.) Brush Opacity and effects. d.) User generated brushes.	5.) Experiment with employing different brush modification to an image as pattern or texture.

e.) Images as brushes and pattern and texture.	
6.) BASICS OF DESIGN ELEMENTS AND PRINCIPLES. a.) Aspects of Visual Unity. b.) Visual connections between objects. c.) Focal Point of design. d.) Order, Organization, and Readability in design. e.) Natural and Abstract representations.	6.) Distinguish between the principles and elements of design. Produce graphic design project which applies the basic principles and elements of design, including contrast, repetition, balance, line, shape, etc.
7.) PRACTICAL COLOR THEORY IN DESIGN a.) Color adjustments using Layer Adjustments. b.) Tinting Techniques and Coloring Line Art. c.) Blending color using blend modes to create visual effects. d.) Communicating through color.	7.) Compare color theory and computer graphics terminology. Illustrate color adjustments in Photoshop, including tinting techniques and coloring line art.
8.) DIGITAL AND TIME-BASED ART MOVEMENTS AND DESIGN: a.) Conceptualize digital images/art in various media. b.) Produce Pop Art, Cubism, and Surrealism. c.) Cultural influence on design. d.) Relevant principles of art that overlap with design.	8.) Produce digital images and time-based work through various digital media input and output methods using vector or raster-based software; Construct 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 Picasso, Dali, Warhol and Banksy.
9.) VECTOR GRAPHICS a.) Illustrator Interface. b.) Placing Images and Exporting Layers. c.) Tracing, Pathfinder Palette and Basic 3D. d.) Smart Objects	9.) Distinguish between Illustrator and Photoshop, vector verse bitmap/raster graphics. Place Images and Export Layers. Use Tracing, Pathfinder Palette and Basic 3D.

e.) Vector and Bitmapped images	
10.) TYPOGRAPHY a.) Working with Type in Illustrator and Photoshop. b.) Loading Fonts, Creating Outlines and Type Effects.	10.) Compare and contrast working with Type in Illustrator and Photoshop. Load fonts, create outlines and type effects. Create a design that employs a strong use of typography.
11.) GRAPHIC DESIGN FOR ADVERTISING a.) Logo Design and Branding. b.) Visual and Corporate Identity Systems.	11.) Distinguish between Advertising Graphics: Logo Design, Branding, Visual and Corporate Identity Systems. Produce a design using Illustrator and Photoshop that brands a company.
12.) LAYOUT DESIGN a.) Alignment, Hierarchy, Grid Structure. b.) Integrating Type and Image.	12.) Employ layout design, alignment, hierarchy, grid structure. Integrate type and image.
13.) USE TECHNOLOGY TO CREATE ART THROUGH VARIOUS DIGITAL MEDIA INPUT AND OUTPUT METHODS a.) Preparing Files for print, animations, motion graphics and internet portfolio gallery. b.) Portfolio Development - Online and in Print.	13.) Plan and assemble a presentation and Portfolio. Prepare Files for the Web, Animations, Web Photo Gallery. Create a portfolio of work demonstrating formal, conceptual, and technical development.
14. TOPICS IN MEDIA ARTS AND DESIGN a.) Society and Manipulated Images, Media Ethics and Appropriation, Copyright Infringement. b.) Contemporary approaches in digital media, its language, aesthetics, and emerging media in digital art;	14.) Analyze the relationship between society and manipulated images, media ethics, and appropriation. Appraise copyright infringement. Examine and describe contemporary approaches, language, aesthetics and emerging media in digital art;

Our weekly units/topics will follow a pattern, and have been designed to give you practice with the concepts before you complete weekly demo assignments and (5)

scheduled quizzes. Below you will find brief descriptions of the types of assignments in this course.

Modules and In-class Activities

The content of our course is presented in this Canvas course. Each week we'll have Lectures and/or Video Demos that will introduce us to key concepts for MM100. This will be followed by our weekly assignments.

Discussions

Communication is central to this course as critique, and the discussions are an area where we'll engage in with one another for Major Projects. You will be required to post 1 or 2 times to each discussion Critique and please review the [Discussion Guidelines](#).

Quizzes

You will have 5 Quizzes
Each Quiz is open notes and worth between 10 and 20 points (Check in Quizzes section for breakdown)

Assignment Projects

You will have 10 to 13 Assignments based on Demos

Grading Information

- Each Assignment, Quiz, Discussion will be graded with points
- Late projects will have -4% deduction each day up to 6 days
- Policies on late work: I accept late assignments

Assignments Table

Assignments	Individual Points	Total Points

Quizzes	6 @ 10/20 points each	60 points
Discussions & Short Essays	5 to 8 @ 10/20 points each	100 points
Assignments	12 to 15 @ 10 points	120 to 150 points
Major Project 1	1 at 50 points	50 points
Major Project 2	1 at 50 points	50 points
Major Project 3 - Final	1 @ 50 points	50 points
Total		460 Total

Grading Table

Final Grade	Percentage	Score
A	90-100%	414-460 points
B	80-89.9%	368- 413 points
C (passing)	70-79.9%	322 - 367 points

D (not passing)	60-69.9%	276 - 321 points
F (not passing)		Just No!

Assignment & Project Submission Guidelines

[EXAMPLE]

Project & Assignment Submission

All final projects & assignments are to be submitted digitally on Canvas. Please follow class procedures and instruction on uploading files to an assignment.

{We will NOT use Behance.net this semester - which was in some videos}

Students are required to back up all work as it is completed. Loss of data is no excuse for not having work.

LATE Project Grading Policy: It is wise to still turn in late work after the due date.
I will accept projects up to 6 days past the due date. In that period of time, **-4%** will be deducted each day.

The aim is in creating a community and collaborative environment where students gain the confidence to work together that will position them with better tools to move on to the next level of education and/or career.

Academic Honesty

In the real world, if you're late with your assignments, or your assignments are incomplete you can lose your job and damage your professional reputation. It is crucial that you plan your time well to get all of your assignments completed. Plan ahead in the event something goes wrong with your final presentations. If projects are turned in on time but are not completed, penalties will be determined based upon the level of completion.

Learning takes place within an atmosphere of trust and respect. The following behaviors erode academic integrity, and thus create barriers to your ability to learn:

- spending less than the time necessary to do an adequate job;
- skipping readings or non-graded activities;
- clicking through course information without taking the time to review resources.

While these behaviors can affect your grade and your learning experience, they are personal choices. Other behaviors, however, move beyond 'choices' and breach academic rules and regulations, and even laws. These include:

- plagiarizing text by copying and pasting from web sites, blogs, other discussions, or published texts;
- re-using an essay or project you already turned in for another class;
- cheating on a test or project;
- copying directly from another student or another source without crediting the source;
- buying or copying an essay or project from an internet source.

Let's discuss two things: prevention and consequences:

I'd like to discuss the positive side first - prevention! I've often found that students who have broken the rules are legitimately confused. I'm here to help clear up that confusion. If you are not sure how to cite a source, integrate a quote, or acknowledge someone when you summarize, let me help you. We can arrange a short phone conference or in-person meeting, or I can give you feedback on a draft. Writing rules can be confusing - let's clear it up!

But now the negative. The college really doesn't care if you break the rules on purpose or by accident - the consequences are the same. In my class, the first time you misquote, misrepresent, or copy/paste, you will have to re-do the work, and meet with me for a one-on-one. The second time, we meet again, but you are not allowed to re-do the assignment, and get a zero for that grade. The third time, you will not pass the class. So let's be proactive! If you are not sure how to cite, ask!

Make sure all work is completed solely by you, this includes artwork. You are in this course to learn and if someone else is completing to your work then you will not be benefiting from the instruction.

The Los Angeles Mission College Catalog on page 54 defines Academic Dishonesty as:
  "Violations of Academic Integrity include, but are not limited to the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitted the same term paper to more than one instructor, or allowing another individual to assume one's identity for the purpose of enhancing one's grade."

1. I reserve the right to determine if cheating or plagiarism has occurred. Depending on the severity of the instance you may receive an "F" on the assignment, which could result in failing the course.

2. LAMC guidelines and polices with be followed. Please find in the [Los Angeles Mission College Catalog (Links to an external site.)](#):
   a. Student Code of Conduct, page 11.
   b. Standards of Student Conduct and Disciplinary Action, pages 52-54.
   c. Suspected plagiarism will be reported to my supervising dean.
   d. Multiple incidents could lead to disciplinary action through the process described in the Los Angeles Mission Catalog, page 52.

How to Succeed in This Course

As a technical, and Art/Design 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.

1. **Attend class** (thanks Captain Obvious): Choose to attend all class periods on time and don't leave early. If you are absent on a day try and work with a partner to get caught up. Also, knowledge in any technology-based class is extremely cumulative. What you miss one day will continue to hurt you throughout the rest of the course.

2. **Don't Multitask**-: Pay attention in class. When you Multitask outside of the given topic… way less information is getting solidified in your brain!

3. **Dig Deep:** Attempt all work, not for the sake of just doing it, but trying to understand the concepts, learning them in the process. "Practice makes perfect" applies not only to music and sports but also in learning. Be sure to schedule sufficient time to complete your assigned tasks before the next class period.

4. **Get Help:** Sometimes we are scared to admit we don't know something or how to do something: Consult with Curtis via Email or other social media device/app. Look online for further information - THAT MEANS RESEARCH.

5. **DO a Little Something Every Day**: Don't leave all the work until the weekend. No one can "digest" so much crazy technology all at once, no matter how much time you

spend trying. This stuff is best studied in bite-sized, digestible pieces. It is like learning a language or hitting a baseball.

6. **Get Organized and Learn to Take Good Notes**: Do I really need to elaborate on this- If so- then you are NOT organized and you are not a good note-taker. Science proves these things can help!

7. **Collaborate**: Find other students to work with. Group work is very productive. You will learn from each other! and share ideas, thoughts, concepts...

General Course Rules & Code of Conduct

1. Please, no food or open-top drinks are allowed in the computer labs **(when on campus)**

2. Please, no video games or watching films during class, specifically during the critiques. Please don't disrupt the course with unrelated dialogue with fellow students. **(when on campus)**

3. If you must answer a phone call or text, please try to leave the room to do so. **(when on campus)**

4. Try not to be tardy. I would be shortchanging the entire class if I did not begin promptly. By the same token, do not expect me to backtrack and explain things if you are late. If you are coming from the other side of campus and have issues, please let me know. **(when on campus)**

5. All written assignments must be typed in Word or directly in the Canvas assignment/discussion. *Sorry, hand-written assignments will not be accepted.*

6. Late assignments may be accepted at my discretion, but only up to one week after the due date, A declining grade scale of -4% will be applied each day. One week after the due date late assignments will not be accepted at all. *However, you should contact the professor to discuss any extreme circumstances.

7. No Make-up quizzes will be given after the posted date. Early quizzes will be given to students who are unable to take the exam on the posted date. All requests to take quizzes early must be submitted via email to the instructor.
If you have special accommodations for Quiz and Test-taking… Not a problem! Just submit the form from DSPS and we can work it out!

8. The Art & Design shown and discussed in the class cover a wide range of topics and ratings. The work *may* contain adult subject matter, profanity, nudity, disturbing images,

or views contrary to yours. It is expected of you to act and behave in a courteous and mature manner and to extend the class the respect you would expect from others. Arrangements can be made prior to class is

9. The syllabus may change at the instructor's discretion. Students will be notified of any adjustments.

Standards of Student Conduct and Disciplinary Action

For more detailed information, please refer to pages 50-51 in the College catalog. Any student involved in any act of plagiarism or academic dishonesty will receive a failing grade for the course. Some violations of the Standards of Student Conduct are as follows (for a full list, please refer to pages 50-51 in the College catalog):

9803.10 Willful Disobedience: Willful disobedience to directions of college officials acting in the performance of their duties

9803.11 Violation of College Rules and Regulation: Violations of college rules and regulations, including those concerning student organizations, the use of college facilities, or the time, place, and manner of public expression or distribution of materials.

9803.12 Dishonesty: Dishonesty, such as cheating, or knowingly furnishing false information to colleges

9803.13 Unauthorized Entry: Unauthorized entry to or use of the college facilities

9803.14 College Documents: Forgery, alteration, or misuse of college documents, records, or identification.

9803.15 Disruption of Classes or College Activities: Obstruction or disruption of classes, administration, disciplinary procedures, or authorized college activities.

9803.16 Theft of or Damage to Property: Theft of or damage to property belonging to the college, a member of the college community or a campus visitor.

9803.17 Interference with Peace of College: The malicious or willful disturbance of the peace or quiet of any of the Los Angeles Community Colleges by loud or unusual noise, or any threat, challenge to fight, fight, or violation of any rules of conduct as set forth in this Article.

Discussion Guidelines

Netiquette, also known as 'net etiquette,' refers to using respectful and inclusive language with proper tone and mechanics (including full sentences), as well as courtesy and respect for others' opinions, when you are communicating in online discussion forums. Instructors may interpret breaches of netiquette as disruptive behavior. Communicating effectively in an online class can help build community and engagement. Please keep the following guidelines in mind:

- **Identify yourself by your real name.** Be mindful of your personal safety, and avoid including personal information, such as phone numbers or addresses, in discussion forums. All online communications should be transmitted with the intent to inform and inspire, not to offend or breach personal privacy. Never use private information about other individuals and be sensitive to the information you share about yourself.

- **Write in the first person.**

- **Use humor, joking, or sarcasm with caution.** We often rely on non-verbal cues such as facial expressions to communicate joking or sarcasm; but these cues are not always clear in an online environment.

- **Be professional, clear and respectful.** Clear and effective writing translates to clear and effective communication. Writing the way you would speak is a good rule of thumb. Use a positive tone and adhere to the same rules you would follow in face-to-face communications. As well, use proper grammar, spelling and formatting, and check all communications before sending. Respond to colleagues in a prompt manner.

- **Read and formulate communications carefully.** Take the time to think about the information contained in all of your online communications. This will allow you to thoughtfully consider all points, reduces confusion and prepares you for a valid response. You can in return, research your facts and provide citations for information stated within your communications. This promotes a robust academic environment and adds credibility to any course. Re-read communications before sending to avoid emotional and or "all capital letter" statements and keep communications meaningful and succinct.

- **Be tolerant and cooperative.** Keep in mind that all students are here to learn, and anyone can make a simple mistake in research, knowledge or communication. Address the idea or concept, not the person. Keep an open mind and focus on the goal of learning. When adverse communications or conflicts arise, try to help rather than hinder. True cooperation means working together to the same end; everyone wants to be successful.

Student Support: On Learning, DSPS, & Accessibility

On Learning:

I understand that students have different learning modalities. I strive to present the material through a variety of different methods, including lecture, visual aids and video. Although creating drawings is the main method of evaluation, I also include other methods such as participation in laboratory and critiques, quizzes, and a short term paper.

I have worked to ensure that my course is accessible to students with disabilities. If you find something which is not in compliance with the American Disabilities Act, please let me know and I will remedy the issue.

[Disabled Student Services & Programs (Links to an external site.)](#)Los Angeles Mission College's Disabled Students Programs & Services (DSPS) is committed to Developing Strategies that Promote Success for students with disabilities.   Students with disability-related educational limitations receive accommodation and educational planning to ensure that they have equal opportunity for access to, and full participation in, the curricular and related activities of the College. Modifications, special assistance, or accommodations can only be made with proper documentation and coordination with DSP&S.

Disability Policy
LAMC students with verified disabilities who are requesting academic accommodations should use the following procedure:

1. Obtain documentation of your disability from a licensed professional. You may contact DSPS to request a Disability Verification Form.

2. Make an appointment to meet with a DSPS Specialist to review your documentation and discuss reasonable accommodations. To schedule a meeting, please call DSPS at (818) 364-7732.

3. Bring your disability documentation to your DSPS appointment. The DSPS office is located in room 1018 of the Instructional Building.

4. Each semester, reach written accommodation agreement with DSPS Specialist and your instructor.

The Uniquely Abled Academy - Los Angeles Mission College

A vocational training and job development program for adults on the Autism Spectrum.

The goal of UAA curriculum is to walk out with the kind of education, hands-on experience, and job skills you need in order to get and keep a job in the field.

Who can qualify?

 If you were diagnosed with Autism Spectrum Disorder

 If you are part of a CTE program (Multimedia and Culinary Arts)

For more information visit our open house or contact:

Araksya Arutyunyan (818) 833-3432

ArutyuA2@lamission.edu

If you are a disabled student and need a modification, special assistance, or accommodation in order to participate in this class, please me alert promptly and contact the DSP&S office. Located in the Instructional Building, Main Level. Contact: Adrian Gonzalez at gonzala@laccd.edu or   (818) 364-7732.[Student Health Center   (Links to an external site.)](#)
[(Links to an external site.)](#)

As a student, not only do you have the pressure of succeeding in school, you may also be contending with work, financial issues, relationships, managing time effectively, getting enough sleep, etc.   The staff and faculty of Los Angeles Mission College are here to provide the support that will help you to be successful in your academic pursuits. Learn more about the broad range of confidential student services offered on campus, including counseling and mental health services, visiting the Student Health Center (SHC), currently relocated to the San Fernando Health Center facility at 1600 San Fernando Road, San Fernando.   I also encourage you to enter the National Suicide Prevention Lifeline number (1-800-273-8255) into your cell phone in case you or someone you know is in distress.