

Division of Media Arts  
Digital Communication Department

<https://www.hccs.edu/programs/areas-of-study/art--design/digital-communication-/>

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**ARTC 1302 Digital Imaging I | Lecture & Lab | #13121**

Fall 2019 | 16 Weeks (8/29/2019–12/12/2019)

West Houston Institute 308 | Thursday 6 PM to 9:50 PM

3 Credit Hours | 96 hours per semester

**Instructor Contact Information**

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Contact me for any questions or concerns you have regarding this course. Don't wait if you are having trouble with the course material or don't understand why you received a certain grade for an assignment. I will work with you to try and resolve any issues.

**Preferred Method of Contact**

Email me using my HCC address above. I will get back to you within two business days and by Monday if contacted during the weekend.

**What's Exciting About This Course**

Is it real or is it Photoshopped? We are surrounded by digital images whether in real life or online. The ability to communicate visually through the use of photos, graphics, and text is sought after in all industries and fields today. The power of tools like Photoshop to bring the imagination to life is only becoming more powerful as we move into an age where our digital creations can not only be printed on paper or shared online, but can also be digitally fabricated through 3D printing and laser cutters, among other modern tools. In this class, you will have the opportunity to learn the fundamentals of work with digital images of all kinds and how to apply these skills to a variety of projects and mediums.

## My Personal Welcome

Hello and welcome to our Digital Imaging I class! I think you will find what you learn in this class very valuable for whatever purposes bring you here. I have been working with the software we will use, Photoshop, since 1996—first as a graphic designer and desktop publisher, next as a web designer and developer and today as a director of IDEASudio, HCC's largest makerspace located at the West Houston Institute. From my real world experience working with digital media and Adobe Creative Cloud, I have created a course that is project-based around the actual kinds of products you will be asked to make when you say you know Photoshop.

We will all work together to learn the basics, but you will also have a lot of freedom to make decisions about the way you use those skills to create your own works for each assignment. This is important as you will be looked to as the expert by your family, friends, and clients once you tell them what you can do. To really learn this material, you have to be able to make creative decisions as part of the process. Get ready!

## Course Pre-Requisites and/or Co-Requisites

Frequent Requisites: MATH 0306, GUST 0341, ENGL 0300 or 0347. Basic computer skills required. If you have enrolled in this course having satisfied these co-requisites, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the HCCS Student Handbook.

## Canvas Learning Management System

We will use Canvas (<https://eagleonline.hccs.edu>) as the online platform for this class. I will post all of the activities that we will be doing each week, along with instructions for how to complete each assignment and how your work will be graded. You will also find additional resources for each week's topics that will support and supplement what is being taught in class.

## Instructional Materials

### Textbook Information

Required Textbook: Adobe Photoshop CC Classroom in a Book (2019 recommended although older copies will work with some extra effort) by Andrew Faulkner, Conrad Chavez. Published by Adobe Press

You will need to purchase this book by the second week of class. Make sure you buy a copy that includes access to the digital lesson files. You will need these to complete the weekly assignments.



## Additional Requirements

In addition to the textbook, you will need the following to succeed in this class:

- Mass storage device: USB portable drive or flash drive (at least 32 / 64 GB recommended)
- Computer access required to access Eagle Online weekly
- Adobe Photoshop Creative Cloud (can be purchased or accessed at campus labs)

## Course Overview

### SCANS

Credit: 3 (2 lecture; 4 lab)

1. Identify terminology, advantages and limitations of image editing software
  - a. Distinguish bit-mapped resolutions for image acquisitions and output devices
2. Use digital editing and painting tools
  - a. Workplace Competencies - Technology -Applies Technology to Task
3. Use basic half-tone theory in production of images
  - a. Workplace Competencies - Resources -Allocates Time
4. Manipulate, create, and edit digital images for print and Web
  - a. Workplace Competencies - Information -Organizes & Maintains
  - b. Workplace Competencies - Information -Uses Computers to Process
  - c. Workplace Competencies - Systems -Understands Systems
  - d. Workplace Competencies - Systems -Monitors & Corrects Performance
5. Specify appropriate file formats
  - a. Identify terminology, advantages and limitations of image editing software

### Learning Objectives

Students will:

1. *Identify terminology, advantages and limitations of image editing software*  
Students are given in-depth lectures on image resolution, line-screen resolution for printing, and the optimization of images going onto the Web.
2. *Use digital editing and painting tools*  
Colorization of black and white images using various image editing tools and color adjustment commands.
3. *Use basic half-tone theory in production of images*  
Students are taught the use of half-tones and the basic theory of offset-printing
4. *Manipulate, create, and edit digital images for print and for Web*  
Students taught various techniques and tools for preparing images to print and when necessary optimizing said images for the web.
5. *Specify appropriate file formats*  
Students are taught how and when to use various file formats for printing, scanning, web, and embedding in page layout software documents.

### Student Learning Outcomes

The student will be able to do the following by the end of the course:

- Identify terminology, advantages and limitations of image editing software
- Distinguish bit-mapped resolutions for image acquisitions and output devices.
- Use digital editing and painting tools.

- Use basic half-tone theory in production of images.
- Manipulate, create, and edit digital images for print and for web.
- Specify appropriate file formats.
- Identify terminology, advantages and limitations of image editing software

## **Student Success**

There are two types of work environments in which creative professionals often find themselves. One is the studio environment, where staff work together in a common space. The other is the freelance environment, where work is done alone from home, a single office, or maybe a coffee shop. As a hybrid course, in which 50% of your instruction takes place outside the classroom, you will work in both worlds in this course.

Our class time will work like the studio environment where we will all work together. Although there will be some lecture material, in a course like this, it is my responsibility to demonstrate the concepts of the course for you and then allow you to learn by doing. You will have as much time as possible to work in class. I will guide the class activities and provide my own knowledge and experience to help you as you develop your skills.

Outside of class, you will need to learn to work like a freelance professional. Establish a consistent time to work on the course, up to 6 hours per week. Get into the habit of checking for deadlines and making sure you organize your time to meet them. Contact me, your client for the purposes of our course, if you have any issues or questions about an assignment or need feedback as you progress.

## **Instructor Responsibilities**

- Create an effective learning environment
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and calendar with a description of all assigned activities
- Provide clear instructions for all graded activities
- Provide the grading scale and grading formula explaining how grades are calculated
- Arrange to meet with individual students before and after class as required

## **Student Responsibilities**

- Attend class regularly and participate in class activities
- Participate weekly in Eagle Online web-based activities
- Read and comprehend the course materials
- Complete all assigned activities
- Keep copies of all paperwork, including this syllabus, handouts and all assignments
- Ask for help when there is a question or problem

## **Assignments & Activities**

### **Classroom in a Book Lessons (10% of final grade)**

This course uses the *Adobe Classroom in a Book* series. Each week you will work through at least one lesson from the book. These lessons serve as the out of class instruction portion of this course. Your completed work should be uploaded and submitted through the assignment tool in Eagle Online.

**Class & Online Activities (20% of final grade)**

Most class sessions will include activities that are to be turned in by the end of class. As a hybrid course, 50% of instruction takes place online. So, you will also be participating in weekly online forums, quizzes and other online activities in Eagle Online.

**Design Projects (40% of final grade)**

Every two weeks, you will have an assignment where you will be given source materials to create a design project that will help you develop your skills in working with digital images. Instructions for each week’s project will be provided in class and in Eagle Online. Submission will be made through Eagle Online.

**Final Project (30% of final grade)**

The final project will be an opportunity to demonstrate the skills and techniques you have learned during the duration of the course. As this is the last assignment for the semester, you will be given much more freedom to develop a concept and choose how the work will be presented. Detailed information will be given in class and posted in Eagle Online.

**HCC Grading Scale**

A = 100–90	.....	4 points per semester hour
B = 89–80	.....	3 points per semester hour
C = 79–70	.....	2 points per semester hour
D = 69–60	.....	1 point per semester hour
F = 59 and below	.....	0 points per semester hour
IP (In Progress)	.....	0 points per semester hour
W (Withdrawn)	.....	0 points per semester hour
I (Incomplete)	.....	0 points per semester hour
AUD (Audit)	.....	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute your grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades “IP,” “COM” and “I” do not affect your overall GPA.

**Grading Criteria**

Instructions will be provided in class for each assignment. Additional information, including any assignment source files, will be available in Eagle Online. Rubrics with detailed information about how your grade will be assessed will also be provided for both the midterm and the final. Use the rubric as your guide to understanding what is most important for the successful completion of each assignment.

All coursework will be submitted through Eagle Online. Final projects will also be presented in class on the day of the schedule course final.

### **Digital Communication Late Assignment Policy**

Every assignment has a due date and students are expected to submit their assignments by the assigned due date. It is the student's responsibility to read and adhere to all assignment due dates listed on the assignment handouts. The purpose of this policy is to help students with time management and ensure optimum academic success in the classroom.

ALL assignments are due at the day and time indicated. Technical issues are not valid excuses for late work.

Any assignment posted or turned in after the indicated due dates will be subjected to the following:

- 1 – 24 hours late loses 25% off the total earned grade.
- 24 – 48 hours additional 25% off (50% off the total earned grade.)
- 48 – 72 hours additional 25% off (75% off the total earned grade.)
- 72 – 96 hours additional 25% off (100% off the total earned grade.)

Assignments will NOT be accepted after the fourth day of the due date.

THE FINAL PROJECT WILL NOT BE ACCEPTED AFTER THE DUE DATE. Therefore, let me know immediately if you are concerned that you will not meet the project deadline. We will work together to see what can be done to help you complete the project on time.

### **Withdrawals**

Students may withdraw from courses prior to the deadline established by the institution. Before withdrawing from a course, students should meet with the instructor to discuss the decision. There are services available to students you may be referred to assist in completion and success in the course.

Deadlines to withdraw are listed on the HCC website. Be sure you adhere to the rules and deadlines in order to receive a 'W' otherwise a grade of 'F' will be given in the course by the instructor.

Students should take care in dropping a course, as the third or future attempt to retake a course will result in a higher rate of tuition at HCC.

Do not submit a request to discuss withdrawal options less than "3" days before the deadline.

## Fall 2019 Weekly Course Calendar

This is a tentative outline of class activities for the semester. This calendar is subject to change. You will be made aware of any changes to our schedule both in class and in Eagle Online.

### Course Introduction + Photoshop Workspace (August 29<sup>th</sup>)

#### Topics

- Course Introduction
- Mac Basics
- Eagle Online
- Adobe Account
- Photoshop Workspace

#### Assignments

- Profile Photo Activity
- Discussion: Introduce Yourself
- Syllabus Quiz
- Classroom in a Book Lessons 1 (in class) and 2 (homework)

### Image Editing, Part I (September 5<sup>th</sup>)

#### Topics

- Image Size + Resolution
- Cropping + Straightening
- Image Retouching

#### Assignments

- Photo Restoration Activity
- Eagle Online Profile Photo
- Classroom in a Book Lesson 5

### Image Editing, Part II September 12<sup>th</sup>)

#### Topics

- Color + Tone Adjustments
- Special Filter Effects
- Adobe Spark
- Exporting for Web

#### Assignments

- Photo Editing Practice Activity
- Classroom in a Book Lesson 3
- Social Media Project

### Selections + Graphics (September 19<sup>th</sup>)

#### Topics

- Selection Tools + Techniques
- Moving + Duplicating
- Working with Graphics
- Principals: Proximity + Color

#### Assignments

- Selections Practice Activity
- Classroom in a Book Lesson 4
- T-Shirt Design Project

### Layers (September 26<sup>th</sup>)

#### Topics

- Opacity + Fill
- Blending Modes
- Layer Styles
- Design Principle: Alignment

#### Assignments

- Layers Practice Activity
- Classroom in a Book Lesson 6
- T-Shirt Design Project

### **Masks + Channels I (October 3<sup>rd</sup>)**

#### Topics

- Masks Types
- Alpha Channels
- Principle: Contrast + Emphasis

#### Assignments

- Masks Practice Activity
- Classroom in a Book Lesson 7
- Postcard Project (Start)

### **Masks + Channels II / Copyright (October 10<sup>th</sup>)**

#### Topics

- Type Tool
- Character + Paragraph
- Clipping Masks
- Principle: Alignment

#### Assignments

- Type Practice Activity
- Postcard Project (Due by end of class)
- Classroom in a Book Lesson 11

### **3D Printed Design (October 17<sup>th</sup>)**

#### Topics

- 3D Printing
- History of Lithophane Art
- Principle: Contrast + Emphasis

#### Assignments

- 3D Printed Lithophane Activity

### **Vector Design I (October 24<sup>th</sup>)**

#### Topics

- Vector Shapes + Paths
- Smart Objects

#### Assignments

- Vector Practice Activity
- Vector Design Project (Start)

### **Vector Design II (October 31<sup>st</sup>)**

#### Topics

- Vector Shapes + Paths
- Principle: Balance

#### Assignments

- Vector Design Project (Due by end of class)
- Classroom in a Book Lesson 15

### **Advanced Compositing, Part I (November 7<sup>th</sup>)**

#### Topics

- Advanced Composition Techniques

#### Assignments

- Double Exposure Portrait Activity
- Portrait Project Start

### **Advanced Compositing, Part II (November 14<sup>th</sup>)**

#### Topics

- Principle: Unity

#### Assignments

- Portrait Project (Due by end of class)



### **Course Portfolio + Final Project (November 21<sup>st</sup>)**

#### Topics

- Course Projects
- Design Portfolios
- Final Project

#### Assignments

- Adobe Spark Pages Activity
- Course Portfolio
- Final Project Proposal

### **Thanksgiving Holiday (November 28<sup>th</sup>)**

NO CLASS-WORK ON COURSE PORTFOLIO AND FINAL PROJECT

### **Final Project Planning + Management (December 6<sup>th</sup>)**

#### Topics

- Project Requirements
- Project Planning

#### Assignments

- Proposal Peer Review + Instructor Approval
- Final Project Assets

### **Final Project Submissions + Presentations (December 12<sup>th</sup>)**

Individual Final Project Presentations and Submission of ALL Final Project Artwork + Assets