



**Media Arts & Technology Center of Excellence**  
**Digital Communication**

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## **Digital Imaging I (ARTC 1302) CRN 15434**

Spring 2019 / Saturdays, 9:00am-12:15pm / West Loop, Room 131

### **Instructor Information**

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Class Room: West Loop Center, Room 131

Contact me for any concerns you have regarding this course. Do not 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.

### **Course Description**

Digital imaging using raster image editing and/or image creation software: scanning, resolution, file formats, output devices, color systems, and image acquisitions.

**Course Co-Requisites (Required to *successfully* be completed before or at the same time as this course):**  
ARTC 1305 and ARTC 1325

**Course Requisites (Required to *successfully* be completed before taking this course):**  
ENGL 0300 or 0347; GUST 0341; MATH 0306

### **Textbook + Materials**

- Required Textbook: Adobe Photoshop CC Classroom in a Book (2018) by Andrew Faulkner, Conrad Chavez. Published by Adobe Press
- Mass storage device: USB portable drive or flash drive (at least 32 GB recommended)
- Computer and Internet access required to access Eagle Online weekly

- Adobe Photoshop Creative Cloud (can be accessed at WHI Learning Commons)

## Course Semester Credit Hours (SCH)

Credit and Lecture 96 hours; External Hours: 48 hours

Course Length: 16 Weeks

Note: 1 hour of classroom instruction equates to a minimum of 1.5 hours of out of class student work each week. External hours of student work may include lessons from the book, discussions, projects, and quizzes.

Explanation:

2 lecture, 4 lab hours credit course:

2 lecture hours x 16 weeks = 32 lecture hours

4 lab hours x 16 weeks = 64 lab hours

1.5 external hours x 16 weeks = 48 external hours

TOTAL hours = 144 hours

144 total hours / 12 weeks = 12 hours per week for course

## Type of Instruction

Hybrid course: This means that 50% of the course will take place on campus in a classroom and 50% will take place online in Eagle Online, <http://eagleonline.hccs.edu>.

## 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

## 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.

## 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

## Instructional Methods

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

## Student Assignments

### Classroom in a Book Lessons (20% 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 (20% 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.

## Classroom + Lab Policies

It is our shared responsibility to develop and maintain a positive learning environment for everyone. Your instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, you are asked to respect the learning needs of your classmates and assist your instructor achieve this critical goal.

- Students are responsible for adhering to all guidelines, procedures and requirements indicated in assignments and project handouts for the course.
- Information covered in class will not be repeated for students who are tardy or absent. Students are responsible on getting lectures and assignments missed from other students.
- The student must complete all assignments and projects. Any work completed with the help of external sources such as lab technicians or past students/relatives etc. will result in a zero grade. Details will be given in each project or assignment.
- Assignment/Project content or theme must NOT contain any inappropriate or offensive material (language, text, images, or multimedia) that relates to any sexual, religious or political orientation.
- References and credits (such as images, text information, media files, etc.) used must be documented in each assignment/project where applicable.
- Work turned in past the dateline will receive a lowered letter grade or possibly an F.
- Assignments are to be saved on External disks. You may leave your files on the server or class computers. The department will not be responsible for any deleted files.
- Student must either call or email the instructor if they cannot make it for class.
- No software, hardware, or manuals may be removed from the lab. Software and manuals may not be copied. Lab rules are to be strictly followed. Failure to comply with these rules will mean expulsion from both class and lab.
- ALL mobile devices should be switched to silent mode. If you need to take a call, please leave the classroom without disrupting your instructor or classmates.

## HCC Policy Statements

To access Student Services Policies, visit:

<http://www.hccs.edu/district/about-us/procedures/student-rights-policies--procedures>

## Student Handbook

To access an electronic copy of the Student Handbook, visit:

<http://www.hccs.edu/district/students/student-handbook>

## Personal Ethics + Honor + Integrity

Students should conduct themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by college officials against a student who is accused of scholastic dishonesty. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, and collusion.

## **Cheating**

Cheating includes:

- Copying from another student's test paper;
- Using materials during a test that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a non-administered test;
- Bribing another person to obtain a test that is to be administered

## **Plagiarism**

Plagiarism means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

## **Collusion**

Collusion means the unauthorized collaboration with another person in preparing written work offered for credit on any type of graded work.

## **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.

### 1. Course Introduction + Photoshop Workspace (January 19th)

<u>Topics</u>	<u>Assignments</u>
- Course Introduction	- Profile Photo Activity
- Mac Basics	- Discussion: Introduce Yourself
- Eagle Online	- Syllabus Quiz
- Adobe Account	- Classroom in a Book Lessons 1 (in class) and 2 (homework)
- Photoshop Workspace	

### 2. Image Editing, Part I (January 26th)

<u>Topics</u>	<u>Assignments</u>
- Image Size + Resolution	- Practice Activity: NYC Photo Restoration
- Cropping + Straightening	- Classroom in a Book Lesson 5
- Image Retouching	

### 3. Image Editing, Part II (February 2nd)

<u>Topics</u>	<u>Assignments</u>
- Color + Tone Adjustments	- Practice Activity: Photo Editing
- Special Filter Effects	- Project: Social Media Post
- Adobe Spark	- Classroom in a Book Lesson 3 (homework)
- Exporting for Web	- Good and Bad T-Shirt Design Assignment

### 4. Selections + Graphics (February 9th)

<u>Topics</u>	<u>Assignments</u>
- Selection Tools + Techniques	- Practice Activity: Shapes + Text
- Moving + Duplicating	- Classroom in a Book Lesson 4
- Working with Graphics	
- Principals: Proximity + Color	



## 5. Layers (February 16th)

### Topics

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

### Assignments

- Project: T-Shirt Design
- Classroom in a Book Lesson 6

## 6. Masks + Channels I (February 23rd)

### Topics

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

### Assignments

- Practice Activity: Masks + Layers
- Project: Postcard Design
- Classroom in a Book Lesson 7

## 7. Masks + Channels II (March 2nd)

### Topics

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

### Assignments

- Practice Activity: Selective Color
- Project: Postcard Design
- Classroom in a Book Lesson 8

## 8. Vector Design I (March 9th)

### Topics

- Vector Shapes + Paths
- Smart Objects

### Assignments

- Practice Activity: Vector Design
- Project: Geometric Photo Collage

## 9. Vector Design II (March 16th) School Holiday – NO CLASS

### Topics

- Vector Shapes + Paths
- Principle: Balance

### Assignments

- Project: Geometric Photo Collage
- Classroom in a Book Lesson 9

## 10. Advanced Compositing, Part I (March 23rd)

### Topics

- Advanced Composition  
Techniques

### Assignments

- Practice Activity: Advanced Composite Images
- Project: Double Exposure Portrait
- Classroom in a Book Lesson 14

### 11. Advanced Compositing, Part II (March 30th)

#### Topics

- Principle: Unity

#### Assignments

- Project: Double Exposure Portrait  
- Readings: Power of Storytelling

### 12. Digital Storytelling (April 6th)

#### Topics

- Digital Storytelling  
- Adobe Spark Video  
- Final Project Proposal

#### Assignments

- Project: Digital Story (Start)  
- Final Project: Project Proposal

### 13. Project Planning + Management (April 13th)

#### Topics

- Project Planning  
- Project Management

#### Assignments

- Project: Digital Story  
- Final Project: Peer Review of Project Proposals

### 14. Course Portfolio (April 20th) School Holiday – NO CLASS

#### Topics

- Adobe Spark Page  
- Design Portfolios

#### Assignments

- Project: Course Portfolio  
- Final Project: Media Assets

### 15. Final Project Work Week (April 27th)

#### Topics

- Final Project Assets

#### Assignments

- Project: Course Portfolio  
- Final Project: Media Assets / Progress Check

### 16. Final Project Submissions + Presentations (May 5th)

- Individual Portfolio + Final Project Presentations  
- Final Project Media Assets Submission

## Final Project Poster Design Assignment

Make sure the resolution you are working with is at least **300 dpi** and the color mode is CMYK. The list of items that will be grading on are:

Graphics design