



Course Syllabus Digital Imaging II ARTC 2305

Semester with Course Reference Number (CRN)	Fall 2014 CRN 31722
Instructor contact information (phone number and email address)	Russ Armstrong 713.718.7903 russell.armstrong@hccs.edu
Office Location and Hours	WLOP 139B Wednesday 1:00pm-5:00pm
Course Location/Times	West Loop Center - Room WLOP 131 Tuesday 5:30PM - 9:30PM
Course Semester Credit Hours (SCH) (lecture, lab) If applicable	Credit Hours 3.00 Lecture Hours 2.00 Laboratory Hours 4.00
Total Course Contact Hours	96
Continuing Education Units (CEU): if applicable	N/A
Course Length (number of weeks)	12
Type of Instruction	Face to Face, Web Enhanced Onsite +27 hrs. electronic instruction
Course Description:	Principles of digital image processing and electronic painting. Emphasis on bitmapped- or raster-based image making and the creative aspects of electronic illustration for commercial or fine art applications.

**Course
Prerequisite(s)**

**Academic
Discipline/CTE
Program Learning
Outcomes**

1. Demonstrate ability to select and apply industry standard software.
2. Design and demonstrate use of software and techniques in practical applications.
3. Develop a portfolio of work that demonstrates proficiency in skills for employment.

**Course Student
Learning
Outcomes (SLO):
4 to 7**

1. Use advanced concepts and concerns associated with image resolution and file size.
2. Demonstrate digital editing and use of printing/web tools
3. Create, edit, and paint digital images.
4. Color correction and manipulation of photographic images.
5. Save and output images on various devices.

**Learning
Objectives
(Numbering
system should be
linked to SLO -
e.g., 1.1, 1.2, 1.3,
etc.)**

- 1.1 Utilize the Interface, Palettes and Tools inherent in Photoshop.
- 1.2 Utilize Adobe Bridge to organize images and work flow.
- 2.1 Understand the concept of White Balance in Digital Photography.
- 2.2 Utilize Smart Objects.
- 2.3 Utilize Blending Mode options in creative imaging.
- 3.1 Utilize Digital Cameras for obtaining images for the assigned projects
- 3.2 Demonstrate an understanding of how and why to use Camera Raw Images and how to work with them in Photoshop.
- 3.3 Utilize Adjustment Layers and Layer Masks.
- 4.1 Utilize the Levels and Curves Palettes for Color Correction and image manipulation.
- 4.2 Utilize Channel Mixing, Color Balance, Color Range and other advanced color controls.
- 5.1 Utilize Actions in Photoshop.
- 5.2 Utilize image optimization for output to the Web.

**SCANS and/or
Core Curriculum
Competencies: If
applicable**

SCANS

- *Working With Information:* Organize/Maintain information; Process information with computers
- *Using Technology:* Select equipment and tools; Apply technology to specific tasks; Maintain/troubleshoot technologies
- *Demonstrating Basic Skills:* Reading; Listening
- *Demonstrating Thinking Skills:* Creative thinking; Problem solving; Thinking logically
- *Exhibiting Personal Qualities:* Individual responsibility; Integrity; Self-management

**Instructional
Methods**

Lecture/Lab

**Student
Assignments**

Assignments

Assignments, mostly likely on weekly basis, are due at the class the week after the assignment is given.

Assignments, projects and web-enhanced activities have been developed to guide your learning and concept development. To better understand a

topic/concept, you will be given assignments on key information that you will need to remember for your success in your career in digital media.

Final Project

Final Project has the highest grading weight among all the assignments and tests. Students must push their limit and spend plenty of effort in order to excel. While the scope and topic of the final project are completely open to the students, the idea needs to be discussed with and the proposal approved by the instructor by the due day indicated in the weekly schedule.

Students are encouraged to start thinking and planning early. The instructor is open to final project discussion at the beginning of the semester. At the due day, students need to present a written proposal, which details the nature, images, style, technique involved, specification and real world value. The instructor will reject or approve the proposal based on the proper technique level, scale of effort and ethical considerations.

Student Assessment(s)

Your work will be evaluated according to the following criteria:

Adherence to the assignment guidelines: Do not rearrange the assignment guidelines. Complete the right assignment. If the assignment is not clear to you, it is your responsibility to ask for clarifications before doing it.

Appropriateness: Follow course policies, attitude—check on how you handle projects and challenges along with working with others in class. Do not have someone do the project or assignment for you. Submit & present projects on time.

Techniques and Concepts: Application of concepts and techniques.

Design Layout: Consider creativity, balance of elements, design techniques, use of white space, fonts, sizes and styles, effects and color.

Quality of Execution: Content information. Strive for excellence. All work should be an attempt at portfolio quality.

Using the above criteria, your work will be assessed on six levels:

90–100% A Exceptionally fine work; superior in presentation, visual observation, comprehension and participation

80–89% B Above average work; superior in one or two areas

70–79% C Average work; good, unexceptional participation

60–69% D Below average work; noticeably weak with minimal participation

Below 60% F Clearly deficient in presentation, style and content with a lack of participation

Misc W Excessive absence (more than 12.5% semester absence)

Students who wish to appeal a grade penalty should notify the instructional supervisor within 30 working days of the incident. A standing committee appointed by the College Dean of Instruction (Academic or Workforce) will convene to sustain, reduce, or reverse the grade penalty. The committee will be composed of two students, two faculty members, and one instructional administrator. A majority vote will decide the grade appeal and is final.

Instructor's Requirements

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up

- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

To be successful in this class, it is your (the student's) responsibility to:

- Attend class and participate in class discussions and activities
- Read and comprehend the handouts and help files where applicable
- Complete the required assignments and evaluations
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts and all assignments
- Complete all assignments/activities with a 70% passing score
- Adhere to HCC, department and instructor policies

Program/Discipline Requirements: If applicable

- Complete and comprehend the objectives and technologies involved in all graded assignments.
- Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments.
- Complete all reading assignments pertaining to the subject matter of the course.
- Attend class regularly, missing no more than 12.5% of instruction and lab time (12 hours)
- Arrive at class promptly and be prepared with necessary books, storage media, assignments, and anything else required.
- Exhibit safe and courteous lab habits.
- Develop and share knowledge and information with fellow students.
- Participate in keeping labs clean and organized; shutting down computers when finished; abiding by lab rules; showing respect for instructors, fellow students and lab assistants.
- Participate in class discussions and critiques.
- Demonstrate the ability to communicate in a clear, coherent manner.
- Turn in all assignment on time and in the manner required by the instructor.
- Demonstrate the ability to use computer--- based technology and software applications as it applies to be given class.
- Understand and be proficient in computer file management, including saving and retrieving files.
- When possible, demonstrate the ability to use and understand both Macintosh and Window operating systems.
- Demonstrate knowledge and the ability to use applicable peripherals and storage devices.
- Develop a portfolio that illustrates concepts, techniques, and programs used in solving class assignment, including a written statement describing project concepts and processes.
- Demonstrate ability and creativity in using computer--- based technology in communicating, solving problems and acquiring information.
- Accept responsibility for personal understanding of course requirements and degree plan.

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
59 and below = F	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 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 GPA.

**Instructor
Grading Criteria**

See individual assignment handouts and/or grade sheets

**Instructional
Materials**

REQUIRED TEXTBOOK:
Photoshop CC: Essential Skills
By Mark Galer and Philip Andrews
ISBN: 978-0-415-71571-3 \$44.95 Focal Press, 2014

REQUIRED:

- External high capacity (16 GB and higher) USB storage device
- Premium photo paper for in class project prints (**costs \$25.00 per student**)
- 13"x19" portfolio binder

Recommended reference books:

- *Adobe Photoshop One-on-One, Deke McLelland, O'Reilly*
- *Photoshop Masking and Compositing, Katrin Eismann, New Riders*
- *Photoshop CC Visual QuickStart Guide, By: Elaine Weinmann; Peter Lourekas, Print ISBN: 10: 0-321-70153-4*
- *Short Course in Digital Photography, A, 2/E, London & Stone, ISBN-10:0205066429, ISBN-13:9780205066421*

HCC Policy Statement:

Access Student Services Policies on their Web site: <http://hccs.edu/student-rights>

Distance Education and/or Continuing Education Policies

Access DE Policies on their Web site: http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf

Access CE Policies on their Web site: <http://hccs.edu/CE-student-guidelines>

FALL 2014 - 16 WEEK SESSION

<http://www.hccs.edu/district/events-calendar/academic-calendar/fall/>

Fall 2014 SCHEDULE OF CLASSES:

Following is a tentative outline of discussion topics and class assignments for the semester. This schedule is subject to change. The instructor reserves the right to change the assignments, projects and dates as deemed necessary. You will be informed of any changes. Updated information will be posted online on Eagle Online

Eagle Online ACTIVITIES (WEA): All textbook projects must be turned in via Eagle Online. See class handout and/or announcement for each week for additional assignments.

Week 1: Revisit Adobe Photoshop CC tools

Discussion Topics/Lecture:

- Instructor/ Student introductions
- Go over Syllabus
- Get Textbook, 13'x19' portfolio, laser paper, and inkjet paper for portfolio prints (**\$ 25 Printing fees due next week**)
- Student Profile Sheets
- Share drive folders
- Email and Eagle Online
- Adobe Associate Certification (Certiport)
- Introduction, Syllabus, Requirements, digital pictures taken by students with a digital camera for class.

WEA: Introduction Post on Eagle Online

Assignment 1: In-class and homework "Self-Portrait". Students download images from the web and/or use their own to create a 13" x 19" portrait collage, student **must** use at least one high-resolution image of themselves. 13" x 19" layout will be printed for the portfolio.

All assignments must be titled with ONLY YOUR Last Name and Assignment/Project/Chapter #. EG. For Mr. John Doe Doe_Assign01 or Doe_Projectname01 otherwise you will lose points

Week 2/3: New and revised features in CC.

Discussion Topics/Lecture:

- Presentation of Assignment 1 – Self Portrait
- Shot 60 images. 20 Nature, 20 Architecture, and 20 Man-made.

WEA: Textbook project(s) posted on Eagle Online

Assignment 2: Layer Basics and Blending Modes/Layers (Various mini-projects)

Week 4/5: Type effects and type poster

Discussion Topics/Lecture:

- Assignment 2 presentation
- Shot 60 images. 20 Nature, 20 Architecture, and 20 Man-made for next assignment
- Assignment 3 Type effects handout

WEA: Textbook project(s) posted on Eagle Online

Assignment 3: Type Effects, students given notes for different type effects must do at least 10. Students will also research internet for text effects tutorials and 1 3D Repousse effect required. Design type effects poster. 13" x 19" layout will be printed for the portfolio.

Week 6/7: Photo Retouching Project

Discussion Topics/Lecture:

- Assignment 3 presentation
- Attempt Adobe Associate Certification (Certiport) practice test 1
- 2 Mini Projects: Painting Brush and Flip
- Assignment 4 Photo Retouching handout

WEA: Textbook project(s) posted on Eagle Online

Assignment 4: Photo retouching, students will retouch the two photos provided and apply techniques learned to retouch their own image. Layout a 'Before & After' of your photo for portfolio print on 13'x19" document.

Week 8/9: Adobe Bridge,PS Lightroom, and Photoshop Actions

Discussion Topics/Lecture:

- Assignment 4 presentation
- Shot images for next assignment.
- Attempt Adobe Associate Certification (Certiport) practice test 2
- Assignment 5 Adobe Bridge and watermarking images using Photoshop's Actions

WEA: Textbook project(s) posted on Eagle Online

Assignment 5: Develop a PDF contact sheets and HTML (Web Gallery) slide shows of images in Adobe Bridge and upload to eagle Online. Watermark images using 'Actions' script in Photoshop.

Week 10/11: Rules of Composition

Discussion Topics/Lecture:

- Assignment 5 presentation
- Assignment 6, Rules of Composition (Photography) handout

WEA: Textbook project(s) posted on Eagle Online

Assignment 6: Rules of Composition; Use your own images and Photoshop tools to develop a presentation to depict 'rules of composition'. Utilize various Photoshop tools including Channel Mixing, Color Balance, Color Range and other advanced color controls to edit your selected images for this assignment. Design a layout of at least 8 images on 13"x 19" for portfolio print.

Week 12: Final project - Poster

Final Project (Assignment 7): Pictorial chronicle of place or event OR develop a movie poster

- Attempt Adobe Associate Certification (Certiport) Exam (300 points)
- Lab time: Work on final project
- Portfolio preparation and printing

Week 13/14/15: Final project: Lab time to work on the final project

- **Final project is due on Tuesday, December 9th, 2014. THIS IS A HARD DEADLINE.**
- **Portfolio is due by Thursday, December 11th, 2014. Late Projects will not be accepted after Thursday, December 11th, 2014.**
- **Final project presentations/critique and portfolio review on last day of class, Tuesday, December 9th, 2014 . Last day to attempt Adobe Associate Certification (Certiport) Exam (300 points) Attendance is mandatory.**
- **LAST DAY OF CLASS IS TUESDAY DECEMBER 9th.**

Week 16: Final project presentation

- **Final project presentations/critique and portfolio review on last day of class, Tuesday, December 9th, 2014 at 5:30PM. Attendance is mandatory**
- **Last day to attempt Adobe Associate Certification (Certiport) Exam (300 points) . MUST BE COMPLETED BEFORE 9:30PM.**

Instructor's teaching philosophy & instructional methods:

My main goal as a teacher is to encourage all my students to complete their college education. Within the realm of the classroom, I like to emphasize that every student understands the importance of basic principles of visual communication and design, and employs creative thinking in order to be successful as graphic designers.

"The secret of education is respecting the pupil." Ralph Waldo Emerson

There are many different learning styles and as a teacher, I strive to make sure that I can tailor my teaching to ensure success for each student who passes through my class. The students' interest is highly important to me. I believe that in order for the students to thoroughly understand the concept being taught, they should be able to incorporate their interest in the assigned project; I give a basic idea and let my students nurture and develop it.

I keep this Chinese proverb in mind when teaching: *"Tell me and I forget. Show me and I remember. Involve me and I understand."*

I endeavor to create an active learning environment by inviting student participation. Collaborative learning allows students to express individual ideas and also give them the opportunity to learn from each other.

Course Assignments/Assessments:

Assignments, projects and web-enhanced activities have been developed to guide your learning and concept development as an intro level Graphic designer. To better understand a topic/concept, you will be given assignments on key information that you will need to remember for your success in your career in graphic design.

As you learn new concepts and application, you will apply the knowledge to your Final Project.

Working on assignments/project is an integral part for the course. Any missed assignments will be considered as missed lab/class time and hence will be counted as ABSENCE. (1 unexcused missed, late or incomplete assignments = 1 ABSENT Session)

All assignments/projects are due on the day noted unless otherwise announced in class. Assignments may be completed in class or lab. Those having their own computer and pertinent software may work on assignments at home as well. However, class participation is still required, and students are advised to attend class regularly. The assignments must be completed on software programs used in class. Do not make substitutions.

Note: Original working files are REQUIRED for ALL projects along with the submission of files as instructed.

Handouts will be given out for all assignments & projects. Be sure to follow the requirements of each project. Grading weights, assignments, projects, and evaluations are subject to change.

Grading Weights:

The instructor reserves the right to change the schedule, assignments, projects, grading weights, and dates as deemed necessary.

1. Assignment 01 – Self-portrait	100 point	
2. Assignment 02 – Blending Modes	150 points	
3. Assignment 03 – Text Effects	200 points	
4. Assignment 04 – Photo Retouching	150 points	
5. Assignment 05 – Bridge/Lightroom(WEA)*	150 points	
6. Assignment 06 – ROC	200 points	
7. 15 Textbook Lessons projects (WEA)*	375 points	
8. Portfolio	250 points	
9. Participation & Class Engagement	225 points	
10. 2 Adobe Certification Practice (WEA)*	100 points	
11. Adobe Certification Exam (WEA)*	300 points	
12. Final Project – Poster	300 points	
	Total	2500 points

	Final Grade:
	A = 2500-2250 = (100-90)
	B = 2249-2000 = (89-80)
	C = 1999-1750 = (79-70)
	D = 1749-1500 = (69-60)
	F = 1499 and Below = (59 or below)

	WEA –Includes Eagle Online activities, web-based research, and textbook assignments
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NOTE: **LATENESS on any assignment/project past the due date WILL receive a 25% off (over two letter grades) for each day late!**

Class Attendance Policy: (Attending class regularly is the best way to succeed in this class!)

Attendance is taken within the first 15minutes of the class session. **You will be marked absent for unexcused lateness (See below).** Your attendance is also considered part of the class participation, and as such can affect your grade. Please note that you will be administratively dropped if you exceed the 12.5% of instruction hours (2-four hour sessions for classes that meet once a week, OR 4-two hour sessions for classes that meet twice a week).

3 unexcused lateness (15 minutes late) = 1 absent session.

Classroom/Lab Policies:

As your instructor and as a student in this class, 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.

1. Students are responsible for adhering to all guidelines, procedures and requirements indicated in assignments and project handouts for the course.
2. 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. No make-up tests or classroom exercises will be given.

3. All assignments and projects must be completed by the student. 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.
4. 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.
5. References and credits (such as images, text information, media files, etc.) used must be documented in each assignment/project where applicable.
6. **Work turned in past the deadline will receive a lowered letter grade or possibly an F. No exceptions.**
7. 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.
8. Student must EMAIL the instructor if they cannot make it for class.
9. 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.
10. ALL electronic devices and cell phones to be switched to silent mode. If you need to take a call, please leave the classroom without disrupting your instructor or classmates.

Acknowledgement of Syllabus

Please fill in the following information and return this page to the instructor before leaving class. I have read and understood the contents of the course syllabus.

I will comply with the CRN 31722 ARTC 2305 Digital Imaging 2, syllabus guidelines & State requirements for Fall 2014.

Houston Community College System • Southwest College • West Loop Campus
Program: Digital Communication
CRN 31722 ARTC 2305 Digital Imaging 2
Wednesday 5:30PM-9:30PM WLOP Room 131
Start Date: 08/25/2014
End Date: 12/14/2014
Final Presentation TBA
Final Evaluation TBA

Instructor: Russ Armstrong
Telephone: 713-718-7903
Email: russell.armstrong@hccs.edu
Office Hours: Wednesday 1:00PM-5:00PM

Student Name:	
Student ID:	
Home Phone:	
Work/Cell Phone:	
Email :	
Website (If applicable):	
Student Signature:	
Date:	

Digital Communication - Release for Use Agreement

A release agreement between Houston Community College Southwest and a presently or past enrolled student to use work produced by the student for the promotion of the college or its programs.

The student agrees to allow HCCS to use works produced for class or art shows in the following ways:

- a. Gallery Shows
- b. Online internet gallery promoting our programs
- c. In printed materials also used to promote the college and its programs

HCCS agrees:

- a. That the student's work will not be sold or offered for sale without prior permission of the student.
- b. The ownership of all works produced in class remains the student.
- c. That the student work will not be altered in any way except to be optimized for display on the internet or reduced in size for publication purposes.
- d. To identify the student when their work is used by the college in the ways stated above.

Student Signature

Print Name

Email

Phone

Date

Department Chair,