

Syllabus for Digital Imaging I ARTC 1402

Online: 43148, Lab section: 43151

Lab Monday/Wednesday 3:00 to 5:40

Semester Spring 2012

Instructor	Donna Pauler
Office hours	Office: T/Th 9:00a to 12:00p/ 2:40p to 4:40p Later by appointment. Online M/W 8:00a to 11:00a Office 1:20p to 3:00p and 5:40p to 6:00p
Office Location #	Office: 4263-2 Northridge Campus;
e-mail	pauler@austincc.edu
phone	Office: 512-223-4300, Home 512-835-5411
web sites	http://www.viscom.austincc.edu , http://www.austincc.edu/pauler
Arranging Conferences/ Appointments	Email or call to arrange conferences or meetings in the office or online.

Course Description

Digital imaging using raster image editing and/or image creation software: scanning, resolution, file formats, output devices, color systems, and image-acquisitions. (WECM) A solid introduction to Adobe Photoshop with specific attention to practical applications to include preparing images for print (halftone theory) and web output. Gain proficiency with Adobe Photoshop panels, image editing, selections, layers, masks, and paths. Introduction to layer styles, type effects, and filters. Encourages creative studio skills.

Course Rationale

Digital Imaging 1 is a foundation course using industry standard imaging software to help prepare students in the following specializations: graphic design, graphic arts technology, interactive design and motion graphics. Production and technical skills are reinforced through project-based assignments. Students are provided an opportunity to obtain real life experiences. Practicing professionals may upgrade their job skills.

Pre-Requisite: None

Challenge to ARTC 1402:

Students cannot be currently or previously enrolled in the Digital Imaging I class they are challenging. Challenge test forms may be picked up in Admissions. Admissions will confirm whether the student has been previously enrolled. The form needs to be signed by the department chair and documented by Donna Pauler, the instructor who is supervising the test. Donna Pauler can be reached at is 223-4300 or through email at pauler@austincc.edu. There is \$40 fee to take the challenge test for credit.

Required Text and Materials

Lab: *Adobe Photoshop CS5 Classroom in a Book* by Adobe Press: ISBN-13: 978-0-321-70176 **Online** students: Get version of book that goes with software used CS 4 or CS 5.

Optional Supplementary Text: *Photoshop CS 5 for Windows and Macintosh Visual Quick Start Guide* by Elaine Weinmann and Peter Lourekas.

Library Resource Centers: Review *Print Magazine*, *Communication Arts Magazine*, *Photoshop User Magazine* and others. In addition, library has stock photo files. See this url for Library services for the Visual Communication Dept: <http://researchguides.austincc.edu/VCD>

Useful URLs: <http://tv.adobe.com/>, http://www.adobe.com/designcenter/video_workshop/, <http://www.planetphotoshop.com/>, <http://www.photoshopuser.com/>,

Supplies

Lab: USB Memory Key. Paper, pen, pencils, notebooks.

Online: Internet access (high speed recommended) with reliable e-mail* essential. Adobe Photoshop 5 software. Digital Camera and/or access to scanner. For ACC special pricing on Adobe software see: <http://austincc.academicsuperstore.com>, <http://www.planetphotoshop.com/>

Student Learning Outcomes

- Identify and specify different graphics file formats for print and web.
- Distinguish image resolution from resolution of input and output devices.
- Explain bit depth and image modes (bit map, grayscale, RGB and CMYK).
- Edit using retouching tools (healing brush, clone tool, patch tool) to use in composites.
- Master the selection tools (wand, marquee, lasso, quick selection).
- Demonstrate proficiency with layers (naming, organizing sets, styles, adjustment layers).

- Demonstrate proficiency creating and editing masks (Quick, channels, layers, clipping).
- Distinguish between vector and raster graphics.
- Use the pen tool as a selection and vector masks device.
- Use type and type effects.
- Optimize images for output to print and web.
- Control use of selected filters.
- Create well-executed composite images giving consideration to “non-destructive” editing.

Learning Outcomes Workforce Education Course Manual (WECM):

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.

Program-Level Student Learning Outcomes

This course is offered in more than one degree plan. For more information on the Program-level Student Learning Outcomes (PSLO) for this course in your degree, please go to <http://www.viscom.austincc.edu/pslo>

SCAN Competencies:

Secretary's Commission on Achieving Necessary Skills:

1.0 Resources

1.1 Manages Time

2.0 Interpersonal

2.1 Participates as a Members of a Team

3.0 Information

3.1 Acquires and Evaluates Information

3.2 Organizes and Maintains Information

3.3 Uses Computers to Process Information

4.0 Systems

4.1 Understands Systems

4.2 Monitors and Corrects Performance

4.3 Improves and Designs Systems

5.0 Technology

5.1 Selects Technology

5.2 Applies Technology to Task

5.3 Maintains and Troubleshoots Technology

6.0 Basic Skills

6.1 Reading

6.2 Writing

6.4 Mathematics

6.5 Listening

6.6 Speaking

7.0 Thinking Skills

7.1 Creative Thinking

7.2 Decision Making

7.3 Problem Solving

7.4 Mental Visualization

7.5 Knowing How to Learn

7.6 Reasoning

8.0 Personal Qualities

8.1 Responsibility

8.2 Self-Esteem

8.3 Sociability

8.4 Self-Management

8.5 Integrity/Honesty

Instructional Methodology

Demonstrations/presentations/tutorials followed by independent lab work and “real world”, hands- on projects.

Opportunity is provided for lab and online students to have discussion, exchange ideas and share projects.

(Recorded tutorials and links to material in Blackboard)

Grading System

90 —100 =A, 80 —89 =B, 70 —79 =C 60 —69 =D, 59 >=F

Course Requirements and Grading

Classroom in a Book (CIB) Lessons, Practices, Daily Work “LAB” 25%

Evaluated on technical execution and completion of daily tutorials (CIB lessons) and practices as assigned to include **participation/attendance** in class. (Ongoing through semester)

Integrating Projects 30%

Integrating projects (3 or 4) Incorporate the skills acquired.

Integrating 1 Character Week 4 8%>

Integrating 2 Visual Pun Week 8 11%>

Integrating 3 Word Play Week 11 8%>

Integrating 4 Pop Art Week 16 3%< This may be optional time permitting

Quizzes/Tests 25%

Includes 7 online quizzes. Quizzes are multiple choice and T/F which may be in lab or online.

(Ongoing through semester)

Final Culminating Project(s) 15%

Includes making a movie poster at specified size and resolution, converting a copy for grayscale newsprint ad and creating a color composite optimized for the web. (Weeks 13 to 15 15%)

Notebooks OR Resource Files

5%

This includes either a physical notebook or a digital file of student projects, Photoshop resources, class organization and an "Image Dairy". (2% week 8/ 3% week 16)

Assessment:

The stated objectives for each assignment of individual projects are based upon the instructor's experience with industry standards. Student work is assessed upon technical expertise, accuracy, composition standards and creativity. (See Rubrics for each project.) Active participation in class discussions, critiques and sharing sessions is essential and considered part of each project grade and final evaluation.

Passing Grade Policy:

Effective September 2005 "Ds" are not accepted as a passing grade within the Visual Communication Department courses. Students receiving a grade of D must retake the course to receive credit and to progress to the next level course. Students who made a D prior to September 2005 will be allowed to proceed to the next level course.

Course Policies.

Lab attendance/ Participation: Regular and punctual class and laboratory attendance is expected of all students. If attendance or compliance with other course policies is unsatisfactory, the instructor may withdraw students from the class.

If for any reason you're unable to come to class you will be counted absent. You are allowed 4 absences. There is no distinction between an excused or unexcused absence so use your absences meaningfully and sparingly. You are absent if you are not in class; arrive to class extremely late; or leave class extremely early.

Online Students: Be sure to submit work by the regular weekly due dates.

Lack of progress and participation (communication) may cause a grade of D or F. In this case, you should withdraw from the course. If you don't withdraw, and the lack of progress continues past the final withdrawal date of the semester you will receive a grade of F.

Withdrawals

It is the responsibility of each student to ensure that his or her name is removed from the roll should he or she decide to withdraw from the class. The instructor does, however, reserve the right to drop a student should he or she feel it is necessary. If a student decides to withdraw, he or she should also verify that the withdrawal is submitted before the Final Withdrawal Date. The student is also strongly encouraged to retain their copy of the withdrawal form for their records.

Students who enroll for the third or subsequent time in a course taken since Fall, 2002, may be charged a higher tuition rate, for that course. State law permits students to withdraw from no more than six courses during their entire undergraduate career at Texas public colleges or universities. With certain exceptions, all course withdrawals automatically count towards this limit. Details regarding this policy can be found in the ACC college catalog.

Missed or Late Work

Work is due on the date/ time specified. If turned in after that, the project is late. Work turned in past the due date will automatically be lowered by a letter grade (or 10%). Work may not be accepted if turned in a week or more past the due date. Please remain in communication with the instructor if there is a reason for the delay.

Incomplete Grade Visual Communication Policies

An instructor may award a grade of "I" (Incomplete) if a student was unable to complete all of the objectives for the passing grade in a course. An incomplete grade cannot be carried beyond the established date in the following semester. The completion date is determined by the instructor but may not be later than the final deadline for withdrawal in the subsequent semester.

An incomplete (I) will be granted to a student in extremely rare circumstances. Generally, to receive a grade of I, a student must have completed all examinations and assignments to date, be passing, and have personal circumstances that prevent course completion that occur after the deadline to withdraw with a grade of W.

Scholastic Dishonesty

A student attending ACC assumes responsibility for conduct compatible with the mission of the college as an educational institution. Students have the responsibility to submit coursework that is the result of their own thought, research, or self-expression. Students must follow all instructions given by faculty or designated college representatives when taking examinations, placement assessments, tests, quizzes, and evaluations. Actions constituting scholastic dishonesty include, but are not limited to, plagiarism, cheating, fabrication, collusion, and falsifying documents. Penalties for scholastic dishonesty will depend upon the nature of the violation and may range from lowering a grade on one assignment to an "F" in the course and/or expulsion from the college. See the Student Standards of Conduct and Disciplinary Process and other policies at <http://www.austincc.edu/current/needtoknow>.

Copyright

The software programs used in the labs are licensed to the college, which is the original purchaser. Thus students cannot duplicate the software for their personal use. *Do not* use college equipment to duplicate software for other students or to produce work-for-profit.

Do not download, copy or scan copyrighted material for use in your projects unless it meets the Fair use guidelines below and the copyright holder is properly credited.

Fair use is an important element of U.S. copyright law that allows for the use of copyrighted work without asking permission of the copyright holder, especially when the copyrighted work is used for criticism, scholarship, and education. Under the Fair Use guidelines students may:

- Incorporate portions of copyrighted materials when producing a project for a specific course; and
- Perform and display their own projects and use them in their portfolio or use the project for job interviews or as supporting materials for application to other schools.

For more information on Fair Use see http://en.wikipedia.org/wiki/Fair_use.

Student Rights and Responsibilities

Students at the college have the rights accorded by the U.S. Constitution to freedom of speech, peaceful assembly, petition, and association. These rights carry with them the responsibility to accord the same rights to others in the college community and not to interfere with or disrupt the educational process. Opportunity for students to examine and question pertinent data and assumptions of a given discipline, guided by the evidence of scholarly research, is appropriate in a learning environment. This concept is accompanied by an equally demanding concept of responsibility on the part of the student. As willing partners in learning, students must comply with college rules and procedures.

Privacy Policy

The Family Educational Rights and Privacy Act protects confidentiality of your educational records. Grades cannot be given over the phone, posted, over non ACC e-mail, or through a fellow student.

Students with Disabilities

Each ACC campus offers support services for students with documented disabilities. Students with disabilities who need classroom, academic or other accommodations must request them through the Office for Students with Disabilities (OSD). Students are encouraged to request accommodations when they register for courses or at least three weeks before the start of the semester, otherwise the provision of accommodations may be delayed.

Students who have received approval for accommodations from OSD for this course must provide the instructor with the 'Notice of Approved Accommodations' from OSD before accommodations will be provided. Arrangements for academic accommodations can only be made after the instructor receives the 'Notice of Approved Accommodations' from the student.

Students with **approved** accommodations are encouraged to submit the 'Notice of Approved Accommodations' to the instructor at the beginning of the semester because a reasonable amount of time may be needed to prepare and arrange for the accommodations.

Additional information about the Office for Students with Disabilities is available at <http://www.austincc.edu/support/osd/>

Safety Statement

Austin Community College is committed to providing a safe and healthy environment for study and work. You are expected to learn and comply with ACC environmental, health and safety procedures and agree to follow ACC safety policies.

Additional information on these can be found at <http://www.austincc.edu/ehs>. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the Emergency Procedures poster and Campus Safety Plan map in each classroom. Additional information about emergency procedures and how to sign up for ACC Emergency Alerts to be notified in the event of a serious emergency can be found at <http://www.austincc.edu/emergency/>.

Please note, you are expected to conduct yourself professionally with respect and courtesy to all. Anyone who thoughtlessly or intentionally jeopardizes the health or safety of another individual will be dismissed from the day's activity, may be withdrawn from the class, and/or barred from attending future activities.

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Use of ACC Email Communication

All College e-mail communication to students will be sent solely to the student's ACC email account, with the expectation that such communications will be read in a timely fashion. ACC will send important information and will notify you of any college related emergencies using this account. Students should only expect to receive email communication from their

instructor using this account. Likewise, students should use their ACC email account when communicating with instructors and staff. Instructions for activating an ACC email account can be found at <http://www.austincc.edu/accmail/index.php>.

Cell phone policy

Students are not allowed to have their cell phone on in classroom during scheduled class times. Students may check messages during their break as long as their phone calls don't cause the student to return from break late. During an emergency situation, the student should notify the instructor. Instructors will use their discretion to determine an emergency situation. (Students may be able to set phone to vibrate, and leave the classroom to receive an emergency call.) Dept of Visual Communication Policy & Procedure Manual.

Student And Instructional Services

ACC strives to provide exemplary support to its students and offers a broad variety of opportunities and services. Information on these services and support systems is available at: <http://www.austincc.edu/s4/> Links to many student services and other information can be found at: <http://www.austincc.edu/current/> ACC Learning Labs provide free tutoring services to all ACC students currently enrolled in the course to be tutored. The tutor schedule for each Learning Lab may be found at: <http://www.austincc.edu/tutor/students/tutoring.php>. For help setting up your ACCeID, ACC Gmail, or ACC Blackboard, see a Learning Lab Technician at any ACC Learning Lab.