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Fall 9-1-2021

MART 255.50: Photoshop - Art and Design

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Recommended Citation

Twigg, Gregory David, "MART 255.50: Photoshop - Art and Design" (2021). *University of Montana Course Syllabi*. 12534.

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Media Arts 255

Photoshop: Art & Design

3 Credits

Autumn 2021

The University of Montana, Missoula

Online Class

Professor: Greg Twigg

Office Hours: T W R from 11am-12pm

In-Person at McGill 231

ZOOM-in @ <https://umontana.zoom.us/j/95096565656>

EMAIL: greg.twigg@umontana.edu

Graduate TA: Katie Moorish

Email: katie.morrish@umconnect.umd.edu

Office Hours: Virtual meetings can be scheduled via email.

Overview

MART 255 Photoshop Art & Design builds upon the fundamental still image design skill sets covered in MART 111A and provides the student with the opportunity to expand her/his aesthetic application and perspective. Please note that MART 255 has been updated and now encompasses a more comprehensive curriculum. It is strongly recommended that GDSN 149A: Digital Imaging is taken before you begin this course.

Course Format

MART 255 is a fully online course. The course is divided into 3 sections: Foundations, Techniques, and Production. Each assignment will consist of an art project or exercise. See the course calendar and assignment pages for specific information. A wide variety of resources are provided to help you along your way to completing the required assignments and projects. Projects will explore the artistic application of color, fonts, graphic elements, digital painting, animations, layout, compositing, 3D, and abstraction and will be based on concept, creative production techniques, and project planning. The course will also include a student project gallery available to registered students through Moodle. To begin the course, a written Visual Concepts quiz will be based on specific works of art ranging from realism to abstraction.

The Course Website

The website is your go-to spot for the majority of course content. Go here first – watch all of the videos and tutorials suggested for every session. You can also find assignment details, guest artist videos, helpful tips, links, and other still image artists' work for inspiration.

Moodle

This is where your assignments are turned in and where important assignment information lives. All assignments must be uploaded to the course Moodle to receive credit.

Having issues with Moodle? The UM Online Tech Support staff can help 8AM - 5PM, Monday - Friday.

Required Materials

You will need access to Adobe Photoshop CC. You are not required to purchase any books for this course, as the Course Website will serve as your digital textbook.

Photoshop is a powerful processing / robust software program. Please review the minimum system requirements to run Photoshop on your own computer before you sign up for a Creative Cloud subscription:

<http://helpx.adobe.com/photoshop/system-requirements.html>

If your computer doesn't match the minimum requirements and you're on campus, you don't need to buy a new computer! The Mansfield Library has several computers with Photoshop installed. The Online Lab in McGill Hall room 127 is also available on weekdays. The Lab schedule will be available during the first week of school.

You must also always back up your work to multiple storage devices. You can access 50GB of free storage through your free UM Box account. More info here:

<http://www.umd.edu/it/support/box/>. You may also want to purchase an external hard drive for backing up your work. You can also use Google Drive, Dropbox, or Adobe Creative Cloud Files to backup and store your files.

Photoshop Plans

Purchase a subscription to Adobe Creative Cloud here:

<https://creative.adobe.com/plans>. Be sure to select the "Students and Teachers" tab to see the educational discount plans, and take advantage of the free trial.

When purchasing Photoshop, there are several different payment plans. Choose the plan that will be best for your courses and personal needs.

The Photography Plan for \$10/month might be a good option for this course. But note that if you plan on canceling your plan when the course ends, you will be charged a fee that would be for 50% of the remaining yearly price. For example, if you canceled the Photography Plan immediately after this course, the fee would be around \$40.

You can also purchase the entire Creative Cloud, which includes all of the Apps, for \$20/month. This is a good option if you have multiple Media Arts courses and need access to multiple Adobe programs. Keep in mind that this plan will also charge a cancellation fee if you cancel before the year is over

Recommended Materials

A graphics tablet is strongly recommended when working in Photoshop. More information about graphics tablets is available in the Additional Tools & Apps section.

Communication – Very Important!

All communications for the course must take place via your University of Montana email address. We cannot contact personal email addresses, so it is essential for you to regularly check your UM email to be successful in this course. I do not check Moodle comments or notes on assignments – all information or questions must be communicated via University of Montana email.

The online learning environment presents some special concerns and challenges in communication. Please don't be afraid to be in touch with concerns or questions – better to address any issues quickly and directly than to let them build up over time. Though there is a chance we may never meet face to face – remember when you email, we are real people! We will always address you with respect in our communications, and request the same of you.

Like you, we have many responsibilities. Though we work to respond as quickly as we can, please plan for a minimum of 36 hours response time when you email. Messages sent after 5pm will likely not be read until the following day. If you haven't heard back after 48 hours, please don't hesitate to send a follow-up message.

Time & Effort

When you complete the course, you will earn 3 university credits. For each assignment, you should budget a minimum of 2 hours of work per credit earned (6 hours per week). The time it takes each of you to complete your assignments will vary. You may find that some assignments require more effort, but if you put in that effort, it will be noticed and rewarded.

Assignments & Projects

Please see the assignment pages in Moodle each week for detailed information. All assignments must be submitted via Moodle. All assignments are due on Moodle by 11pm on their due dates, unless otherwise noted.

The course will begin with an analysis essay (in the form of a Moodle quiz) where each student will research three assigned works of art and articulate an aesthetic and cultural perspective. See the individual topic for parameters and guidelines.

For all project assignments, the student will find the conceptual entry point and be responsible for acquiring all source material. Once completed, upload via the Upload Area in Moodle. After review by the instructor, each project will be placed in the Student Project Gallery.

*Please note – assignments are subject to change, due to software updates, holidays, or other adjustments. You will be alerted via University of Montana email to any significant changes.

The assignments are listed below:

Section 1: Foundations

Student Contract | 1pt

Assignment 1: Visual Concepts | 4pt

Assignment 2: Integration | 2pts

Assignment 2: Integration Quiz | 3pts

Assignment 3: Automation | 5pts

Assignment 4: Restoration | 5pts

Section 2: Techniques

Assignment 5: Type | 6pts

Peer Review 1: Type | 2pts

Assignment 6: Custom Brushes | 8pts

Assignment 7: Digital Painting | 8pts

Assignment 8: Rotoscoping | 6pts

Assignment 9: 3D | 8pts

Peer Review 9: 3D | 2pts

Section 3: Applications

Assignment 10: Mood Boards | 8pts

Assignment 11: Mockups | 8pts

Assignment 12: Designing for Web | 8pts

Assignment 13: Designing for Print | 6pts

Peer Review 3: Designing for Print | 2pts

Assignment 14: Designing for Animation | 8pts

Course total: 100pts

Grading Scale

Points (decimals will be rounded to the nearest whole number) will translate into the following letter grade:

A 95-100

A- 90-94

B+ 86-89

B 83-85

B- 80-82

C+ 76-79

C 73-75

C- 70-72

D 60-69

F 0-59

Grading Policy

Grades will be based primarily on the student's ability to integrate the digital capabilities of Photoshop with their aesthetic sensibility. This will take into account visual expression areas such as the use of color, composition, and balance as well as personal expression areas such as semiotics and abstraction. Points will be given for proper and punctual delivery of the PSD / JPEG files, and project organization.

There will be a total of 100 points for the course, making it easy to track the progress of your grade. Check your grade regularly throughout the semester. Please keep in mind that your grade will be represented as a number of points, not a percentage.

Grade Breakdown

Assignment 1: 5 points

Points will be based on a demonstrated understanding of the Visual Concepts and the Principles and Elements of Art & Design

Assignment 2, 3, 4: 5 points each

Production – followed project directions, correctly organized and submitted, evidence of appropriate effort, use of high quality/non-pixelated sources, submitted on time: 5 points
Assignments 5, 9, and 13 will be evaluated as follows: (8 points each)

Production – followed project directions, correctly organized and submitted, evidence of appropriate effort, use of high quality/non-pixelated sources, submitted on time: 2.5 points
Actualization/Aesthetics – effectively applying design and composition principles and technical skills: 2.5 points

Concept – 1 point

Peer Review – 2 points

Assignments 6, 7, 8, 10, 11, 12, 14 will be evaluated as follows: (8 points each)

Production – followed project directions, correctly organized and submitted, evidence of appropriate effort, use of high quality/non-pixelated sources, submitted on time: 3 points
Actualization/Aesthetics – effectively applying design and composition principles and technical skills: 3 points

Concept – 2 points

Peer Reviews

Over the course of the semester, there will be three Peer Reviews. The Peer Reviews contain two parts that you will need to participate in -- Part 1 (the phase where you create your post) and Part 2 (the part where you assess your peers).

During Part 1, you will create a new discussion where you will upload the .jpg file from the corresponding assignment. This Peer Review submission is separate from the individual assignment upload areas, where you will also upload your .jpg file. You will have until the first due date to create your discussion with your .jpg file and statement about your work. You will have until the second due date to assess your peers' work. Specific directions are given in the Peer Review section.

IMPORTANT: Because the second part of the Peer Review is dependent on everyone completing the first part, it is imperative that you complete Part 1 on time. Failure to submit your .jpg file to the Peer Review and failure to complete the assessment before the due date will result in a 0 for the entire Peer Review. You must wait for the allotted timeframe to begin Part 2. This will ensure that everyone who posts Part 1 on time will have a fair chance to get reviewed by everyone in their group.

Grade Feedback

Grade feedback will be provided in a rubric format. The gradebook is located inside of "Course Dashboard" in the bottom right of the main menu. If you click on the links to each assignment,

you will see your grading rubric. If you would like detailed feedback on your assignments, please don't hesitate to email your instructor.

Upload Notes

Please do not upload a zipped folder unless otherwise instructed. The uploads on Moodle may take a while, please be patient and plan accordingly. Make sure to save your submissions and double-check that your submission was added to Moodle. Projects submitted late because of Moodle errors will be treated the same as any other late submission.

Late Submission Policy

IMPORTANT / LATE WORK: Projects handed in after the due date and time will have points deducted from the assignment. Those that are uploaded late, but within one day of the due date will automatically lose 1 point. For those uploaded after that, the number of deducted points will be at the discretion of the instructor.

Revisions

It is possible to earn back missed points if you submit project revisions. Project revisions must demonstrate a clear improvement. The number of points received for revisions is at the discretion of the instructor. Points deducted for late work, missing .jpg files, and Peer Reviews cannot be recovered.

Original Work Requirement

All assignments you turn in for this course must be comprised entirely of your own original work, fully created by you. You may use appropriated images from outside sources, but you must manipulate the images to make them your own original work. Work created for another class may NOT be used in this course and will not receive credit.

Sensitive Subject Matter & Censorship

This course operates under a no-censorship policy, and you should feel free to experiment with challenging topics in your projects. That said - if you submit work with violent or sexually explicit themes, containing hate speech, racial slurs or other sensitive subject matter, I might contact you to request more background information on your choices.

Be Kind

Be respectful to each other, help each other, and be considerate in your communications with the instructional team. No trolling shared work. Be constructive with any critical feedback you give.

Outcomes

The challenge of the Media Arts student is to integrate the capabilities of digital computation with aesthetic expression. The technological landscape in digital art continues to change dramatically, so it is critical that the student artist stays in tune. With this in mind, this course has been designed to help each student gain a cohesive understanding of the multiple facets of digital image design in general, and Photoshop in particular.

At the conclusion of this course, students will be able to:

Operate the tools, practice the techniques, and navigate the workflow of Photoshop

Analyze the visual concepts of realism and abstraction

Integrate Photoshop with a range of Creative Cloud applications

Automate the editing system within Photoshop

Achieve successful image adjustments, enhancements, and restorations

Demonstrate digital painting techniques including custom brushes, mixing, and rotoscoping

Manage video footage in Photoshop

Create project templates for a variety of outputs

Prepare designs for web, print, and animation outputs

Academic Misconduct and Student Conduct Code

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The code is available online at <http://www.umt.edu/student-affairs/Dean%20of%20Students/default.php>

Disability Services for Students

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406.243.2243. We will work with you and Disability Services to provide an appropriate modification. If you are registered with DSS, please send an email at the beginning of the course with your paperwork attached.

Accessibility

We are currently in the process of transitioning the course to increase accessibility for all students. Please be in touch if you have any questions or would like to speak about accessibility concerns. We're happy to work with you and provide reasonable accommodations.

Incompletes

Students are responsible for completing the required coursework within the time frame of the semester. Students are NOT entitled to an Incomplete grade if the coursework is not completed. Incomplete grades are only given in cases of utmost emergency and are only assigned at the discretion of the instructor.

Withdrawals

If you need to drop the course, visit the following link for the official dates and deadlines this semester:

THIS COURSE SYLLABUS IS SUBJECT TO CHANGE AT THE DISCRETION OF THE INSTRUCTOR.

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