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# MART 352.50: The Art of Photoshop

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# **MART 320: 50 / Fall 2013 / The Art of Photoshop**

**Instructor: Amber Bushnell**

**Office Location & Hours: Available through Skype & in person for per-arranged meetings. Please email to set up.**

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## **Required Material**

MAR 320 Art of Photoshop requires you to have access to a computer (Mac or PC) with Photoshop (CS - CC versions will be fine). If you need to purchase PS, you can visit [www.adobe.com](http://www.adobe.com) to purchase a Creative Cloud student membership. Please let me know if you have questions. All other material you will need is provided on The Art of Photoshop Moodle course.

UM Email - You **MUST** check your UM email account regularly. **IMPORTANT** announcements, responses to Moodle messages, and other communication will be found in the UM email account.

Skype - you will also be required to download Skype and create a Skype name, as this will be my main "Office" for this course. Please email me if you'd like to meet via Skype and request to add my Skype name amberstudio.net to you contacts

*OPTIONAL* - a graphic tablet such as a Wacom: <http://www.wacom.com/>

## **Course Overview**

MAR 395 Art of Photoshop is an online course that provides an understanding of the use of Photoshop as an artistic tool. Exercises and projects will explore areas of customizing & combining tools, depth & perspective, and graphic elements (including text & paths), and will be based on effective production techniques, project planning, and the artistic principles of color theory, content, and layering. Interaction will consist of a student project gallery, critique and feedback areas, downloadable videos specific to the curriculum, and video conferencing (when available).

## **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 stay 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 should be able to:

- Understand the use of Photoshop as an artistic tool
- Understand the use principles of design & color theory
- Understand the choice of artistic style
- Understand and integrate the basic work areas of Photoshop
- Create a variety of project templates
- Apply the techniques of creating customized brushes & stencils, creating depth & perspective, and graphic elements (text & paths).
- Think creatively within Photoshop
- Begin to evaluate their artwork based on the awareness of “ownership”

## Exercises

IMPORTANT!!! >>>> Due Dates - Refer to Course Calendar & Due Dates Section below (or in Main Moodle Menu)

There will be four exercises during the session:

Exercise #1: Custom Brushes

- explains the brush tool & demonstrates creating custom PS brushes

Exercise #2: Depth & Perspective

- uses techniques to create PS layers with depth & perspective

Exercise #3: Stencils

- creates digital stencils by combining tools in PS

Exercise #4: Paths

-creates a graphic elements using the path tool in PS

Exercise #5: Text

- creates an abstract design with use of text as graphic elements

The purpose of each exercise will be to develop an understanding of a particular technique and will be used to lay the foundation for the ensuing project. Students will use the identical source material so as to have a basis for comparison. You will have one week to complete each exercise and once completed, will upload it to the instructor via the Upload Area in each Exercise FOLDER. Step by step instructions, source material, and tutorial videos for each exercise are found in the Exercises Info area. Please begin by reading the Exercises Overview file.

## Projects

IMPORTANT!!! >>>> Due Dates - Refer to Course Calendar & Due Dates Section below (or in Main Moodle Menu)

There will be four projects during the semester:

Project #1: Custom Brushes / Depth & Perspective

### Project #2: Stencils

This project will have 3 parts which will include creating stencils based on the 3 artistic styles (realism, representational abstract, abstract)

### Project #3: Paths

### Project #4: Text

This project will have 2 parts (text as a graphic element & text as a communication element).

### Final Project

Concept must demonstrate an understanding of the principle of “ownership” (explained in the principles video section) & must be inspired/influenced by research in an area of choice (details in project descriptions), but can be the style & design of your choosing.

The first four projects will be based on the preceding exercise and the final project will be a composition incorporating all of the techniques and principles covered during the session. Students will find their own conceptual entry point and will be responsible for acquiring the source material. You will have two weeks for most projects (refer to course calendar) and once completed, will upload to the instructor via the Upload Area in each Project area. After review by the instructor, the project will then be placed in the Project Gallery room in THE GALLERY for feedback from the class. Please begin by reading the Project description files in the appropriate project FOLDERS in the Project area of the main menu and watching the project videos in the Videos area of each project FOLDER.

## Project Revisions

After you turn your projects (1-4) in & you receive your feed back & grade, you have a option to re-submit your project for the possibility of a higher grade (your grade can't drop from this, if anything, it will stay the same).

\*Upload to the Project Revisions area.

## Digital Sketchbook

IMPORTANT!!! >>>> Due Dates - Refer to Course Calendar & Due Dates Section below (or in Main Moodle Menu)

Each student will be responsible for completing one “digital sketchbook” page per week. Please see Digital Sketchbook area in the BB main menu for details. Your sketchbook pages will be uploaded to the Sketch Book Gallery Room in THE GALLERY.

## The Gallery

Upon completion and uploading, a JPEG file of each of the projects will be posted in THE

GALLERY in the Project Gallery Room for critique / feedback. See the Peer Review section below for details on the peer review procedure. \*An announcement will be sent when projects are in the Gallery and ready to be critiqued and will include instructions for the Peer Review procedures (ie who you will critique ect...).

## Peer Review

Every student will be responsible for interacting with the class by participating in the Peer Review discussion board area. Each project will have its own forum where students will post feedback and critiques (projects will be posted in alphabetical order). An announcement will be sent when projects are ready to be critiqued and will include instructions for the Peer Review procedures (ie who you will critique ect...). Please take advantage of the aesthetic observations of your colleagues and look through all of the forum posts. You may also post more critiques than those required.

## Art Experiences

IMPORTANT!!! >>>> Due Dates - Refer to Course Calendar & Due Dates Section below (or in Main Moodle Menu)

You will be required to go out into the art world (ie galleries, performances, etc) in your art community of choice (at least one needs to be from your current home town, the other can be while visiting somewhere). In a forum, tell your classmates about your experience through photos & written descriptions, and when possible, web links. Later classmates will ask questions about your Art Experience & you will answer them. To see more details about Art Experience requirements, please to the the Art Experience area in the main Moodle menu.

## Course Grade Assessment

\*When I grade, I look @ the project to see if it is complete/"finished". For Projects (1-Final), the grade comes from how "finished" your project is in each of the following areas: concept, production, actualization (lost points in any of the areas means you project wasn't "finished" to it's potential, it does not mean it is "wrong"). Please feel free to contact me at [amber.bushnell@umontana.edu](mailto:amber.bushnell@umontana.edu) if you have questions or would like more detailed feedback from me (I will respond with a "video note" talking about how you can further "finish" your project. Remember you have a chance to revise Projects 1-4 after you receive a grade from me. If you choose to revise, your grade will either improve of stay the same (you will not lose points).

See the following criteria below.

Exercises: 5

5 points each > On time: 1

> Instructions: 4

Total: 25

Projects: 4 + Final  
10 points each (x4) > On time: 1

- > Concept: 3
- > Production (apply the principles & techniques of the preceding exercises, followed Project directions, elements are not messy): 3
- > Actualization (Design & Color Theory-composition, color, etc...): 3

15 points (Final) > On time: 2

- > Concept: 6
  - > Production (apply the principles & techniques of the preceding exercise): 6
  - > Actualization (Design & Color Theory-composition, color, etc...): 6
- Total: 60

Sketchbook: 10

1 each (x10) > On time: .5

> Instructions: .5

Total: 10

Peer Review: 4

1.25 each (x4) > Demonstrate insight, constructive criticism, on time

Total: 5

Art Experience: 5

2 Art Experiences - 2.5 points each

1.5 - writing & posting photos about experience in Art Experience forum

1 - asking questions about 2 classmates experiences & answering questions classmates ask

Total: 5

GRAND Total: 100

Points 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

## Course Calendar / Due Dates

### **Week 1: 8.26**

Course Overview / Moodle Overview

Read through Syllabus & make note of DUE DATES & TIMES  
Review and get familiar with all material on the AOPS Moodle site.  
EMAIL me with ANY questions!

Art Experience #1:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #1 description due Monday, October 1st

### **Week 2: 9.2 (Monday is a Holiday - No Classes)**

Begin Exercise #1: Custom Brushes

Details found in the Exercises area

Complete and upload to the Exrs. #1 Upload Area

Sketchbook #1:

Details found in the Digital Sketchbook area

Complete and upload to the SB #1 Upload Area

Art Experience #1:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #1 description due Monday, October 1st

### **Week 3: 9.9**

Exercise #1 Due 9am Monday

Sketchbook #1 Due 9am Monday

Begin Exercise #2: Depth & Perspective

Details found in the Exercises area

Complete and upload to the Exrs. #2 Upload Area

Sketchbook #2:

Details found in the Digital Sketchbook area

Complete and upload to the SB #2 Upload Area

Art Experience #1:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #1 description due Monday, October 1st

#### **Week 4: 9.16**

Exercise #2 Due 9am Monday

Sketchbook #2 Due 9am Monday

Begin Project #1: Brushes / Depth & Perspective

Details found in the Projects area

Complete and upload to the P1 Upload Area

Principle: Design Theory

> Go through the Design Theory in the Design Center on Moodle

Sketchbook #3:

Details found in the Digital Sketchbook area

Complete and upload to the SB #3 Upload Area

Art Experience #1:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #1 description due Monday, October 1st

#### **Week 5: 9.23**

Sketchbook #3 Due 9am Tuesday

Project #1 con't: Brushes / Depth & Perspective

Details found in the Projects area

Complete and upload to the P1 Upload Area

Principle: Color Theory

> Go through the Color Theory in the Design Center on Moodle

Sketchbook #4:

Details found in the Digital Sketchbook area

Complete and upload to the SB #4 Upload Area

Art Experience #1:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #1 description due Monday, October 1st

### **Week 6: 9.30**

Project #1 Due 9am Monday

Sketchbook #4 Due 9am Monday

Art Experience #1 description Due 9am Monday

Begin Exercise #3: Stencils

Details found in the Exercises area

Complete and upload to the Exrs. #3 Upload Area

Sketchbook #5:

Details found in the Digital Sketchbook area

Complete and upload to the SB #5 Upload Area

Art Experience #1 - questions:

Ask questions to at least 2 classmates about their Art Experience (see specifics in Art Experience in the main Moodle menu)

Art Experience #2:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #2 description due Tuesday, November 13th

**Week 7: 10.7**

Exercise #3 Due 9am Monday

Sketchbook #5 Due 9am Monday

Art Experience #1 questions Due 9am Monday

Project #2: Stencils (3 part)

Details found in the Projects area \*Note Project 2 has 3 parts

Complete and upload to the P2 Upload Area

Principle: Artistic Styles

> Go through the Artistic Styles in the Design Center on Moodle

Sketchbook #6:

Details found in the Digital Sketchbook area

Complete and upload to the SB #6 Upload Area

Art Experience #1 - answers:

Answer your classmates questions about your Art Experience.

Art Experience #2:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #2 description due Tuesday, November 13th

**Week 8: 10.14**

Sketchbook #6 Due 9am Monday

Art Experience #1 answers Due 9am Monday

Project #2 Contin.: Stencils (3 part)

Details found in the Projects area \*Note Project 2 has 3 parts

Complete and upload to the P2 Upload Area

Principle: Modes

> Go through the Modes in the Design Center on Moodle

Sketchbook #7: Details found in the Digital Sketchbook area

Complete and upload to the SB #7 Upload Area

Art Experience #2:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #2 description due Tuesday, November 13th

### **Week 9: 10.21**

Project #2 Due 9am Monday

Sketchbook #7 Due 9am Monday

Begin Exercise #4: Paths

Details found in the Exercises area

Complete and upload to the Exrs. #4 Upload Area

Sketchbook #8: Details found in the Digital Sketchbook area

Complete and upload to the SB #8 Upload Area

Art Experience #2:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #2 description due Tuesday, November 13th

### **Week 10: 10.28**

Exercise #4 Due 9am Monday

Sketchbook #8 Due 9am Monday

Project #3: Paths

Details found in the Projects area  
Complete and upload to the P3 Upload Area

Sketchbook #9: Details found in the Digital Sketchbook area  
Complete and upload to the SB #9 Upload Area

Art Experience #2:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #2 description due Tuesday, November 13th

### **Week 11: 11.4**

Project #3 Due 9am Monday  
Sketchbook #9 Due 9am Monday

Begin Exercise #5: Text  
Details found in the Exercises area  
Complete and upload to the Exrs. #5 Upload Area

Sketchbook #10: Details found in the Digital Sketchbook area  
Complete and upload to the SB #10 Upload Area

Art Experience #2:

\*Search for/attend your Art Experience - See Art Experience in main Moodle menu for details - Art Experience #2 description due Tuesday, November 13th

### **Week 12: 11.11**

Exercise #5 Due 9am Tuesday (No class on Monday)  
Sketchbook #10 Due 9am Tuesday (No class on Monday)  
Art Experience #2 description Due 9am Tuesday (No class on Monday)

Project #4: Text  
Details found in the Projects area

\*Note Project 4 has 2 parts  
Complete and upload to the P4 Upload Area

Principle: Text  
> Go through the TEXT in the Design Center on Moodle

Sketchbook #11:  
Details found in the Digital Sketchbook area  
Complete and upload to the SB #11 Upload Area (make-up sketchbook, not required)

Art Experience #1 - questions:  
Ask questions to at least 2 classmates about their Art Experience (see specifics in Art Experience in the main Moodle menu)

**Week 13: 11.18 (Wednesday-Friday: Thanksgiving Holiday)**

Sketchbook #11 Due 9am Monday  
Art Experience #2 questions Due 9am Monday

Project #4 contin.: Text  
Details found in the Projects area  
\*Note Project 4 has 2 parts  
Complete and upload to the P4 Upload Area

Art Experience #1 - answers:  
Answer your classmates questions about your Art Experience.

**Week 14: 11.25**

Project #4 Due by 9am Monday  
Art Experience #2 answers Due 9am Monday

Final Project:

Details found in the Projects area

Complete and upload to the Final Proj. Upload Area

Principle: Artist Ownership (artist - viewer)

> Go through the Artist Ownership in the Design Center on Moodle

### **Week 15: 12.2**

Final Project continued:

Details found in the Projects area

Complete and upload to the Final Proj. Upload Area

### **FINALS WEEK: 12.9**

Final Project contin:

Details found in the Projects area

Complete and upload to the Final Proj. Upload Area by 5pm Friday

\*\*Project 1-4 Revisions - due by 5pm Friday

### **Academic Misconduct and the 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://life.umt.edu/vpsa/student\\_conduct.php](http://life.umt.edu/vpsa/student_conduct.php)**