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MART 255.50: Introduction to Photoshop Media Arts

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School of Media Arts

MAR 255 Introduction to Photoshop | Spring 2014

Section 50 | 3 credits

SYLLABUS

MART 255 INTRODUCTION TO PHOTOSHOP | FALL 2014

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OVERVIEW

MART 255 is an asynchronous online course that is divided into the following three online environments: the MART 255 Website, the MART 255 Moodle shell, and the MART 255 Google+ community. In addition, those students who are registered for this class will have access to the Online lab located in McGill 123 (see the website for more information). Assignments are expected to be handed in on the due dates (see course calendar) and meetings, whether in person or virtual, can be scheduled any week day. You are encouraged to send email questions or comments anytime and they will be answered by the next day.

OVERVIEW

MART 255 Introduction to Photoshop 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. The course is divided into 3 sections: Techniques, Artistic Applications, and Voice of the Artist. Each section will consist of weekly projects and culminate in a written Analysis Project. See course calendar for specific information. Project weeks will consist of an overview video, parameters specific to that week, videos providing application suggestions, examples of previous student work, a Spotlight area featuring a specific company or individual, and an Insights section. Projects will explore the artistic application of color, fonts, graphic elements, 3D, layout, compositing, 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. A featured student

gallery section, selected through peer review, will be available on the website.

LEARNING 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 express themselves artistically through the application of the following in both visual and written form:

- The principles of additive color
- RGB and CMYK color modes
- Color channels and alpha channels
- The tools, techniques and workflow of Photoshop
- The creation of a variety of project templates

TUTORIALS / WEB LINKS

Throughout the course there will be a variety of online tutorials and insights that introduce various concepts and techniques relevant to each project.

PROJECTS

Refer to Course Calendar for due dates

There will be 14 projects during the session:

SECTION 1: TECHNIQUES

Project #1: The Power of Desaturation

Project #2: Working With Color

Project #3: The Art of Fonts

Project #4: Graphic Elements

Project #5: Analysis #1

SECTION 2: ARTISTIC APPLICATIONS

Project #6: 3D Composition

Project #7: Layout and Design

Project #8: Architecture Composited
Project #9: Art of Abstraction
Project #10: Analysis #2

SECTION 3: VOICE OF THE ARTIST

Project #11: The Self-Portrait
Project #12: Sense of Place
Project #13: Still Image Story
Project #14: Analysis #3

For all projects 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.

ANALYSIS PROJECTS

The last week of each section will consist of an analysis project where each student will research the assigned work of art and articulate an aesthetic and cultural perspective. See the individual week for parameters and guidelines.

GRADING

Projects: 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 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 session and the following formula will be used:

11 Art Projects = 8 Points each | 88 total

Breakdown

directions, organized layers): 2
techniques effectively): 2

ndipletization (applied pri
: 0 n t m e : 1 | C oncept: 3

3 Analysis Projects: 4 points each | 12 total

Breakdown: points will be based on a demonstrated understanding of the principles articulated in the Analysis Parameters area.

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

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://life.umt.ed/vpsa/student_conduct.php