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MART 255.50: Introduction to Photoshop

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MAR 255 Introduction to Photoshop | Spring 2014

Section 50

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OVERVIEW

MAR 255 Introduction to Photoshop is an online course that provides a thorough introduction to digital still image design through this industry standard software application. Exercises and projects will explore the areas of photo manipulation, compositing, text, layout, and reflections and will be based on creative production techniques, project planning, and the artistic principles of color theory, content, and layering. The course will include a student project gallery, a peer review area, downloadable videos specific to the curriculum, and video conferencing (when available).

Required Material

Photoshop (any CS version or the Creative Cloud)

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:

- Understand the principles of additive color
- Have a working knowledge of RGB and CMYK color modes
- Have a working knowledge of color channels and alpha channels

- Have a solid grasp of the tools and techniques of Photoshop
- Understand and integrate the basic work areas of Photoshop
- Create a variety of project templates

Videos / Tutorials

There are accompanying videos throughout the course that introduce

various concepts and techniques and there are online tutorials with direct links that cover material relevant to the class.

Exercises

Refer to Course Calendar for due dates

There will be five exercises during the session:

Exercise #1: The Photograph / Saturation

- enhance a photographic image using desaturation techniques

Exercise #2: The Photograph / Color Balance

- enhance a photographic image using color balance techniques

Exercise #3: The Art of Text

- create a text-based image

Exercise #4: The Layout

- create a magazine layout using images, text, and graphics

Exercise #5: Architecture Compositing

- create a composited image using a variety of source material

The purpose of each exercise is 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 day to complete each exercise and once completed, will upload it via the Upload Area. Step by step instructions, source material, and reference images for each exercise are found in the Exercises area.

Projects

Refer to Course Calendar for due dates

There will be six projects during the session:

Project #1: The Photograph | Saturation

Project #2: The Photograph | Color Balance

Project #3: The Art of Text

Project #4: The Layout

Project #5: Architecture Compositing

Project #6: The Self Portrait

The first 5 projects will be based on the preceding exercises and the final project will be a self portrait that incorporates the techniques and principles covered during the semester. For all projects students will find their own conceptual entry point and will be responsible

for acquiring the source material. Refer to the course calendar for due dates. Once completed, Upload via the Upload Area. After review by the instructor, the project will then be placed in the Project Gallery for feedback from the class.

Project Gallery

A JPEG file of each of the projects will be posted in the Project Gallery area. For each project you will post a peer review for 2 of your classmates. See the Peer Review section below for details on the procedure.

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 you will post feedback and critiques of the next 2 projects after yours in the Gallery. Projects will be posted in random order each week so that students will have the opportunity to receive feedback from a variety of classmates. Each student will create one post that will include both peer reviews (the title will be P1 Peer Review etc.). 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.

Peer Review Format

For each review articulate:

- one or more aspects of the work that affected you and why
- one suggestion that might offer a different approach to the work

Moodle

For technical issues with Moodle please contact the support team at 243.4999

Grading

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 exercise / project organization. Points will also be given for participation in the Peer

Review component of the course.
points for the session and the following formula will be used:

There will be a total

Exercises #1, #2 = 5 points each | 10 total

breakdown: on time: 1, followed instructions / demonstrated competency: 4

Exercises #3 through #5 = 6 points each | 18 total

breakdown: on time: 1, followed instructions / demonstrated competency: 5

Projects = 10 points each | 60 total

breakdown: on time: 1, Concept: 3, Production (followed project directions, organized layers): 3, principles and techniques effectively): 3

Actualization (app

Peer Reviews: 2 points each | 12 total

breakdown: demonstrate insight, constructive criticism, on time
Points will translate into the following letter grade:

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- 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 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