Spring 1-2016

MART 255.50: Introduction to Photoshop

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SYLLABUS

MART 255 Introduction to Photoshop | Spring 2016 | 3 cr.
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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. Please note that MART 255 has been updated and now encompasses a more comprehensive curriculum. It is strongly recommended that MART 111A 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 for this course.

Photoshop is a powerful processing-heavy 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! You can complete your assignments in the Online Lab in McGill Hall room 127.

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 period.

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.umt.edu/it/support/box/. You may also want to purchase an external hard drive for backing up your work.

Recommended Materials

We strongly suggest you consider a membership to Lynda.com. You can access a wealth of Photoshop tutorials, and endless software tutorials to learn nearly any program.

A graphics tablet is also recommended when working in Photoshop. See the "Additional Tools and Applications" section for more information.

The Online Lab

The Media Arts Online lab is in McGill Hall room 127. The lab is open daily and staffed by experienced graduate students. There are computers available with the software you need to complete your assignments and projects. Grads are available to provide support with techniques and tips and give creative feedback. Though they may be able to offer some help, grads are not able to provide software technical support for your personal computer or to complete any of your work for you.

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. We do not check Moodle comments or notes on assignments – all information or questions must be communicated via 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 us. Messages sent after 6PM 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. Each week, 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.

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 the following:

- The tools, techniques, and workflow of Photoshop
- An understanding of realism and abstraction
- How to use Photoshop with other Creative Cloud applications
- How to automate your Photoshop workflow
- Image adjustments, enhancements, and restorations
- Digital painting techniques including custom brushes, mixing, and rotoscoping
- Working with video footage in Photoshop
- The creation of a variety of project templates

- Designing for web, print, and animation outputs

TOPICS

Refer to the Course Calendar for due dates.

There will be 14 Assignments during the semester:

Section 1: Foundations

Assignment 1: Visual Concepts

Assignment 2: Integration

Assignment 3: Automation

Assignment 4: Restoration

Section 2: Techniques

Assignment 5: Type

Peer Review 1: Type

Assignment 6: Custom Brushes

Assignment 7: Digital Painting

Assignment 8: Rotoscoping

Assignment 9: 3D

Peer Review 2: 3D

Section 3: Production

Assignment 10: Mood Boards

Assignment 11: Mockups

Assignment 12: Designing for Web

Assignment 13: Designing for Print

Peer Review 3: Designing for Print

Assignment 14: Designing for Animation

PROJECTS

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.

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:

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

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

LATE WORK POLICY

Important: 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 faculty.

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.

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 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. You will be required to

include your PSD files and source files with each assignment submission.

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.

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. I will work with you and Disability Services to provide an appropriate modification.

ACCESSIBILITY

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

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 here.