

DMAD A193: PHOTOSHOP FOR DESIGN

Item	Value
Curriculum Committee Approval Date	10/19/2022
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Adobe Photoshop is the world's most popular graphics and digital photo-editing software program. This course integrates photography, art, and design to introduce the skills and techniques needed for digital visual communication. Students will learn the tools and features of Photoshop, allowing students to work more efficiently and creatively. PREREQUISITE: DMAD A181. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Produce large and small format print work which demonstrates advanced control of digital manipulation and appropriate output formatting (includes color balance, contrast controls, masking).
2. Identify, critique and discuss specific aesthetic principles (positive/negative space, color, scale, composition, energy, visual flow, and sequencing) in illustrations and graphic designs by professionals and students, and explain how they convey information.
3. Produce digital photo-based prints which combine text and image and demonstrate skill in overall composition layout.

Course Objectives

- 1. Apply design theory to digital imagery.
- 2. Develop skills in photographic image manipulation.
- 3. Develop skills in digital retouching.
- 4. Demonstrate presentation skills.
- 5. Demonstrate conceptual thinking skills.
- 6. Evaluate fellow students based upon technical proficiency and esthetic accomplishment.
- 7. Develop skills to prepare images for Web and print output with appropriate sizing and resolution
- 8. Apply Photoshop tools to manipulate images and create original artwork.
- 9. Use basic selection tools and edge refinement to isolate and edit parts of an image.
- 10. Manipulate layers through ordering, positioning, scaling, rotation, and adjustments.
- 11. Create composite images that demonstrate advanced selection and layering techniques.

- 12. Apply painted masks, selection-based masks, gradient masks, and blend modes to create sophisticated image effects.
- 13. Use preset brushes and custom brushes to colorize images, enhance images, and build illustrations.
- 14. Stylize images by combining filters with blending and masks.

Lecture Content

Development of aesthetics for digital photography Survey of contemporary art Photography as a fine art Conceptual issues Color theory and design RGB color vs. CMYK color Color gamut and its relationship to computer input and output Image modes Color management Custom color Calibration Soft proof Setting default colors for printing Color space, work space, print space Role of color profiles Reading and using the histogram Curves and levels File management and format Scanning and other input devices Contrast and color correction for grayscale and color Correctional filters Digital painting and drawing tools Digital retouching techniques Retouching old and damaged images Final retouching techniques for all images Colorizing a grayscale image Compositing techniques Montage and collage layer adjustments Masking Control of color balance Gradients Blending modes Fabricating shadows Digital output Preparing a file for digital output Various types of digital output Copyright law and ethical issues in electronic media Social and cultural issues in electronic media Special effects in digital photography Commercial applications Employment opportunities Professional resources

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Instructional Techniques

Powerpoint, online and video presentations; software demonstrations, field trips, student critiques

Reading Assignments

Students will have 1-2 hours per week of Readings from required text. Reading from assigned online resources.

Writing Assignments

Students will have 1-2 hours per week of Self-Reflections Analysis of Elements and Principles of Design Written Reports of Attended Events and/or Materials Read

Out-of-class Assignments

Students will have 1-2 hours per week of Design projects using appropriate software. Attend on campus student art shows. Sketching and conceptualizing drawing.

Demonstration of Critical Thinking

Skills demonstration, project development, and final presentation

Required Writing, Problem Solving, Skills Demonstration

Written reports and critiques of work seen outside class, group critiques of student work

Eligible Disciplines

Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Schwartz, R.. Learn Adobe Photoshop CC for Visual Communication, ed. Adobe Press, 2016

Other Resources

1. Selected hand-out materials provided by the instructor.