

DMD C116: VISUAL DESIGN (PHOTOSHOP)

Item	Value
Curriculum Committee Approval Date	12/09/2022
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	54 Total Hours (Lecture 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), • Pass/No Pass (B)

Course Description

This Visual Design with Adobe Photoshop course introduces students to essential tools and techniques for creating, editing, and optimizing digital images. Through hands-on projects, students will explore design principles, color, typography, and non-destructive editing methods. Emphasis will be placed on managing layers, masks, blending modes, and retouching tools to develop professional-quality visuals. Students will prepare projects for various platforms, including web, print, and video, while considering audience needs and copyright requirements. By the end of the course, create and export designs with a strong visual impact. No art background required. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Evaluate and apply design principles to create and refine digital images using Adobe Photoshop, demonstrating proficiency in editing techniques.
2. Analyze project requirements to design, develop, and export digital graphics for various platforms, including web, print, and video, with consideration of audience needs and copyright requirements.
3. Create and manipulate visual elements by applying selections, layers, blending modes, and filters to achieve complex design solutions.

Course Objectives

- 1. Use basic selection tools.
- 2. Manipulate layers, create composite images.
- 3. Apply masks, modes, effects and adjustments to images.
- 4. Apply basic retouch and image correction techniques.
- 5. Create projects for professional portfolio.

Lecture Content

Navigating the Workspace ToolBox Panels Working with Documents Navigator Panel and Hand Tool Image Size and Resolution Crop Tool Image Modes and Color Selection Color Primer Color and Swatch Panel Selections and Masks Lasso, Marquee, Wand Selection Tools Layers and Blend Modes Layers Panel Move, Copy and Transform Layers Advanced Layer Features Adding and Working with Type Working with Type Introduction The Type Tool Type Panels and Text Warping Painting

Tools Intro, Paint Bucket and Fill Command Gradient, Pattern and Line Tools Brushes and Eraser Tools Retouching Tools Retouching Tools Blur, Sharpen, Smudge, Dodge, Burn, Sponge Clone Stamp, History Brush, Art History Brush

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

A variety of instructional techniques will be employed to encompass different student learning styles. These may include, but are not limited to, lecture, discussion, projects, and small group activities. Instruction will be supplemented, where appropriate, by digital media presentations and resources, guest speakers, and field trips.

Reading Assignments

Complete reading assignments from the textbook, supplemental readings, handouts, Internet resources, and any assignments from Coastlines Library.

Writing Assignments

Create design plans, revision logs, weekly topic responses and critiques.

Out-of-class Assignments

Weekly projects demonstrating skills acquired and develop a self-designed project.

Demonstration of Critical Thinking

Planning projects and layouts, meeting deadlines, and applying skills learned in authentic projects.

Required Writing, Problem Solving, Skills Demonstration

Create design plans, revision logs, weekly topic responses, and critiques.

Eligible Disciplines

Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Example of a typical textbook for this course includes the following: Against the Clock. Adobe Photoshop CC 2023 The Professional Portfolio Series, ed. 978-1-946396-71-6: Against the Clock, 2023

Other Resources

1. Coastline Library 2. Course uses Online resources, Open Educational Resources (OER), and Zero Textbook Cost (ZTC) Resources.