

The Art Institute of Pittsburgh

Course Syllabus

Course Information

Course Title: Digital Imaging for Web and Multimedia
Course Code: G133
Course Prerequisite: CPU101
Course Length: 11 Weeks
Contact Hours: 44 Hours
Credit Value: 3.0 Credits
Quarter/Year: Winter 2008
Section: E
Meeting Time/Day: Saturday, 8:00 AM – 12:00 PM
Room: AIP Room 715

Instructor Contact Information

Name: William J. Moner
Office: AIP Main Building, Room 636
Office Hours: Wednesday, 10:00 AM – 12:00 PM
Phone: (412) 291-6200 x7135
Email: wjmoner@aii.edu
Web Site: <http://www.williamjmoner.com>

Course Description:

This course is designed to explore photo retouching, image manipulation and the creation of original artwork using computers and appropriate software. Compositing, color adjustment and effects through the use of filters will be stressed.

Course Competencies:

1. To utilize tools, palettes and menu commands
2. To utilize techniques for calculating correct resolution and scale
3. To utilize scanner controls
4. To utilize techniques for working with color modes and bit depths
5. To utilize techniques for preparing graphics and type for screen display
6. To utilize techniques for creating and manipulating masks
7. To utilize techniques for creating and manipulating paths
8. To utilize techniques for adjusting image color
9. To utilize techniques for automating work sessions
10. To utilize channels operations to create a displacement map
11. To identify the limitations of various color models.
12. To properly limit color palettes through the use of index color.
13. To transfer color palettes across platforms.
14. To construct color palettes with end result in mind.

Students with Disabilities:

It is a policy of The Art Institute of Pittsburgh to not discriminate against qualified students with documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office, 1st floor). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete AIP policy.

Attendance Policy:

The student who accumulates five (5) hours of absenteeism in a class during an academic quarter may be placed on Academic Probation. A student who accumulates ten (10) hours of absenteeism in a course will receive an F for that course.

Student Conduct Policy:

The Art Institute of Pittsburgh expects its students and employees to conduct themselves in a professional manner at all times. In addition, the Art Institute has a strict policy, which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the Vice President/Director of Student Services.

Grading Scale:

| | |
|----|-----------------|
| A | 100 to 92 |
| A- | 91.9 to 90 |
| B+ | 89.9 to 88 |
| B | 87.9 to 82 |
| B- | 81.9 to 80 |
| C+ | 79.9 to 78 |
| C | 77.9 to 72 |
| C- | 71.9 to 70 |
| D+ | 69.9 to 67 |
| D | 66.9 to 60 |
| F | 59.9 and below. |

Method of Assessment:

| | |
|---------------|-----|
| Assignments | 10% |
| Project 1 | 15% |
| Project 2 | 15% |
| Project 3 | 20% |
| Final Project | 20% |
| Midterm Exam | 10% |
| Attendance | 10% |

Textbook (Required):

Photoshop CS3, Visual Quickstart Guide

Weinmann, Elaine and Lourekas, Peter
Berkeley, CA: Peachpit Press (2007)
ISBN-13: 978-0-321-47379-0
ISBN-10: 0-321-47379-5

Additional Reading and Resources:

Adobe Photoshop CS3 Help Files
Online resources as assigned

Materials and Supplies:

Computer lab & Internet access
Adobe Photoshop CS3 (and other Adobe CS3 applications)
Portable storage media (keychain memory device, portable hard drive, CD-RW, DVD-RW, or similar)
Pencil/pen
Notebook/sketch pad/folder/binder

Classroom Policies

Attendance and Participation

The AIP attendance policy (5 hours missed = probation; 10 hours missed = suspension) will be strictly enforced. Exceptions to this policy are granted at the discretion of the instructor and require written documentation.

If you know you will be absent, email me at wjmoner@aii.edu and check my web site, <http://www.williamjmoner.com>, for course notes and assignments.

Regardless of the reason for your absence, you are responsible for obtaining lecture notes and submitting your course work on-time.

Food and Drink

AIP policy states that food and drink are not permitted in the computer labs. Please do not bring food into the labs, and drinks should have a secure lid to prevent spillage.

Late Work Policy

All assignments are due at the beginning of the class period unless otherwise specified. An assignment is **late** if it is not submitted during the designated collection time.

If your project or assignment is late, it will be penalized as follows:

Individual projects: Late work submitted on the calendar date of the assignment is worth 90% of the possible grade. If your assignment is submitted after 11:59 PM on the assignment due date, maximum credit drops to 50% of the possible grade. Late work can be submitted at 50% credit until the beginning of the next class period.

Late work will not be accepted for credit after one week.

Group projects and final projects: Late work will **not** be accepted for credit under any circumstance.

You may email me late assignments (digital files only) or make arrangements to deliver the assignments to me (print/CD/other media).

Plagiarism

Plagiarism of any kind will result in an automatic failure for the class and is subject to disciplinary action at the discretion of the instructor.

Plagiarism is a serious crime. According to the Merriam-Webster Online Dictionary, to plagiarize means:

1. to steal and pass off (the ideas or words of another) as one's own.
2. to use (another's production) without crediting the source.
3. to commit literary theft.
4. to present as new and original an idea or product derived from an existing source.

The burden of proof is on the student, not the instructor, and students may be asked to prove the originality of any work submitted. The AIP Student Handbook includes specific consequences regarding violation of the Student Conduct Policy and may include:

1. assignment failure
2. class failure
3. expulsion

Quizzes and Exams

Any communication, verbal or non-verbal, during a quiz or exam will result in a 0% on the quiz or exam for **both** parties. Any instance of cheating is subject to further disciplinary action and may result in failure for the course.

Tutoring and Resources

The Art Institute of Pittsburgh Library contains numerous resources dedicated to student success. If you require peer tutoring at any point throughout the term, the library (located on the 3rd Floor) will be able to assist you. More details about the AIP library can be located at <http://www.aiplib.aiiresources.com/>

Use of Technology

Use of any and all technology in this classroom is reserved for class-related use only.

- Mobile phones must be placed in silent or vibrate mode during class. If you need to place/receive a phone call, kindly excuse yourself from the room prior to conducting the call.
- Use of portable audio, video, or gaming devices during class is prohibited.
- Working on other projects, listening to music, web surfing, email, Instant Messaging, gaming, or any other use of classroom technology not related to the coursework is prohibited.
- All students are expected to conduct themselves in a professional manner. Please be respectful of the computer equipment, your classmates, your instructor, the physical facilities, and other technology within the classroom.
- If your work requires audio, please use headphones and maintain a low volume that does not disturb other students.

G133 Weekly Course Outline

| Wk. | Topic | Reading Due | Homework Due |
|-----|---|-------------------------------------|---|
| 1 | Introduction to Course Course Expectations & Syllabus Lecture: Digital Imaging Basics Lab: Introduction to Photoshop CS3 | - | - |
| 2 | Lecture: Image Resolution and File Formats Lab: Acquiring and correcting a digital image | Ch. 1 – 7, 21 | In-class assignment from previous week |
| 3 | Lecture: Selections and Tonal Adjustments Lab: Project 1 Workshop | Ch. 8 - 13, 19 - 20 | |
| 4 | Lecture: Advanced Selections & the Pen Tool Lab: Pen Exercises | - | Project 1 Due |
| 5 | --- MIDTERM EXAM --- Lecture: Brushes and Color Lab: Project 2 Workshop | Ch. 14, 23 | |
| 6 | Lecture: Type, Shapes, and Gradients Lab: Type and Vector Exercises | Ch. 22 | Project 2 Due |
| 7 | Lecture: Photo Retouching and Editing Lab: Retouching Techniques | Ch. 16 – 18, 26 | |
| 8 | Lecture: Channels and Displacement Lab: Channel Exercises and Displacement Map Techniques | Supplemental reading as assigned | Project 3 Due |
| 9 | Lecture: Actions and Automation Lab: Project Workshop | Ch. 24 – 25, 27 | Final Project Rough Draft |
| 10 | Final DVD Package Due | - | Final Project Due |
| 11 | No Classes – Easter Break | - | - |

Grading Rubric - General

| Assessment of Grade | | | | | |
|-------------------------------------|--|--|---|--|---|
| | A | B | C | D | F |
| Software Usage | Strong understanding of software applications with superb usage of tools | Good understanding of software with appropriate usage of tools | Fair understanding of software; usage and skill needs improvement | Poor usage of software and tools | No usage of software appropriate to coursework |
| Concept Development | Strong concept development with creative interpretation of assignment | Good development of concept with appropriate execution of assignment | Fair development of concept; concept lacks effectiveness | Poor concept development | Lack of concept |
| Design Composition | Strong composition skills with attention to detail | Good composition skills with consistent results | Fair composition; needs improvement | Poor composition skills | Lack of attention to composition and design |
| Applied Design Principles | Superb usage of principles and theories with creative interpretation | Demonstrates good usage of design principles and theories | Fair usage of design principles and theories; needs improvement | Poor understanding of design principles and theories | No demonstrated application of design theories and principles |
| Presentation | Strong, professional presentation of materials and designs | Competent presentation of materials | Limited presentation skill; room for improvement | Poor, ineffective presentation skill | Presentation incomplete or lack of presentation |
| Functionality/ Effectiveness | Exceptional execution with strong technical and/or creative detail | Good execution with competent technical and/or creative detail | Inconsistent functionality; limited effectiveness | Poor functionality; poor effectiveness | Ineffective and/or non-functional |
| Accuracy/ Specifications | Precisely follows criteria | Mostly follows criteria | Somewhat follows criteria | Poorly follows criteria with disregard to specifications | Does not follow specifications; inaccurate |
| Spelling/ Grammar | Perfect spelling and grammar | Minor spelling or grammatical errors | Many spelling and grammatical errors | Prevalent spelling and grammatical errors | Major spelling and grammar problems that impede communication |
| Timeliness | On time | Late (within calendar day) | n/a | n/a | Late work after current calendar date (50% of grade) |
| Class Participation | Active participation and attentiveness | Attentiveness and frequent participation | Attentiveness and occasional participation | Lack of participation; distracted, inattentive | Absent, asleep, or otherwise non-participatory |

Projects

Grading rubrics have been provided for Project 1 and Project 2. Rubrics for Project 3 and the Final Project will be published approximately three weeks prior to the assignment due date.

Project 1: Placing an object into a scene

Scan an image of an individual, object, or scene from a magazine, photo, or other non-digital source. **The image must be scanned**; it cannot be a capture from a digital camera or any other native digital source.

Using the techniques discussed in class, create a composite image that combines two or more images into a single, seamless image. Cut an individual/object from the original image and place it in a different location. The location can be anything you create. If you want to place the statue of David at a NASCAR race, you can do it. If you want to place a clown in a Congressional meeting, you can do it. The sky's the limit (or not even, really! You could put someone in outer space if you want).

Begin with the following specifications:

Minimum Resolution: 72 PPI; Maximum Resolution: 150 PPI

Minimum Size: 5" x 5"; Maximum Size: 8" x 8"

Submit the following files for credit in a single folder (use your last name as the folder name):

1. **Sources:** The original scan as a PSD file AND any source files (JPG, GIF, PNG, TIF, etc.) from web/other
2. **Final Draft:** The composite image as a PSD file with layers available

Grading Criteria for Project 1:

| Category | A | B | C | D | F |
|--------------------------|---|--|--|---|---------------------------------------|
| Scanning Technique | Properly acquired scan with superior quality | Properly acquired scan with good quality | Scan acquired with some noticeable difficulty | Poorly acquired scan with poor detail and improper resolution | No scan attempted or submitted |
| Digital Image Correction | Excellent quality and use of image correction techniques | Good quality and proper usage of correction techniques | Adequate quality and attempt at correction techniques | Poor image correction | No image correction attempted or used |
| Compositing Technique | Superior use of techniques to create a seamless, high-quality composite | Good usage of compositing techniques | Fair usage of compositing techniques; image does not appear seamless | Poor usage of compositing technique | No compositing techniques utilized |

| | | | | | |
|--------------------------|--|--|---|--|---|
| Design Composition | Strong composition skills with attention to detail | Good composition skills with consistent results | Fair composition; needs improvement | Poor composition skills | Lack of attention to composition and design |
| Accuracy/ Specifications | Precisely follows criteria | Mostly follows criteria | Somewhat follows criteria | Poorly follows criteria with disregard to specifications | Does not follow specifications; inaccurate |
| Software Usage | Strong understanding of software applications with superb usage of tools | Good understanding of software with appropriate usage of tools | Fair understanding of software; usage and skill needs improvement | Poor usage of software and tools | No usage of software appropriate to coursework |
| Creativity | Superb creative interpretation of assignment | Demonstrates good creativity | Fair creativity and adequate expression | Poor creativity | No creative interpretation of assignment |
| Spelling and Grammar | Perfect spelling and grammar | Minor spelling or grammatical errors | Many spelling and grammatical errors | Prevalent spelling and grammatical errors | Major spelling and grammar problems that impede communication |
| Timeliness | On time | Late (within calendar day) | n/a | n/a | Late work after current calendar date (50% of grade) |

Project 2: Self-Portrait

Using only brushes, layers, and brush/layer blending techniques, create a Self Portrait in Photoshop.

Realism is commendable but not a strict requirement; you can use this to portray yourself in a creative manner or depict your “inner self.” You are **not permitted** to use a tracing image in Photoshop; use your ingenuity, brushes, pencils, and blending tools to create your piece. You may use a graphics tablet/pen tablet for your piece.

You may not use any other tool aside from the brush tools. You may use the selection tools to constrain areas of your Photoshop document, but you cannot cut and paste from other images. You are not permitted to use shape tools to create areas of your image. Use the brush tool exclusively.

Begin with the following specifications:

Resolution: 72 PPI
Size: 8" x 8"

You will submit your final PSD file as **yourlastname.psd** to the Project 2 folder.

Grading Criteria for Project 2:

| Category | A | B | C | D | F |
|--------------------------|--|--|---|--|---|
| Brush Technique | Brushes used with superior quality and variation of tips, styles, etc. | Brushes utilized with strong usage of variations | Adequate usage of brushes and techniques | Poor usage of brushes or limitation to a single brush type | Minimal to no usage of brush technique |
| Design Composition | Strong composition skills with attention to detail | Good composition skills with consistent results | Fair composition; needs improvement | Poor composition skills | Lack of attention to composition and design |
| Accuracy/ Specifications | Precisely follows criteria | Mostly follows criteria | Somewhat follows criteria | Poorly follows criteria with disregard to specifications | Does not follow specifications; inaccurate |
| Software Usage | Strong understanding of software applications with superb usage of tools | Good understanding of software with appropriate usage of tools | Fair understanding of software; usage and skill needs improvement | Poor usage of software and tools | No usage of software appropriate to coursework |
| Creativity | Superb creative interpretation of assignment | Demonstrates good creativity | Fair creativity and adequate expression | Poor creativity | No creative interpretation of assignment |
| Spelling and Grammar | Perfect spelling and grammar | Minor spelling or grammatical errors | Many spelling and grammatical errors | Prevalent spelling and grammatical errors | Major spelling and grammar problems that impede communication |
| Timeliness | On time | Late (within calendar day) | n/a | n/a | Late work after current calendar date (50% of grade) |