MAT 110
Digital Imaging 1: Adobe Photoshop

CATALOG DESCRIPTION
In this key foundation course students use Adobe Photoshop to create digital imaging designs of professional quality. Through the manipulation of photographic and other raster graphic images, students generate unique artwork that involves photo editing, tonal and color correction, masking, layer adjustments, painting techniques, blending modes, and advanced compositing. Students study layout and design techniques, application of color using CMYK and RGB, and appropriate typography practices. This course involves considerable hands-on instruction and multiple projects.

STUDENT LEARNING OUTCOMES
The MiraCosta faculty believe that students who complete one or more certificates or degrees are systematic, critical, creative thinkers and clear communicators who are intellectually curious, technically proficient, professional, and aesthetically literate. To that end, the faculty has identified seven Student Learning Outcomes (SLO's) that apply directly to the high-level skills you are expected to possess in the workforce: Technical Skills, Application of Discipline Skills, Critical Thinking and Problem Solving, Communication, Professional Behavior, Aesthetic Literacy and Appreciation, and Global Awareness and Responsible Citizenship.

To achieve this goal, you are expected to achieve competency in the following course-level Student Learning Outcomes, each of which help you achieve one or more of the above outcomes:

1. Demonstrate technical proficiency by using digital imaging tools and techniques to generate output for personal and commercial media arts use.
2. Combine digital images into complex compositions that incorporate good design principles.
3. Plan, prepare and design digital imagery that combines technical skills and artistry with good professional practices.

PERFORMANCE OBJECTIVES
Students will learn practices and principles of digital imaging, illustration, and photographic manipulation using Adobe Photoshop. Students will gain hands-on experience with the tools and techniques used by artists and designers to create effective and sophisticated digital imagery for print and web publication. Upon successful completion of this course, students will be able to do the following:

1. Use Adobe Photoshop’s digital imaging tools and techniques for image editing and transformation, tonal and color correction, and special effects.

CLASS DETAILS
Fall 2019
MiraCosta College
Section #1935, OC4607
T/TH, 9:00 - 10:50 a.m.

INSTRUCTOR + CONTACT
Karl Cleveland
kcleveland@miracosta.edu
760.757.2121 x6365
Office Hours (OC4620):
T/TH, 11 a.m. - 12 p.m.

CLASS POLICIES + INFO
Grading Guidelines
A (90 - 100%) – Outstanding achievement; available only for the highest accomplishment.
B (80 - 89%) – Praiseworthy performance; definitely above average.
C (70 - 79%) – Average; awarded for satisfactory performance.
D (60 - 69%) – Minimally passing; less than average achievement for undergraduate students.
F (0 - 59%) – Failing.
Incomplete grades are not generally issued and will only be granted in extreme, extenuating circumstances, whereupon a contract of completion is drawn up and signed by the instructor, the department chair, and the student.

Attendance and Participation
Your participation and engagement in the class will be considered as part of your course grade. Students are expected to attend, be on time,
2. Apply photo repair and color adjustment techniques to generate realistic and stylized image representations.
3. Utilize digital imaging tools to make selections, create gradients, work with layers, manipulate brushes and paint, utilize masks and channels, and incorporate vector drawing techniques.
4. Integrate multiple digital images into a complex form through layer masking, clipping groups, adjustment layers, and filters.
5. Distinguish between raster images and vector graphics and use each appropriately within a composite image.
6. Apply fundamental layout and design principles to original digital imaging work.
7. Apply appropriate color palettes and color spaces to a variety of digital outputs.
8. Assess typographic elements for visual impact and effective communication.
9. Analyze contemporary commercial design styles and assess their impact on personal work.
10. Create a cohesive art piece that conveys a distinct message using an assortment of digital images.
11. Construct a professional statement that interprets a digital image’s message and explains the technical devices used in its creation.
12. Analyze and critique selected images for message, quality of design, and proper use of type, color, and composition.
13. Discuss copyright infringement, legal aspects of ownership, and ethical considerations of image manipulation.
14. Analyze and assess personal and royalty-free image resources and evaluate appropriateness for Web distribution and/or print production.
15. Use appropriate terminology to describe the relationship between digital imaging software and different hardware input and output devices.
16. Experiment with file formats, image resolution, and exporting options to generate a successful design for either print or web output.

Design skills, design process, personal expression, content development, project management, and trends in visual communication as they relate to digital imaging will be emphasized along with the learning of tools and techniques.

CLASS WEBSITES, MATERIALS, AND READING

Class Websites
- The class website for schedule and project information: [http://karlcleveland.com/110](http://karlcleveland.com/110)
- CANVAS for class announcements and grading: [https://miracosta.instructure.com/courses/18372](https://miracosta.instructure.com/courses/18372)
Required Software

- Adobe Photoshop CC 2018 or 2019 (Photoshop Elements will not suffice). If you do not own this software already, as a student you can purchase the entire Adobe suite at an educational discount through CollegeBuys.org. Or, you can use the computers in the campus libraries.

Required Materials

- A sketchbook or notebook and pencil or pen
- USB Drive to back-up and transport any files created in class
- High-quality paper (preferably heavyweight and glossy) for final prints
- Black mat board for mounting each project (four at 11” x 14” and one at 14” x 18”)
- Spray-mount or photo-mount fixative (do not use in classroom) or, preferably, use the dry mount press in OC4607 to mount your work
- A 9” x 12” yellow envelope

Required Reading


Optional Reading

- Digital Artistry and Special Effects with Photoshop by Jill Malone. Digital version available free through our Canvas course website.

The instructor can suggest other books and reference material.

**GRADING AND EVALUATION**

Your final grade is based on your performance on class projects, class exercises, quizzes, and class participation.

**Total Possible Points = 1,000**

- In-Class Exercises: 100 points (10%)  
- Projects (5): 100 – 150 points each (65%)  
- Quizzes: 150 points (15%)  
- Class Participation: 100 points (10%)

**Exercises**

In-class exercises will be assigned to support course lectures and demonstrations, and you should be able to complete these exercises during in-class lab time. Class exercises are pass/fail. If you are in class and do the exercise, you will get credit.

Plagiarism may result in a failing grade and other consequences. A student may not use or copy by any means another’s work (or portions of it) and represent it as his/her own. Quotations, photographs, or other artwork used by a student should be given appropriate credit or reference.

**MAT Tutoring and College Support Services**

The Tutoring and Academic Support Center (TASC) and Writing Center (WC) assist students by providing free tutoring and drop-in appointments, both on campus and online. For a current schedule of MAT tutoring see: mat.miracosta.edu/tutoring.pdf. Additional student support services are also available including health services and personal counseling, academic and career counseling, and veterans’ services. See miracosta.edu/studentservices/ for links and phone numbers to the wide variety of student services available to you.

**Disability Accommodations**

Students with a disability may be entitled to appropriate accommodations and are encouraged to notify the instructor and contact the Disabled Students Programs & Services (DSPS) office as soon as possible. The DSPS office is located in Building 3000, adjacent to Parking lot 3C, and can be reached at 760-795-6658.

**Due Dates**

All work is expected to be completed by the due dates. Late work may be lowered by one letter grade for each class meeting that it is late.
Quizzes

Quizzes will be given as we progress through the semester to assess your comprehension of the material provided in the textbook and in course lectures. All quizzes are "open note/closed book." You may reference any notes you have written when taking a quiz. There are no make-up quizzes. Attendance on the day of a quiz is critical as you must be present to take a quiz. You will be allowed to drop your lowest quiz score.

Projects

You are required to create original graphic artwork using Adobe Photoshop for five creative digital imaging projects, including:

- Old Photograph Digital Retouching Project (100 points)
- Photo Puzzle Project (125 points)
- Editorial Photo Illustration Project (125 points)
- Movie Poster Design Project (150 points)
- Digital Art Collage Project (150 points)

Each project addresses specific Adobe Photoshop techniques. All projects must be printed on high-quality paper, properly mounted on black mat board, and ready for review at the beginning of class on the day of the critique.

Full project details and descriptions will be available online at http://karlcleveland.com/110.

Design Briefs and Supporting Documentation

This course emphasizes conceptual development and the design process in addition to the technical execution of a project. In addition to the final artwork, projects must include a typewritten artist statement or design brief supporting your visual solution that includes: a description your concept, design goals and/or communication objectives; a description of your process and how you utilized appropriate tools to complete the project, achieve stated requirements, and meet your design goals; and a self-evaluation and critical reflection wherein you comment on your project and what you perceive as the strengths and weaknesses of your final output.

In addition to the design brief, you must include printed copies of the reference images used in a project (when applicable). You may also wish to include any research evidence, notes, thumbnail sketches, drafts, comprehensives, etc. that demonstrate your conceptual and creative development process. Organize such process work and put it in a yellow 9" by 12" envelope (labeled with your name) along with your design brief.

Project grades are based on the following criteria: content/concept (fulfilling the design and communication objectives, conceptual development, and problem solving); technique (utilizing appropriate Photoshop tools and techniques, technical sophistication); form (design and composition, creativity, aesthetic and/or visceral impact); and professionalism (craftsmanship, quality of presentation, development process, inclusion of required elements and design brief).

LGBTQIA+ Resources

MiraCosta College has an expressed commitment to equity and inclusion for students, faculty, and staff who are lesbian, gay, bisexual, transgender, queer, questioning, intersex, and asexual. For information about LGBTQIA+ campus resources and services, visit: miracosta.edu/lgbt.

Administrative Dates

9/1 is the “Add” and “Drop” deadline (without a “W” recorded). 9/20 is the “Pass/No Pass” option deadline. 11/15 is the “Withdraw” deadline (with a “W”).
**PROJECT DUE DATES***

<table>
<thead>
<tr>
<th>Project</th>
<th>Rough Draft</th>
<th>Final Draft/Critique</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old Photograph Digital Retouching Project</td>
<td>9/17</td>
<td>9/19</td>
</tr>
<tr>
<td>Photo Puzzle Project</td>
<td>10/15</td>
<td>10/17</td>
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<tr>
<td>Editorial Photo Illustration Project</td>
<td>11/5</td>
<td>11/7</td>
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<tr>
<td>Movie Poster Design Project</td>
<td>11/26</td>
<td>12/3</td>
</tr>
<tr>
<td>Digital Art Collage Project</td>
<td>12/5</td>
<td>Thursday, 12/12 at 9:00 a.m.</td>
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*Dates subject to change. The most current information on the class, including weekly activities, resources, and due dates will be available online at [http://karlcleve.com/110](http://karlcleve.com/110).