

# GRA2201c

## ELECTRONIC IMAGING

SPRING 2014 | OSC CAMPUS 1-244 | MONDAY FROM 9:00AM TO 12:45AM

**TO CONTACT INSTRUCTOR: NESTOR LUIS GRAJALES.** e-mail with questions or to arrange meeting times outside of class - [NGRAJALES@MAIL.VALENCIACOLLEGE.EDU](mailto:NGRAJALES@MAIL.VALENCIACOLLEGE.EDU)

### IMPORTANT CLASS RELATED WEBSITES:

- Faculty: <http://frontdoor.valenciacollege.edu/?ngrajales>
- Graphics Technology Site: <http://valenciagraphicdesign.com/>
- Blog: <http://valenciagraphicdesign.com/blog/>
- Flickr: <http://www.flickr.com/photos/vccgraphics/sets/>

You will find all Jobs handouts and related material in pdf form on the Atlas website under the My Classes Tab. Please do not ask for duplicate Job descriptions.

### TEXTBOOKS SUGGESTIONS:

*Visual Quick Start - Photoshop CS6 for Windows & Macintosh*, by Elaine Weinmann and Peter Lourekas

### REQUIRED SUPPLIES:

You will need the following supplies throughout the semester and will need to bring them with you each class meeting. Students who come to class unprepared will not earn credit towards in-class exercises.

Some supplies are available at VCC Bookstores. Other recommendations are Sam Flax (Hwy 50), Art Systems or Office Max (various)

- 1 External storage device, such as USB key or firewire hard drive. The files in this class become very large. Please Note: The SanDisk type flash drives are not recommended. A 1 GB or larger strongly recommended.
- 1 copy/printer card (can be purchase on East or West campus Graphic Technology Lab. Printing is free on Osceola campus)
- tracing or sketch paper to cover projects.
- 1-20" x 30" black mat board (not foamboard)
- No.11 Xacto knife
- No.2 pencils
- 1-small can of spray mount
- 1 roll white artist tape
- 1" wide 3-ring binder
- 1 pack of 50 sheets college ruled white paper
- 4 sheets plastic sleeves
- 2 manila envelope 9" x 12" labeled with student's name and current class course number.

### COURSE DESCRIPTION:

Utilizing the most current industry-standard image editing software, this course is designed for the intermediate-to-experienced graphic designer who wishes to integrate black and white or color imagery into page layout or web design projects. Program features will be utilized to create original bitmapped images, edit scanned images, and import images rendered in other applications. Emphasis will be placed on the application of good design principles through projects based on typical assignments within the industry. Specifically, this course focuses on Adobe Photoshop CS6 on a Macintosh OSX Platform. (Special Fee) Prerequisite: ART1201C and a minimum grade of C in GRA1142 and or department approval. This cour is a 3 credit hours/4 contact hours.

### ATTENDANCE AND PARTICIPATION:

Regular and punctual attendance is required. Even missing one class could jeopardize your ability to keep up. If two absences in the semester are incurred an excessive absence notice will be sent to the student, who then has until the next class to notify the instructor as to the reason for his/her absences. If this is not done within the allotted time or another absence is incurred at any time during the semester, the student risks withdrawal. There are no excused absences. You should come to class prepared with necessary material, files, etc. There will be in-class assignments requiring materials so they should be brought at all times and attendance is essential for progressive learning. **TURN CELL PHONE TO SILENT MODE DURING CLASS.**

### PROJECTS:

All projects must be handed in on the Project due date. No late assignments will be accepted. If any portion of the assignment is missing, including failure to put your digital files in the Drop-box and unreadable files, the project will be graded as is. Digital files have date and time of drop saved. Any file saved after deadline will be considered late, therefore it is the student's responsibility to make sure the computer date is correct. In class exercises must be completed by the exercise final due date to receive full credit. As in the work environment, due dates are considered deadlines.

### EXAMS:

There is no make-up for the Computer or the Written Final. Attendance at the Final Exam period is mandatory or you will receive a F for the course as required by VCC.

### IN-CLASS EXERCISES:

There is no make-up for exercises due in-class. In some cases work is required out of class and due dates will be noted.

### ATLAS AND WEBCT ACCOUNTS:

Students are required to check their Atlas e-mail account on a regular basis for notices. Feedback on coursework, general notices, excessive absences, grade below a C or course schedule changes will be sent through Atlas.

### SPECIAL NEEDS:

If you are student with documented special needs, such as extended time for test, note takers, etc., you need to notify the instructor no later than the second class by presenting the necessary documentation. At that time arrangements for reasonable accommodations can be discussed and arrangements made. See the Office for Students with Disabilities for more information.

### ACADEMIC HONESTY:

Cheating of any kind will not be tolerated. Below are details, though consideration of cheating may not be limited to this. If caught cheating, it will be an automatic "0" for that project or test, and you may be withdrawn from the class.

*Plagiarism or Copyright Infringement rules.* Company information will be obtained from print or internet resources. This information may be copied however, utilization of complete information or designs, if located should be used for inspiration only. To utilize, other than for inspiration is considered cheating (refer to Student Handbook or presentation provided for more information) Printing: Non-payment for printing in a lab where it is required is considered cheating.

### CREATIVE DESIGN:

A large amount of the work in this class is creative. During the planning stage students are encouraged to interact, utilize resources including the internet but all work should still be done by the student turning in that project. You should not allow anyone to use your mouse or keyboard to complete any part of a project. Lab personnel may assist you if you are having problems with the operation of the computer or to answer questions concerning software applications, but they are not to do any part of your work. Utilizing design templates, copying internet or print resources is considered cheating.

### TECHNICAL:

Bringing completed exercise files, unless required, copying software, fonts, or files to/from the computer is not allowed in the lab unless assigned as part of a project, and you may not delete files other than your own; these activities could be considered cheating.

### CRITIQUES/ORAL COMMUNICATION:

On dates scheduled a critique of projects will be held. Students will prepare an oral statement as to the goal, concept, target audience and techniques demonstrated in their project, utilizing the directions given in class on index cards. Fellow students will provide constructive criticism and ask questions as necessary.

**WITHDRAWAL DEADLINE: MARCH 21, 2014\***

**COMPUTER COMPETENCY/LAB USAGE:**

Upon satisfactory completion of this course students should achieve a intermediate mastery of the Macintosh computer, Photoshop CS6. To achieve that students may utilize the a lab during open lab periods and/or work outside class in order to meet required due dates. Open lab hours will be posted at the beginning of each semester in all a lab.

A minimum of 9 hours outside class time is a minimum for successful mastery of objectives. If you use other computers to do your work, you are responsible for file compatibility, using the correct version of the software, and correct usage of fonts. Corrupt files, incompatibility, or missing fonts are not considered excuses for late projects or problems with projects. If you use a Windows platform: It is essential to remember that moving from one platform to another is not always perfect, and it is entirely your responsibility to ensure that your files open at school. Always use PC formatted media, do not delete any files made during platform change, always use the correct extension and constantly back-up files.

**RESEARCH, RESOURCES, CREATIVE INSPIRATIONS, ROUGHS, COMPREHENSIVES AND PROOFS:**

Much of your scores in this class are dependent upon your ability to produce these items. Sometimes students don't seem to understand why they are forced to produce any or all the above for a design job. You do it because:

- It makes you a better designer, with better design solutions that you can verify are yours.
- The more inspired and better thought out design is much easier to defend when your design solution is under criticism by an instructor, fellow student, prospective employer or client.
- In order to have fresh inspiration we have to look out side of our own heads, blend ideas together, then filter through our own talents to produce something original, yet relative to the job.

To attain any of these you must go through a creative process. Your personal process may be slightly different from this course's or other instructor's methods (I'll admit, mine own personal process differs), but because you are learning and developing your own process you will find that the steps I ask you to perform will help you to become a more efficient creative thinker. Sharing your steps along the process with your instructor and fellow classmates will help you to better explain to your ideas and visions for the job – just as you will be required to do with clients or creative partners and employers. If participating in the process has not been your strong point in the past you will need to overcome that throughout this course. You will be expected to complete preliminary roughs and comprehensives in-class (be sure you bring necessary supplies to do so), as often you may be called upon to produce them quite quickly in a real life job situation. I strongly urge you to then review, rethink, and rework the roughs you do in class and better refine them before the next class meeting.

**TURNING IN ASSIGNMENTS:**

It is your responsibility to make sure all project requirements are submitted for grading and the necessary files are in instructor's drop-box.

**GRADING CONSIDERATIONS:**

Student Core Competencies: The faculty of Valencia Community College have established four Core Competencies that describe the learning outcomes for a Valencia graduate. They are: *THINK, VALUE, COMMUNICATE, ACT*. These general competencies are outlined in the College Catalog. In this course, through classroom lecture and discussion, group work, and other learning activities, you will further your mastery of those core competencies. Additional information is available on page 14 in the College Catalog located online at: <http://valencia.edu/catalog/09-10/default.htm>.

This course includes learning activities such as critiques, presentations, verbal interaction with your classmates that are designed to ensure competence in oral communication. In addition, this class uses the Macintosh computer platform and various desktop and multimedia publishing software. You should be familiar with these programs in order to be able to understand the concepts presented in this class. You can always go back and review your graphics manual you purchased with the DMD class.

**INSTRUCTORS EVALUATION OF TVCA SKILLS:**

Throughout the course students are given the opportunity to show commitment to soft skills such as, meeting deadlines, participating in class exercises and discussions, coming to class prepared, etc. Portions of your scores of a project are also allotted for these core TVCA skills. In addition, I'll be recording and scoring you on your performance and dedication to your learning experience.

**ATTENDANCE AND PARTICIPATION:**

Regular and punctual attendance is expected. A percentage of your final grade is based on attendance. If you are absent for any reason, you will not receive the attendance points for that day. Tardiness and leaving before class is dismissed constitutes an absence or partial absence. The course is outlined so that students are involved throughout the class period. Lectures and demos are given during the first part of the class. Time does not allow for individual instruction to a student who misses a lecture or demo due to tardiness. I must see your project progress in order to adequately advise you. College policies require you to stay in the class for three hours, with a break of 15 minutes about half way through. If two absence are incurred, an excessive absence notice will be sent to the student. The student is then given to discuss the notice with the instructor. If this is not done, the student will be withdrawn from the class. If three absences are incurred, the student may be administratively withdrawn from the class. You must be present for the final class. Failure to do so without Departmental approval will result in a grade of "WF" for the course. No exceptions!

You will receive a detailed Job description for each job assigned and meet deadlines during the evolution of these jobs. When roughs are due, your ability to produce them at that time will directly affect

your overall grade. Points for the lack of required materials during the job process will be deducted at that time, and cannot be made up when the projects are turned in for final grading. Your grade sheet, which is included in the Job description lists in detail what is required and the points associated with each item. The process and criteria for Jobs will be explained in greater detail in class.

**COMPUTER PROFICIENCY EXAM**

During the scheduled class time you will complete an exam that will demonstrate the design and computer skills you have learned in this class. A review and practice time will be given prior to the exam.

This exam will be given the final scheduled class time of the course and the full class time will be given for the exam.

There is no make-up for the final exam. According to College policy, students not in attendance for the final exam must receive a "F" for the course regardless of their grade at the last day of attendance.

**GRADES:**

The final grade will be determined by grades earned on required projects, in-class projects, reports, quizzes/exams.

A = 100 – 90	Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements.
B = 89 – 80	High achievement, demonstrated in work of consistent effort, intelligence, and mastery of course competencies.
C = 79 – 70	Satisfactory completion of course requirements and mastery of essential course competencies.
D = 69 - 60	Unsatisfactory completion of course requirements and an unacceptable grade for prerequisite or graduation requirements.
F = 59 >	Failure to perform required work or to master required course material and competencies.

Note: a grade of a "C" or better is required to use as a prerequisite for other courses or for graduation or a technical certificate.

*Extra Credit:* Up to 2 points extra credit may be earned by attendance at a gallery opening; reception; or pre-approved workshop, conference, seminar, etc., related to this course. Submission of a minimum one page typed synopsis required for credit.

Final course grades of "A," "B," "C," "D," or "F" shall be assigned based upon the student's academic achievement upon the completion of all course work, including the required final examination. A student who fails to take the required final examination may receive a final course grade earned, unless the professor elects to assign the student a grade of "I" or as otherwise addressed in the Professor's course syllabus.



Class	Date	Assignment	In-Class Exercises	Reading*
Week 1	Jan 6	Syllabus Review Introduction to Electronic imaging fundamentals & resolution		PSCS6: Chap. 1, 7-8
Week 2	Jan 13	Scanning demo and converting to Grayscale methods In class work session for Proj 1 <b>Assign Project 1-Retouch and Colorization</b>	Exercise 1c,	PSCS6: Chap. 5-6, 11, 15
Week 3	Jan 20	<b>Martin Luther King Day - NO CLASS</b>		
Week 4	Jan 27	Demo Basic Color correcting. In class work session for Proj 1	Exercises 2, 2b	PSCS6:Chap. 8-9, 14
Week 5	Feb 3	Demo Effects and Filters In class work session for Proj 1	Exercises 3, 3b,	PSCS6: Chap. 12
Week 6	Feb 10	<b>Assign Project 2 - Photoshop and Brush creation</b> Proj 2 sketches and source materials due Demo Shapes, Styles and Type In class work session for Proj 2	Exercises 3c, 4	PSCS6: Chap. 13, 16, 17
Week 7	Feb 17	<b>Proj 1 due</b> Proj 2 sketches and source materials due Demo Adobe Bridge In class work session for Proj 2	Exercises 4b, 5, 6	PSCS6: Chap. 3, 18-19
Week 8	Feb 24	<b>Assign project 3 - Advertising Composite</b> In class work session for Proj 2	Exercise 7, 7b, 8	PSCS6: Chap. 20-21,
Week 9	Mar 3-9	<b>Spring Break Period - NO CLASSES</b>		
Week 9	Mar 10	Proj 3 References for theme and sketches In class work session for Proj 2 & Proj 3		
Week 10	Mar 17	<b>Proj 2 due</b> Proj 3 B/W print out for theme due In class work session for Proj 3	Exercise 10	PSCS6: Chap. 24, 27
<b>Withdrawal Deadline: March 21, 2014</b>				
Week 11	Mar 24	Demo Actions and Scripts <b>Assign proj 4 - Poster Campaign</b> Continue in class work session for Proj 3	Exercise 16	PSCS6: Chap. 22-23
Week 12	Mar 31	<b>Proj 3 due.</b> Demo Optimization for Web and Repurposing images Proj 4 References for theme and sketches Continue in class work session for Proj 4	Exercise 15, 15b,	PSCS6: Chap. 25
Week 13	Apr 7	Last day to hand in the In-class Exercises full aggregate credit Proj 4 B/W print out for theme due Continue in class work session for Proj 4		
Week 14	Apr 14	Proj 4 Color page proofs due Review for Final Exam		
Week 15	Apr 21	<b>Proj 4 due.</b> Comprehensive Final Exam		
Week 16	Apr 28	Final Grades due to VC Administration		

\* Reading: "Photoshop CS6 for Windows & Macintosh", by Elaine Weinmann & Peter Lourekas

#### GRADE CALCULATIONS:

As a student in this course you are expected to keep up with your standing in the class. In order to help you keep track, utilize this spreadsheet below to workout your grade standing along the way. Remember, if you have missed an exercise do to absence, lack of participation, attending class unprepared, or missed the time constraints of the assignment, you do not get credit for the exercise.

#### GRADING CONSIDERATIONS AND VALUES:

Electronic Imaging course assignment list: You will receive a detailed job description for each project assigned. You will meet certain deadlines during the evolution of these Projects. Some Projects require rough and/or print proofs. If these are late, the total %of these grading criteria points will be reduced from the final grade for the project. Points for the lack of required materials cannot be made up when the Projects are turned in for final grading. Your grade sheet, which is included in the Project description, lists in detail what is required and the points associated with each item. The process and criteria for Projects will be explained in greater detail in class. *Note:* Be sure to read the syllabus section on Due Dates and Tests.

#### GRADING CONSIDERATIONS AND VALUES:

Assignment grades are cumulative for entire semester.

Project 1	Retouch and Colorization	100	Grade _____
Project 2	Photoshop and Brush Creation	100	Grade _____
Project 3	Computer Screen Montage	100	Grade _____
Project 4	Poster Campaign	100	Grade _____
Exercises	Aggregate Exercise Total	55	Grade _____
Final Exam	Written Exam	100	Grade _____
TVCA	Think/Value/Communicate/Act	100	Grade _____
Attendance	Required Class participation	100	Grade _____
Total Possible Points	755 points	Your Total Points _____	

To determine your average at any point during the semester: Divide your total points received by the total possible points. Refer to the grading section to determine your letter grade.

\* This syllabus may be modified due to class needs or VCC schedule adjustments.