



ANTELOPEVALLEY COLLEGE

Academic Affairs  
Course Outline of Record

Academic Affairs Only

- New Course
- COR Revision 11/13/2008
- COR Update
- Pre Req/Advisories 11/13/08
- Other Changes 11/13/08
- Effective Date
- SLO 4/14/2008

**COURSE SUBJECT & NUMBER:** DM 113

**COURSE NAME:** \* Photoshop I (formerly CG 113, Digital-Photographic Imaging)

**COURSE UNITS:** 3 **COURSE HOURS:** 4 hours weekly

**COURSE REQUISITES:** (*Follow format of similar courses found in the college catalog.*)

**Corequisite:** Concurrent enrollment in DM 113L

**Advisory:** Completion of DM 101, and Eligibility for READ 099

**Instructional materials fee** required for this course and must be paid at registration.

**COURSE DESCRIPTION:** (*Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description.*)

This course gives students instruction and practice using Adobe Photoshop® to artistically enhance digitally captured images at an introductory level. At the completion of the course, students will have created a series of related works that demonstrate entry-level technical and creative skills in digital photographic imaging. Participation in critiques will provide the opportunity to refine and improve projects. Examples of topics to be covered include digital capture, color correction, scanning, retouching, masking, compositing, special effects, filters, typography, and file preparation for output to print, web, and video. **BEFORE ENROLLING** students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) (R2)

**COURSE OBJECTIVES:** (*Use Bloom's taxonomy to formulate concise, performance-based measurable objectives common to all students. Objectives must be closely aligned with course content, assignments, and methods of evaluation.*)

**Upon completion of course, the successful student will be able to:**

1. Analyze and compare examples of top photographic digital artists.
2. Operate Adobe Photoshop® software to create entry-level artistic photographic digital projects.
3. Revise and improve typical entry-level industry projects based upon instructor and peer critiques.
4. Search the Internet for professional digital imaging examples, assets and tutorials.
5. Operate digital cameras and devices to acquire images for projects.
6. Identify digital imaging terminology.
7. Create a series of entry-level related works (minimum three works) for a target specific audience.  
Examples: advertising campaign for college students, wedding portraiture, fashion, editorial layouts for teens.

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**COURSE CONTENT:** *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Title 5 requires that each instructor must cover all material listed below.)*

### **I. Introduction**

Overview of the digital photographic imaging industry, course requirements, equipment, and software.

### **II. Professional examples and terminology**

1. View examples of top professional digital photographic artists and compare and contrast technical and creative methods used to produce their work.
2. Discuss terminology used in the digital photographic imaging industry.
3. Discuss target audience specific images and style.

### **III. Software training**

1. Basic palettes and menu items
2. Options Bar and how it relates to tools
3. Basic keyboard shortcuts
4. Commonly used software features including but not limited to preferences, filters, brushes, color, fill/stroke, selection and masking techniques, paths, gradations, type, saving files and file formats for print, web and video, modes, typography, layers and layer features, levels, curves, actions, paths, channels, resolution, file information, plug-ins, image adjustments, transform, crop, history, navigation, histogram, smart objects, page set-up, image, and canvas size.
5. Use Photoshop to apply creative concepts to class projects.

### **IV. Equipment**

1. Computers and monitors
2. Image capture and scanning devices
3. Storage devices
4. Output devices and delivery systems

### **V. The creative process as applied to digital photographic imaging**

1. Analyze and discuss elements of design as applied to digital photographic imaging.
2. Experiment with creative techniques, effects, typography, composition, and compositing.

### **VI. Entry-level industry standard projects**

Students will create typical entry-level industry standard projects using Photoshop and other related software and equipment. Projects to include, but not limited to:

1. Create at least 1 project for print (Examples: portrait, brochure, poster, advertisement, book cover)
2. Create at least 1 project for interactive media (Examples: Web site design, podcast graphics, DVD cover)
3. Create at least 1 project for video (Examples: matte painting, movie backgrounds, television commercial graphics)

### **VII. Series Project**

Each student will create a typical entry-level industry assignment to include a series of at least three related works. The completed works will be presented to the class as a simulated client presentation. (Examples: portraits, packaging, fashion, nature, montages, movie backgrounds, commercial advertising, and retouched and enhanced photos).

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**TYPICAL HOMEWORK ASSIGNMENTS: (Do not include in-class work, quizzes, or tests)**

*This information is necessary for all credit courses. Assignments should be closely related to course objectives, content, and methods of evaluation. (See sample of a “Model Outline” in the AP&P Standards & Practices handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.*

**1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:**

Weekly reading from suggested texts on current lecture topics.

**2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:**

N/A

**3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:**

N/A

**4. Describe other types of homework assignments that students may be asked to complete (oral presentations; special projects; visual/performing arts; etc); note if any are required:**

Practice with software, design styles/techniques and production processes. Study current digital media design for inspiration. Review terminology. Search the Internet for visual resources and tutorials.

**5. Describe those critical thinking skills that are derived from assignments listed above; be sure that they reflect course objectives.**

Students will distinguish and apply characteristics of a variety of entry-level design styles used in digital photographic imaging, and will compare and contrast techniques during class critiques. Students will demonstrate ability to determine project-appropriate techniques, software and equipment.

**6. For categories 1-4 above, describe the estimated time per week it would take a student to complete homework assignments. Title 5 uses the Carnegie formula for establishing units using a 2:1 ratio as follows: 1 hr. lecture = 2 hrs. homework; 2 hrs. lecture = 4 hrs .homework; etc. For example: reading textbook—2 hours; writing reports—3 hours.**

**Reading Assignments:** 1 hour

**Writing Assignments:**

**Computational Assignments:** N/A

**Other Assignments:** 5 hours

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**METHODS OF INSTRUCTION:** *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students: for example, lecture, demonstration, present audio/visual materials; facilitate group work, etc. Do not list specific instructional equipment.)*

Instructor-led lecture, discussion, demonstration, follow-along hands-on demonstration, audio/visual materials, instructor-led class project critiques, self-paced tutorials

**METHODS OF EVALUATION:** *(These must be clearly related to course objectives and reflect course content and assignments in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating various assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers or projects, problem solving exercises, or skills' demonstrations.)*

- **Class participation and group critique:** Does the student show knowledge of the project criteria? Is the student an active participant in critiques and discussions?
- **Skill tests on software applications and equipment:** Does the student demonstrate the ability to artistically create the requested projects using industry standard software and hardware for entry-level work?
- **Written tests on industry terminology:** Can the student recall the requested information and commonly used terminology typically used in the photographic digital imaging industry?
- **Class and homework assignments.** Can the student meet deadlines and follow the required project assignments and apply proper formats and specifications?
- **Creative project solutions:** Can the student create images used for typical entry-level industry projects that convey the intended idea to the target audience?

**Suggested Texts or other Instructional Materials** *(list several when possible; include title, author, publisher, date, and latest edition.)*

Laurie Ulrich Fuller, *Photoshop CS3 Bible*, John Wiley and Sons, Inc., Hoboken, NJ: 2007

Scott Kelby, *The Adobe Photoshop CS3 Book for Digital Photographers*, New Riders/Peachpit Press, Berkeley, CA: 2007