INTRODUCTION
Students will focus on the creation, manipulation, and editing of images in Adobe Photoshop. Software features and capabilities will be explored from basic to advanced tools and techniques. Students will develop photographic imaging techniques, digital painting skills, image selection, manipulation and compositing, as well as an understanding of color profiles and file output. Success and comprehension of tools and techniques will be evaluated through graphic design projects.

COURSE OBJECTIVES
This course builds on the student’s digital foundation skills. A beginner through advanced level of the techniques, processes, terminology, and skills of the digital designer will be taught. Classes will emphasize concept, composition, craftsmanship, and production skills. By the end of this course, the student should:

- understand the terminology and techniques of advanced digital image manipulation
- understand the role of the designer in representing ethical imagery
- be able to develop good composition for communicating an intended message, purpose or mood
- understand the roles that an audience and intended project goal play in the overall design strategy
- develop an understanding of how images work to communicate an intended message
- develop an understanding of using image manipulation appropriately and as a strategy for successful design
- gain experience working with the processes, techniques and technology used in the design and presentation of creative visual communications
- understand the terms and processes used to output digital designs as print and screen solutions

TEXT - REQUIRED:
The Photoshop Toolbox: Essential Techniques for Mastering Layer Masks, Brushes, and Blend Modes by Glyn Dewis

COURSE PRE-REQUISITES
NONE

MATERIALS:
- USB External Drive (minimum 2GB)
- Basic writing/drawing tools: pencil, sketch pens, markers

Additional supplies may be needed, based upon individual projects

CLASS STRUCTURE
Course objectives will be achieved through individual assignments, individual projects, group critiques and personal explorations.
STUDENT RESPONSIBILITIES AND EXPECTATIONS

Professionalism
Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Student Performance
Your performance will be measured on your quality completion of assignments and projects. Assignments will be graded according to technical skills covered as well as degree of creativity. I expect properly archived digital files as well as proof of process for final submission of assignments.

Studio Work Time
You are expected to use studio lab time effectively. Course objectives will be achieved through practice and use of digital technology.

Late Work
No late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (with documentation). No incompletes will be given for this course.

Class Participation
Class participation will include being prepared for instructor review of assignments and projects as well as thoughtful discussion of project direction. Student work and assignments must be backed up at least twice. (Preferably on student’s own flash drive and on a cloud server.) “Lost” assignments will not be excused.

Cell Phone Use
You must turn your cell phones off when entering the classroom. Do not answer your cell phone while in class. You may use your cell phone during break times or during work time.

Email
You must use the University assigned email address - this is how I will be communicating important class information with you. If you have not activated this email, please see the help desk to do so immediately.

Personal Matters
I also expect that you will take responsibility for notifying me of any issues that would hinder you from successful performance; if I don’t know, I can’t help.

ACADEMIC HONESTY
Plagiarism in any form will not be tolerated. If found using another designer’s work or ideas, either a professional’s or a peer’s, is violating Student Code of Conduct. Any student who turns in plagiarized work will fail the assignment/project and will be reported to the University for academic review. A description of plagiarism and other forms of academic dishonesty are to be found at http://judicialaffairs.tamucc.edu/ Go to Student Affairs and click on Student Code of Conduct.

ATTENDANCE
Attendance will be taken during each class meeting. You are expected to attend all class meetings and stay through the duration of the class. You are expected to have your materials and work at each class session.

• One absence will result in your final grade being lowered by a full letter grade.
• Two absences will lower your grade by two letter grades.
• Three absences constitutes a failing grade for the course.
• Students must arrive on time and stay for the duration of each class meeting. Late arrivals and early departures to and from class on three (3) occasions will result in the recording of one absence.

It is the student’s responsibility to inform the instructor if he or she has arrived after attendance has been taken, or that student may be considered absent.
If you are absent, you are still expected to meet all deadlines and make up any work missed.

DISABILITIES ACCOMMODATIONS
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

ACADEMIC ADVISING
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

DROPPING A CLASS
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. June 21, 2019 is the last day to drop a class with an automatic grade of “W” this term.
GRADE APPEALS

As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamu.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

ARTS 4391 - FINAL GRADE:

<table>
<thead>
<tr>
<th>ASSIGNMENTS</th>
<th>20 PTS</th>
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<tbody>
<tr>
<td>PROJECTS</td>
<td>80 PTS</td>
</tr>
<tr>
<td>PROJECT ONE</td>
<td>15 PTS</td>
</tr>
<tr>
<td>PROJECT TWO</td>
<td>30 PTS</td>
</tr>
<tr>
<td>PROJECT THREE</td>
<td>10 PTS</td>
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<tr>
<td>PROJECT FOUR</td>
<td>25 PTS</td>
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EVALUATION AND GRADING

Evaluation of student work will be based on strength of process, strength of concept, demonstration of understanding of assignment, overall creativity, execution of craftsmanship, effectiveness of composition in conveying intended message or purpose, understanding of techniques and ability to meet deadlines.

NOTE THE FOLLOWING GRADING CRITERIA:

<table>
<thead>
<tr>
<th>A: 90-100</th>
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<tr>
<td>Shows outstanding understanding, concept, effort, creativity, process, presentation and craft. Beyond instructor expectations.</td>
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<th>B: 80-89</th>
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<tr>
<td>Shows understanding and display of effort for project. Shows excellence in more than one of: concept, effort, creativity, process, presentation or craft.</td>
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<th>C: 70-79</th>
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<tr>
<td>Meets minimum requirements of project. Needs improvement in one of: concept, effort, creativity, process, presentation or craft.</td>
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<th>D: 60-69</th>
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<tr>
<td>Does not meet minimum requirements of project. Demonstrates lack of success in more than one of: understanding, concept, effort, creativity, process, presentation or craft.</td>
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<th>F: 59 + BELOW</th>
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<tr>
<td>Unable to meet minimum requirements of project. Demonstrates lack of understanding. Does not show success of concept, effort, creativity, process, presentation and craft.</td>
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COURSE SCHEDULE
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

CLASS ONE - May 16
Chapter 1: THE BASICS
Power of Images - Ethical Responsibilities
Understanding Pixels and Resolution
Color Spaces and Uses
The Photoshop Workspace
Layers
Selection Tools
Cloning vs Healing
ASSIGNMENT 1: Mastering Selections
ASSIGNMENT 2: Cutouts Made Easy
ASSIGNMENT 3: Cloning/Healing Assignment
PROJECT ONE: FASHION COVER ILLUSTRATION [DUE CLASS TWO]

CLASS TWO - May 20
Chapter 2: LAYER MASKS
Nondestructive PS; Masking
What are Layer Masks?
Smart Objects
Clipping Masks
ASSIGNMENT 4: Layer Masks
ASSIGNMENT 5: Clipping Masks
Critique Project One

CLASS THREE - May 21
Nondestructive PS; Adjustment Layers
Adjustment Layers, Masks and Selections
Selections and Cutouts
Filters
ASSIGNMENT 6: Adjustment Layers
PROJECT TWO: SURREALITY POSTER [DUE CLASS FIVE]

CLASS FOUR - May 22
Chapter 4: BLEND MODES
Putting Blend Modes to Use
Putting Theory into Practice
ASSIGNMENT 7: Blend Modes

CLASS FIVE - May 23
Camera Raw
Prep & Organize
Compositing
Effects
Textures
Lighting
ASSIGNMENT 8: Lighting
ASSIGNMENT 9: Effects
Critique Project Two

CLASS SIX - May 28
TIMELINE DESIGN
Web + Social Media Graphics
PROJECT THREE: CINEMAGRAPH [DUE CLASS SIX]
Stop Motion Animation Group Exercise
Critique Project Three

CLASS SEVEN - May 29
ILLUSTRATION
Illustration Techniques in PS
Chapter 3: BRUSHES
ASSIGNMENT 10: Painting in PS
PROJECT FOUR: CHILDREN’S ILLUSTRATION IN PS [DUE: FINAL EXAM]

CLASS EIGHT - May 30
Using Brushes for Illustration
Chapter 5: BONUS CONTENT

FINAL EXAM - May 31
Critique Project Four