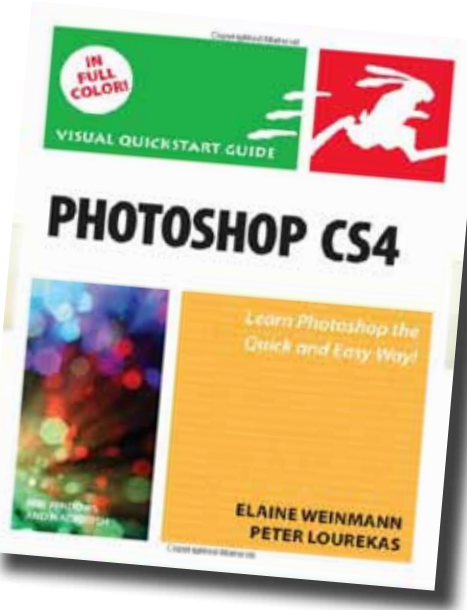


Visual Communication & Design

VC&D 1400/L Imaging Design & Studio

Recommended Reading



Photoshop CS4, Volume 1:
Visual QuickStart Guide
by Elaine Weinmann

<http://www.billsclass.com>

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Office Hours

Monday

4:30 pm - 5:30 pm

Tuesday

8:30 am - 12:00 pm
2:00 pm - 3:00 pm

Wednesday

8:30 am - 9:00 am
10:50 - 12:00 pm
3:10 pm - 5:30 pm

Thursday

8:30 am - 9:00 am

Spring 2010 - 14 Week Session

Wednesdays, Room ELA 132
VC&D1400, CRN: 14941 - 9:00 am - 9:50 am, 1 Credit (1hr Lecture)
VC&D140L, CRN: 14956- 10:00 am - 10:50 am, 1 Credit (2hr Lab)

Course Description - VC&D 1400: Skills and techniques in creation and manipulation of images. Impact of design and use of visuals for advertising, publications and multimedia. If degree program requires laboratory, students should enroll in related laboratory course.

Prerequisite(s) - VC&D 1400: VC&D-1100 Fundamentals of Design and Layout or concurrent enrollment; or IT-1010 Introduction to Microcomputer Applications (non-VC&D students) or concurrent enrollment; or departmental approval; concurrent enrollment in VC&D-140L Imaging and Design Studio may be required.

Course Objectives - VC&D 1400:

1. Identify resources and create and utilize "Designer's Resource File."
2. Demonstrate knowledge of applications, tools, menus, and operations.
3. Explain procedures and processes in the creation of digital painting and imaging.
4. Explain rules/regulations relevant to copyright.
5. Identify markets, technologies, and use for publications and various media.
6. Discuss the importance of imaging and the complexity of creation, adjustments, and the preparation for output.
7. Identify the components of digital imaging.

Course Description - VC&D 140L: Laboratory course to practice skills and techniques required to create and manipulate images.

Prerequisite(s) - VC&D 140L: VC&D-1400 Imaging and Design or concurrent enrollment.

Course Objectives - VC&D 140L:

1. Create and paint images for various design solutions.
2. Demonstrate the use of computer-aided applications.
3. Scan, modify, edit, paint, and prepare for output.
4. Apply paint illustration program concepts and techniques.
5. Create images, montages, and layouts for specific market and client requirements.
6. Paint, present, and prepare images for portfolio inclusion.
7. Identify market trends and other media possibilities.
8. Prepare images for utilization with other media.
9. Design and layout a page with images, text, and graphics.
10. Apply color theories and demonstrate knowledge of color correction concepts.
11. Import/export and utilize various formats and modes.
12. Understand and identify requirements for output, resolution, modes, and proofs.
13. Create and present all assigned work for specified market.

Imaging Design & Studio

Spring 2010

Grading

Projects & Grading

(m) = **Micro Projects** (30 points)

Various minor projects and exercises will be required throughout the course of the semester. See Project Checklist.

Project Checklist

(m) Digital Illustration

(m) Line Art Process

(m) Photo Collage

Interface Design

Worst Sequel Ever

Folk Tales

Project 1: **Interface Design** (20 points)

Students will redesign the home page of a website. Focus on brand awareness, color choices, image placement, and layer manipulation.

Project 2: **Worst Sequel Ever** (20 points)

Students will come up with an original sequel to a movie that never should be made and create a movie poster for it. Focus on imaging, blending, and type manipulation.

Project 3: **Folktales (from around the world)** (30 points)

Students will create a Poster, CD cover and jacket for the "Folktales (from around the world)" project. Focus of the project is to connect students with other disciplines in the college and to promote project based solutions while working on a Real World Learning Object.

Grading Scale

A: 90+ B: 80+ C: 70+ D: 60+ F: 59-

Course Schedule

Feb 3	Session 1	Intro to Photoshop Environment & Tools
Feb 10	Session 2	Layers, Selection & Resolution
Feb 17	Session 3	Color and Image Production
Feb 24	Session 4	Combining Multiple Sources
March 3	Session 5	Layer Effects & Blending Modes
March 10	Session 6	Spring Break
March 17	Session 7	Interface & Screen Design
March 24	Session 8	Post Production for Web
March 31	Session 9	Low-Res <i>Poster Design</i>
April 7	Session 10	Production Tips & Tricks
April 14	Session 11	Folktales Project Intro
April 21	Session 12	Production
April 28	Session 13	Production
May 5	Session 14	Presentation

Course & Department Requirements

Visual
Communication
& Design

Email Requirements: All students are required to check Tri-C student email on a regular basis or forward the Tri-C email to a personal account. Email is my preferred method of contact.

Attendance and Participation:

In this course, attendance and participation are not directly factored into the grading criteria, however, excessive absences or tardiness will inevitably undermine the success of your performance in class. All presentations, lectures, demonstrations and discussions are unique and can not be replicated. You are responsible for making up any missed content independently. Late projects will be reduced by 10%.

Assignments & Projects:

Assignments are required to be completed both in and out of class and with the assistance of supplemental Web material. Students are required to use the Technology Learning Center located on the third floor of the ESS building as needed. Assignments are due on time as described by the course schedule. Late assignments will be reduced by 10%. Assignments are to be completed and prepared for presentation prior to the start of the class on the day they are due.

Classroom & Course Policies

Student will refrain from any disruptive behavior in the class and VC&D department areas.

When attending class, students should be prepared to be productive and engaged in classroom activities.

Students should refer to the College Student Handbook for policies governing this class. <http://www.tri-c.edu/studenthandbook/default.htm>. Copies of the College Student are available and can be obtained from the Office of Admissions and Records.

Students who require adaptive or special needs because of disability or medical condition, please contact the instructor, counselor or Access representative as soon as possible, so that appropriate arrangements can be made.

No food or drink will be permitted in class at any time.

The lab is a public space. Keep it clean, safe and free of distraction.

Do not access or copy files and folders that do not belong to you.

Check the College Catalog for last day to withdraw from this course. Students who fail to withdraw themselves from class by this date will result in a failing grade for the course. Withdrawing from a class must comply with appropriate protocol and procedures set forth by the college. A student's failure to attend classes shall not constitute an official withdrawal.

If you have any questions or concerns about the information in this syllabus, please contact the instructor.



Cuyahoga Community College

Eastern Campus