

Digital Image Creation

School of Design

Course Title	Digital Image Creation
Course #	GD 210 - A
Credit Hours	A 3-credit studio class requires 6 hours of classroom instructional time and at least 3.5 hours of student work per week outside of classroom time for a 15-week course.
Semester	Spring 2017
Prerequisites	GD 102 Design Solutions II
Class Meetings	Mondays and Wednesdays, 6PM to 8:45PM, SoD Room: 124

INSTRUCTOR INFORMATION

Instructor	Professor Christopher Previte
Office Location	SoD 122
Office Hours	Mondays and Wednesdays, 5PM to 6PM
Phone Number(s)	Office: 617-928-4636
E-Mail Address	cprevite@mountida.edu
Homepage	Canvas Course Site

COURSE DESCRIPTION AND LEARNING OUTCOMES

Course Description	This course examines and compares two Adobe applications, Adobe Photoshop and Adobe Illustrator. Projects will be suitable for inclusion in the sophomore portfolio and to help obtain an internship in the following years. Integration between the two programs and with Adobe InDesign will be included in the projects and demonstrations.
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Student Learning Outcomes and Assessment Methods	<p>In order to successfully complete this course, you must demonstrate that you possess the following learning outcomes as determined by your performance on the corresponding assessments:</p> <ol style="list-style-type: none">1. Analyze and introduce the capabilities of different software (with sufficient practice) to successfully apply those methods and processes.<ul style="list-style-type: none">• ACC Outcomes: Technology Competency, Literature and the Arts, Creative Thinking• Assessments: Demonstrated through creative projects.• Metrics: Assessment sheets2. To introduce principles and applications of design and layout using Adobe Photoshop, Illustrator and InDesign.<ul style="list-style-type: none">• ACC Outcomes: Technology Competency, Information Literacy, Critical Thinking, Creative Thinking• Assessments: Demonstrated through in class assignments.• Metrics: Assessment sheets3. To introduce a lexicon of terminology and core concepts related to computer imaging technology.<ul style="list-style-type: none">• ACC Outcomes: Information Literacy, Literature and the Arts, Historical Understanding, Critical Thinking• Assessments: Demonstrated through lectures, assignments and projects.• Metrics: Assessment sheets4. To understand basic design elements and principles related to making digital images.<ul style="list-style-type: none">• ACC Outcomes: Critical Thinking, Oral and Written Communication, Creative Thinking, Technology Competency, Multidisciplinary Perspectives• Assessments: Demonstrated through Photoshop assignments and projects completion.• Metrics: Assessment sheets5. To demonstrate digital media, techniques, tools, and processes related to printing software.<ul style="list-style-type: none">• ACC Outcomes: Literature and the Arts, Technology Competency, Creative Thinking• Assessments: Demonstrated through a workflow process.• Metrics: Assessment sheets6. Build critical thinking and problem solving skills and learn formal art principles of image composition and design. Students will learn to successfully communicate ideas visually through photographs.<ul style="list-style-type: none">• ACC Outcomes: Critical Thinking, Oral and Written Communication, Creative Thinking, Information Literacy, Professional Preparation• Assessments: Demonstrated through critique, lecture, and assignments.• Metrics: Assessment sheets
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<p>Description of Assessment Methods</p>	<p>Your grade will be based on attendance, class participation, in-class exercises, design projects, quizzes, and a final project. Work turned in after the deadline will lose a full grade per class day late. Work and executions that are copied from others or otherwise plagiarized will receive a failing grade.</p> <p>1. The following is the breakdown of your grade:</p> <p>Design Projects (4) - worth 50% Your projects serve as the principle means through which the student demonstrates the objectives of their learning. Please see the requirements in this syllabus. An assessment sheet will also be provided.</p> <p>In-Class Exercises (3) - worth 15% In-class exercises are for your benefit in demonstrating the skill-set learned during that day's class. An absence on the day of an in-class exercise will be marked as a zero.</p> <p>Quizzes (5) - worth 10% Quizzes will be given that will assess your learning, through multiple choice; fill in the blank, and short answer questions.</p> <p>Final Project (1) - worth 25% Your final project involves more thought, process, and development than your other projects require, and therefore is worth more. A final presentation will take place during final exam time.</p> <p>2. DUE DATES for all design projects, in-class exercises, and quizzes:</p> <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">PROJECT/IN-CLASS EXERCISE/QUIZ</th> <th style="text-align: left;">DUE DATE</th> </tr> </thead> <tbody> <tr> <td>• In-Class EXERCISE 1 – Quick Collage</td> <td>WEEK 2, Wednesday, January 25</td> </tr> <tr> <td>• PROJECT 1 - Viking Cruise Collage</td> <td>WEEK 3, Wednesday, February 1</td> </tr> <tr> <td>• In-Class EXERCISE 2 – When Pigs Fly</td> <td>WEEK 4, Monday, February 6</td> </tr> <tr> <td>• PROJECT 2 - Family Fantasy Character</td> <td>WEEK 5, Wednesday, February 15</td> </tr> <tr> <td>• In-Class EXERCISE 3 – Bad Photos Better</td> <td>WEEK 6, Wednesday, February 22</td> </tr> <tr> <td>• PROJECT 3 - Wrecked Photo Restoration</td> <td>WEEK 7, Wednesday, March 1</td> </tr> <tr> <td>• PROJECT 4 - Icelandic Identity Package</td> <td>WEEK 11, Wednesday, March 29</td> </tr> <tr> <td>• Final PROJECT 5 - The Comic Page Complete</td> <td>WEEK 16, Monday, May 1</td> </tr> <tr> <td>•</td> <td></td> </tr> </tbody> </table>	PROJECT/IN-CLASS EXERCISE/QUIZ	DUE DATE	• In-Class EXERCISE 1 – Quick Collage	WEEK 2, Wednesday, January 25	• PROJECT 1 - Viking Cruise Collage	WEEK 3, Wednesday, February 1	• In-Class EXERCISE 2 – When Pigs Fly	WEEK 4, Monday, February 6	• PROJECT 2 - Family Fantasy Character	WEEK 5, Wednesday, February 15	• In-Class EXERCISE 3 – Bad Photos Better	WEEK 6, Wednesday, February 22	• PROJECT 3 - Wrecked Photo Restoration	WEEK 7, Wednesday, March 1	• PROJECT 4 - Icelandic Identity Package	WEEK 11, Wednesday, March 29	• Final PROJECT 5 - The Comic Page Complete	WEEK 16, Monday, May 1	•	
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<p>Project Submission Requirements</p>	<p>All final work must be submitted by the end of the semester in its native format (.ai, .psd, .indd, etc.) plus as a high-resolution PDF, to be used in exhibitions on the College web site and to show accrediting agencies such as NEASC and NASAD.</p> <p>Detailed information regarding how to submit these large files will be provided at the time they are due.</p>																				

COURSE CALENDAR AND SCHEDULE

Week	Day/Date	Weekly Topics and Events
1	Wednesday January 18	<p>REVIEW OF THE ADOBE SUITE Class Goal: To review the Adobe Suite focusing on Photoshop, Illustrator, and a little bit of InDesign basics to ensure we all start on the same page.</p> <p>Discuss & Demonstrate: Course introduction and expectations; how we critique; pixel-based, vector-based, and layout software; digital workflows.</p> <p>Tools & Techniques: The Adobe Suite interface, tools, and shared functions.</p> <p>Note: Ahhh, it's all coming back to me now. --- • Quiz: NA • DUE: NA • Homework: NA</p>
2	Monday January 23	<p>REVIEW OF THE ADOBE SUITE (cont.) Class Goal: A more in-depth review of the Adobe Suite focusing on Photoshop, Illustrator, and a little bit of InDesign to ensure we all start on the same page.</p> <p>Discuss & Demonstrate: An in-depth review of Photoshop, Illustrator, and In-Design functions, pallets, and their ability to work together to complete projects.</p> <p>Tools & Techniques: Color, resolution, sharing assets between programs, typography</p> <p>Note: Okay, now... NOW I'm an Adobe expert. --- • Quiz: NA • DUE: NA • Homework: PROJECT 1 – Viking Cruise Collage</p>
2	Wednesday January 25	<p>ADVANCED COLLAGES AND ADVERTISING Class Goal: To discuss more advanced collage techniques that start with good image choices, require impeccable selections, and explore special relationships between objects and images.</p> <p>Discuss & Demonstrate: Advanced collage techniques and imagery used in advertising.</p> <p>Tools & Techniques: PS: Selection Tools, Feathering, Alpha Channels, Layer Masks</p> <p>Note: A well-done collage of 27 puppies sells cuteness. LOTS of cuteness. --- • Quiz: NA • DUE: In-Class EXERCISE 1 – Quick Collage • Homework: Continue working on PROJECT 1</p>

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3	Monday January 30	<p>ADVANCED COLLAGES AND ADVERTISING (cont.) Class Goal: To explore the marriage of creative typography and memorable imagery in advertising design.</p> <p>Discuss & Demonstrate: Creative typography in Illustrator and how it can connect to your image creation.</p> <p>Tools & Techniques: AI: Type Tools, Character Pallet, Paragraph, Pallet, Envelope Tool, Create Outlines</p> <p>Note: Let's make that uppercase A and A+. ---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on PROJECT 1
3	Wednesday February 1	<p>ADVANCED COLLAGES AND ADVERTISING (cont.) Class Goal: Critique - PROJECT 1</p> <p>Discuss & Demonstrate: The effectiveness of type and image in advertising.</p> <p>Tools & Techniques: NA</p> <p>Note: First critiques are always the hardest...what with all the crying – from the teacher. ---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: PROJECT 1 – Viking Cruise Collage • Homework: NA
4	Monday February 6	<p>FANTASY AND FICTION Class Goal: To explore fantasy-based fiction in popular culture (from movie franchises to series of novels to endless amounts of video games).</p> <p>Discuss & Demonstrate: Techniques for taking an every day family photo and adding some mirth and whimsy to it.</p> <p>Tools & Techniques: PS: Image Selection, Style Choice (realistic v. stylized), Image Adjustments (destructive & non-destructive)</p> <p>Note: In my mind, my grandmother has always been a Viking warrior. ---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: In-Class EXERCISE 2 – When Pigs Fly • Homework: PROJECT 2 – Family Fantasy Character

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4	Wednesday February 8	<p>FANTASY AND FICTION (cont.) Class Goal: To discuss the creation of fictional characters, their backstories, powers, and abilities.</p> <p>Discuss & Demonstrate: Elements of technical drawings and the use of callouts to help define your character.</p> <p>Tools & Techniques: AI: Shape Tools, Text Boxes, Lines with End Caps, Pen Tool</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on PROJECT 2
5	Monday February 13	<p>FANTASY AND FICTION (cont.) Class Goal: Time in class to work on PROJECT 2.</p> <p>Discuss & Demonstrate: More on character development and how to visually represent their abilities and backstory.</p> <p>Tools & Techniques: All up to this point.</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on PROJECT 2
5	Wednesday February 15	<p>FANTASY AND FICTION (cont.) Class Goal: Critique - PROJECT 2</p> <p>Discuss & Demonstrate: Where could your character "live" and what other projects may you develop for her/him.</p> <p>Tools & Techniques: NA</p> <p>Note: With this, you could be the next J. R. R. Tolkien or George Lucas.</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: PROJECT 2 – Family Fantasy Character • Homework: NA
6	Monday February 20 (No Class President's Day)	NO CLASS

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6	Wednesday February 22	<p>NOSTALGIA AS CREATIVE FUEL Class Goal: To discuss the value of old photos. Can we repair them? Should we repair them?</p> <p>Discuss & Demonstrate: Techniques and expectations regarding the improvement of badly damaged, faded, or otherwise mangled photos.</p> <p>Tools & Techniques: Clone Stamp Tool, Healing Brush Tool, Patch Tool, Paint Brush, Dodge, Burn, and Sponge Tools.</p> <p>Note: Um, while you're removing that huge gouge from my face, could you also shave off about twenty pounds?</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: In-Class EXERCISE 3 – Bad Photos Better • Homework: PROJECT 3 – Wrecked Photo Restoration
7	Monday February 27	<p>NOSTALGIA AS CREATIVE FUEL (cont.) Class Goal: To explore logo recreation.</p> <p>Discuss & Demonstrate: Recreating a logo that is unusable.</p> <p>Tools & Techniques: Pen Tool, Pencil Tool, Shape Tools, Pathfinder Pallet, Scissors Tool</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on PROJECT 3
7	Wednesday March 1	<p>NOSTALGIA AS CREATIVE FUEL (cont.) Class Goal: Critique - PROJECT 3</p> <p>Discuss & Demonstrate: Nostalgia as a creative vehicle. Nostalgic trends in the reimagining of icons from our past.</p> <p>Tools & Techniques: NA</p> <p>Note: This fall on NBC, a concert by the reimagined 90s band Frog the Moist Camshaft.</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: PROJECT 3 – Wrecked Photo Restoration • Homework: NA

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8	Monday March 6 (No Class Spring Break)	NO CLASS
8	Wednesday March 8 (No Class Spring Break)	NO CLASS
9	Monday March 13	<p>ICY IDENTITY DEVELOPMENT Class Goal: To discuss the soak, wash, rinse, and spin technique and how it applies to logo design and identity development.</p> <p>Discuss & Demonstrate: Getting to know your client, research, and ideation.</p> <p>Tools & Techniques: Mind Maps, Dump and Clump, One-a-Days</p> <p>Note: Before this amazing designer came into my life, I had no identity. ---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: PROJECT 4 – Icelandic Identity Package
9	Wednesday March 15	<p>ICY IDENTITY DEVELOPMENT (cont.) Class Goal: To begin the process of logo development with a focus on iterations.</p> <p>Discuss & Demonstrate: Logo development.</p> <p>Tools & Techniques: Sketch Books, AI: Drawing and Shape Tools, Pathfinder Pallet</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on PROJECT 4

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10	Monday March 20	ICY IDENTITY DEVELOPMENT (cont.) Class Goal: To continue with logo development – continuing with iteration and exploring color pallets. Discuss & Demonstrate: Logo development Tools & Techniques: Sketch Books, AI: Drawing and Shape Tools, Pathfinder Pallet, Color Pallet --- <ul style="list-style-type: none">• Quiz: NA• DUE: NA• Homework: Continue working on PROJECT 4
10	Wednesday March 22	ICY IDENTITY DEVELOPMENT (cont.) Class Goal: To expand our identity package to include multiple pieces of collateral, incorporate photography, and work on our design bible. Discuss & Demonstrate: Logo deconstruction and application across multiple destinations. Tools & Techniques: Sketch Books, AI: Drawing and Shape Tools, Pathfinder Pallet, Color Pallet. PS: All tools to this point. --- <ul style="list-style-type: none">• Quiz: NA• DUE: NA• Homework: Continue working on PROJECT 4
11	Monday March 27	ICY IDENTITY DEVELOPMENT (cont.) Class Goal: Time in class to work on PROJECT 4 Discuss & Demonstrate: Consistent and effective application of all the components of an identity package. Tools & Techniques: AI: Drawing and Shape Tools, Pathfinder Pallet, Color Pallet. PS: All tools to this point. --- <ul style="list-style-type: none">• Quiz: NA• DUE: NA• Homework: Continue working on PROJECT 4

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11	Wednesday March 29	<p>ICY IDENTITY DEVELOPMENT (cont.) Class Goal: Critique - PROJECT 4</p> <p>Discuss & Demonstrate: The role of Photoshop and Illustrator in good, scalable, identity solutions.</p> <p>Tools & Techniques: NA</p> <p>Note: Now, after some thoughtful and probing critique, I can really identify with my identity. ---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: PROJECT 4 – Icelandic Identity Package • Homework: NA
12	Monday April 3	<p>COMIC BOOK CREATION Class Goal: To explore the medium of comic books with a focus on digital creation and the Italian Fumetti style.</p> <p>Discuss & Demonstrate: How Photoshop and Illustrator can be used to create your own comic.</p> <p>Tools & Techniques: Research and ideation. Story development and synopsis writing.</p> <p>Note: Look, up in the sky... ---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Final PROJECT 5 – The Comic Page Complete
12	Wednesday April 5	<p>COMIC BOOK CREATION (cont.) Class Goal: To explore comic book script writing.</p> <p>Discuss & Demonstrate: From idea to basic script development and writing. Breaking the script and laying out the page in panels.</p> <p>Tools & Techniques: Script writing. All Photoshop and Illustrator skills to date. ---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on Final PROJECT 5

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13	Monday April 10	<p>COMIC BOOK CREATION (cont.) Class Goal: To discuss image creation techniques that can be accomplished in a timely manner, serve the story well, and work sequentially.</p> <p>Discuss & Demonstrate: Image creation for sequential storytelling.</p> <p>Tools & Techniques: All Photoshop and Illustrator skills to date.</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on Final PROJECT 5
13	Wednesday April 12	<p>COMIC BOOK CREATION (cont.) Class Goal: Time in class to work on Final PROJECT 5</p> <p>Discuss & Demonstrate: Image creation for sequential storytelling (cont.)</p> <p>Tools & Techniques: All Photoshop and Illustrator skills to date.</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on Final PROJECT 5
14	Monday April 17 (No Class Patriots Day)	NO CLASS
14	Wednesday April 19	<p>COMIC BOOK CREATION (cont.) Class Goal: Time in class to work on Final PROJECT 5</p> <p>Discuss & Demonstrate: The evolution of digital tools in the field of comics.</p> <p>Tools & Techniques: All Photoshop and Illustrator skills to date.</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on Final PROJECT 5

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15	Monday April 24	<p>COMIC BOOK CREATION (cont.) Class Goal: To explore typography, sound effects, word balloons, and graphic creation for comic books.</p> <p>Discuss & Demonstrate: Typography in comics, word balloon creation, and sound effects.</p> <p>Tools & Techniques: All Photoshop and Illustrator skills to date.</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on Final PROJECT 5
15	Wednesday April 26	<p>COMIC BOOK CREATION (cont.) Class Goal: To discuss the role of graphic design in comics.</p> <p>Discuss & Demonstrate: Graphic design in comics through the years.</p> <p>Tools & Techniques: All Photoshop and Illustrator skills to date.</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: NA • Homework: Continue working on Final PROJECT 5
16	Monday May 1 (Last Class)	<p>COMIC BOOK CREATION (cont.) Class Goal: Critique - Final PROJECT 5</p> <p>Discuss & Demonstrate: The future of comics and graphic designers' roles going forward.</p> <p>Tools & Techniques: NA</p> <p>Note: BAMF</p> <p>---</p> <ul style="list-style-type: none"> • Quiz: NA • DUE: Final PROJECT 5 – The Comic Page Complete • Homework: NA
Finals	Thursday - Wednesday May 4-10 (TBD)	<p>FINAL PROJECT PRESENTATION Class goal: Details on our Final Presentation are forthcoming and will include Day, Date, Time, and Location.</p> <p>Note: Be proud of all your hard work.</p>