Lecture Contact Hours: 32-36; Homework Hours: 64-72; Total Student Learning Hours: 96-108
Laboratory Contact Hours: 48-54; Homework Hours: 0; Total Student Learning Hours: 48-54

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

Graphic Design 126 – Adobe Photoshop Digital Imaging

2 hours lecture, 2 units
3 hours laboratory, 1 unit
Total units: 3

Catalog Description
Explores capturing, digitizing and editing images. Students will learn to digitize images and use industry standard software (Adobe Photoshop) to edit, manipulate, retouch, enhance and composite digital images. Explores digital workflows, color management, digital effects, and output methods used to achieve the best possible output from digital image files. Emphasis is on meeting aesthetic and technical requirements of the commercial arts and graphic design industry.

Recommended Preparation
"C" grade or higher or "Pass" in GD 105 or equivalent

Entrance Skills
Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:
1) Create various design projects using computers and design software.
2) Apply the design principles and design process to create finished layouts.
3) Enhance designs by importing and enhancing digital images.
4) Identify the proper use of color modes for CMYK and RGB
5) Manage file size and formats when using raster and vector graphics.
6) Describe the principles of design used in composition.

Course Content
1) Setting up a proper digital working environment
    a. Understand color space
    b. System and workspace configuration
2) Digital imaging terminology and concepts
    a. Advanced file management of raster files
    b. Specify various color modes
3) Implement graphic design principles
4) Digital input
    a. Advanced import techniques
    b. Advanced digital file formatting
    c. Introductory digital imaging principles
5) Image editing
    a. Efficient use of industry standard software (e.g., tools, layers, masks)
    b. Retouching and image enhancement techniques
    c. Color management and profiling
    d. Digital image compositing
    e. Advanced typographic techniques
    f. Advanced digital tricks and techniques
    g. Image optimization
6) Output

a. Saving files for different media applications
b. Output for inkjet printers, commercial offset and digital printing and web applications

Course Objectives
Student will be able to:
1) Define common digital imaging terms
2) Compare and contrast raster and vector technology and use each appropriately
3) Properly use a digital camera to create high-quality photographic images
4) Properly color correct digital photographs
5) Use industry software to edit, manipulate, enhance, and composite digital images
6) Output digital files with optimum and predictable results
7) Demonstrate a sense of visual communication and expression as it applies to graphic arts
8) Synthesize production and design skills to develop aesthetically appealing solutions to design problems

Method of Evaluation
A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in the subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.
1) Class discussion that measures students' ability to use design terminology and explain design and technology concepts.
2) Practical assignments that measure students' ability to use computer applications to solve real-life graphic design problems.
3) Exercises that demonstrate effective visual problem-solving techniques based on specified criteria. For example, students will create a poster that meets the needs of industry and demonstrates application of general design principles.
4) Exercises that require skillful use of hardware and software applications. For example, students will import images and use industry standard software to manipulate the images.
5) Exercises that require communication skills. For example, students will present their projects in language appropriate for the audience, topic, and goals of the piece.
6) Critiques that require effective analysis of successful design solutions.
7) Critiques that require students to verbalize and apply feedback to improve digital photos based on specified criteria.

Special Materials Required of Student
1) Access to digital camera, Internet, industry standard software, printer
2) Electronic storage media

Minimum Instructional Facilities
Lab/studio with large, flat work tables, student art desks, flat files, storage cabinets, bulletin boards, marker boards, bright lighting, computer projection system, computers, software, inkjet printer, scanner and digital cameras

Method of Instruction
1) Lecture and demonstration
2) Analysis of examples of graphic designs
3) Assignments
4) Individual student conferences
5) Student presentations, design exhibitions
6) Instructor/student critiques
7) Assessments
8) Field trips

Out-of-Class Assignments
1) Text reading assignments
2) Practical application projects
3) Exams and quizzes
4) Topical discussions on pertinent industry case studies and current events

Texts and References
1) Required (representative examples):
   a. Smith, Jennifer. *Adobe Creative Cloud Design Tools Digital Classroom*. Wiley, 2013.
   b. Chavez, Conrad. *Adobe Photoshop Classroom in a Book.* Adobe Press, 1st edition, 2021.
2) Supplemental: None

Exit Skills
Students having successfully completed this course exit with the following skills, competencies and/or knowledge:
1) Create and import digital images for use in graphic design applications.
2) Recognize the relationship between raster and vector images and how they come together in graphic design.
3) Perform the set up a digital imaging work environment and manage computer hardware and software.
4) Demonstrate how to make intelligent choices regarding appropriate digital color spaces and workflow.
5) Apply the set-up of digital files at the proper size and resolution for optimum output.
6) Edit, retouch, color correct, enhance and manipulate digital images using industry standard software.
7) Generate composite digital images.
8) Use digital imagery as a visual communication tool.
9) Apply color management to the digital workflow.
10) Output predictable digital files to inkjet printers, printing presses and the web.
11) Develop digital imagery suitable for portfolio presentation.

Student Learning Outcomes
Upon successful completion of this course, students will be able to:
1) Define terms and concepts related to the digital imaging environment.
2) Edit, manipulate, enhance and compose digital images in accordance with industry standard digital image standards for print and screen applications.
3) Apply best practices of visual communication and expression in digital design.