

DDP 101: DIGITAL IMAGING

Date Submitted: Wed, 04 Sep 2019 01:23:41 GMT

Formerly known as:

DDP 001A (or if cross-listed - inactivated courses associated with this course)

Originator

mabril

Justification / Rationale

Updating the course title and description will give potential students and counselors a better understanding about the course. This update will also better align with other similar California community college and university offerings as well as reflect the advances and changes within the industry. Updating objectives and outcomes will meet Title 5 requirements. Adding additional modalities will expand offerings and reach potential students.

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

101

Full Course Title

Digital Imaging

Short Title

DIGITAL IMAGING

Discipline**Disciplines List**

Graphic Arts (Desktop publishing)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This course is an introduction to the use of industry standard digital imaging software. Students will learn image capture, creation, enhancing, retouching, color correction, restoring, balancing, filtering and applying special effects will be explored as well as, type effects, patterns, icons, textures, montages and composites. Emphasis on image formats, resolution, workflows, automated processing, and output for multiple applications.

Schedule Description

This course is an introduction to digital imaging using the industry standard raster graphics editor (Adobe Photoshop). Students will learn to digitize, manipulate, and enhance digital images for graphic reproduction and use on the web. Includes retouching, color adjustment and color correction techniques. A good working knowledge of either Windows or Apple operating systems is recommended.

Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Schwartz, Rob

Title

LEARN Adobe Photoshop CC for Visual Communication

Edition

2nd

City

CA

Publisher

Adobe Press

Year

2018

College Level

Yes

Flesch-Kincaid Level

11

ISBN #

9780135261781

Resource Type

Book

Author

Andrew Faulkner, Conrad Chavez

Title

Adobe Photoshop CC Classroom in a Book

Edition

1st

Publisher

Adobe Press

Year

2019

College Level

Yes

ISBN #

0-13-526178-3

Resource Type

Web/Other

Open Educational Resource

Yes

Class Size Maximum

25

Course Content

1. Software fundamentals
2. Image file formats
3. Acquiring and managing images
4. Resolution and printing
5. Simple automation
6. Raster vs. vector
7. Basic image adjustments
8. Perfecting color to make great images
9. Design Fundamentals
10. Painting and editing techniques
11. Layer basics
12. CMYK vs. RGB
13. Basic blending modes
14. Selection
15. Copyright and fair use
16. Duplicating and reverting
17. Filters
18. Photography Tips

Lab Content

a. Image manipulation and production b. Using levels, curves, and hue/saturation as production control tools c. Sharpening, color corrections, unsharp masking functions d. Photoshop tools, palettes, and menu items e. Basic photo corrections f. Retouching and repairing g. Layer basics h. Masks and channels i. Type fundamentals j. Vector fundamentals k. Advanced layering l. Advanced compositing m. Preparing files for the web n. Working with scientific images o. Producing and printing consistent color

Course Objectives

| | Objectives |
|-------------|---|
| Objective 1 | Evaluate terms related to digital imaging and photography. |
| Objective 2 | Construct simple documents utilizing selections, layers, design elements, and effects. |
| Objective 3 | Use basic retouching techniques—including color correction, blending, cloning, and filters—to manipulate a digital image. |
| Objective 4 | Prepare images for export to web, print, and video. |
| Objective 5 | Export or save digital images to various file formats. |

| | |
|--------------|---|
| Objective 6 | Enter, edit, and format type. |
| Objective 7 | Use libraries, such as colors, swatches, gradients, brushes, symbols, and patterns. |
| Objective 8 | Use linked smart objects and modify linked smart objects while retaining the link. |
| Objective 9 | Digitally transform images. |
| Objective 10 | Demonstrate basic principles and best practices employed in the visual design industry. |

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:

| | |
|-----------|--|
| Outcome 1 | Analyze software interface elements. |
| Outcome 2 | Analyze imported images and apply appropriate solutions. |
| Outcome 3 | Evaluate digital files for different output needs. |

Methods of Instruction

| Method | Please provide a description or examples of how each instructional method will be used in this course. |
|------------------------------------|---|
| Collaborative/Team | Students will critique as teams/groups on various projects/design challenges. |
| Participation | Students will participate in critiques, in class exercises and general feedback on visual examples. |
| Lecture | Lectures will be provided on historical and contemporary approaches to digital art and media, as well as demonstrations on how to use software as it relates to the assignments. |
| Discussion | Students will verbally pitch their art and design concepts to the group as well as in progress discussions. |
| Demonstration, Repetition/Practice | Students will learn technical software and hardware applications and apply them in a series of assignment/design challenges. |
| Individualized Study | Students will research historical and contemporary approaches to digital art and media and develop their compositions and execute them for class discussion. |
| Laboratory | Students will use the MAC computer lab for the course assignments, or their personal computer with the appropriate software and hardware. |
| Experiential | Students will use traditional design software and hardware and apply it to current conceptual trend in the Arts and Media Field |
| Self-exploration | Students will explore their own conceptual approaches, ideas and perspectives to the assignments. |
| Technology-based instruction | All course work uses current technology in the field, the students will learn the software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments. |
| Skilled Practice at a Workstation | A large portion of the lab will be dedicated to time for students to create digital artwork on an individual workstation. Each student will need to be have access to a computer to participate in this course. |

Methods of Evaluation

| Method | Please provide a description or examples of how each evaluation method will be used in this course. | Type of Assignment |
|--|--|---------------------|
| Presentations/student demonstration observations | Students will explain how they analyzed, chose, and synthesized a variety of possible elements to create an original artwork | In Class Only |
| Other | Use of rubric by instructor to evaluate student projects. | In and Out of Class |
| Student participation/contribution | Skill demonstration through completion of computer exercises. | In and Out of Class |

| | | |
|---|--|---------------------|
| Critiques | Students will participate in group critiques, addressing the requirements of the assignment as well as the creative exploration and graded with a rubric. | In Class Only |
| Portfolios | Students will create a "body of work" that will be evaluated with a rubric. | In and Out of Class |
| Field/physical activity observations | Student will be evaluated on their ability to comprehend the and physically complete assignments. | In and Out of Class |
| Self/peer assessment and portfolio evaluation | Students will use rubrics to self evaluate their own progress as well as evaluate the work of their peers. | In and Out of Class |
| Tests/Quizzes/Examinations | All forms of formal testing, other than skill performance exams. | In Class Only |
| Mid-term and final evaluations | Students will have both a mid term and final evaluation. The culmination of the course will be a graded assignment/project or physical test of knowledge pertaining to software or hardware. | In Class Only |
| Written homework | Students will have a written exam that will be graded with a rubric. | In and Out of Class |

Assignments

Other In-class Assignments

- Using painting tools with varying options to paint on an image, and save the image both for printing (PSD) and to display on the Web (JPEG)
- Build an image by using at least three selection tools/techniques to make detailed selections of image elements from copyright-clear images and combine those selections to form an entirely new image.
- Manipulate the resolution of a digital camera image so that it prints correctly on an inkjet or color laser printer.
- Analyze the overall tone and exposure of an image, and use at least four adjustment commands to correct problems found in the image.
- Repair image defects and damage in an image using the Clone Stamp, Spot Healing Brush, and Red Eye (removal) Tool.
- Use the Preset Manager to load, modify, and save libraries of swatch, gradient, and pattern presets.
- Explore the proper usage of filters, including those used for special effects and image retouching.
- Take examinations, including at least two quizzes, a midterm, and a final examination.
- Each document produced will be accompanied by a written procedural documentation form and evaluation.
- Reading approximately 20 pages per week

Other Out-of-class Assignments

- Explore the software interface.
- Textbook readings and completion of lessons from the book.
- Research of current events related to Digital Media.
- Design and development of assignments.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

50

On-campus %

50

Lab Courses

How will the lab component of your course be differentiated from the lecture component of the course?

Student will work on assignments and lessons and submit them via canvas for evaluation.

From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?

Explore the software interface.
Textbook readings and completion of lessons from the book.
Research of current events related to Digital Media.
Design and development of assignments.

How will you assess the online delivery of lab activities?

Via Canvas.

Instructional Materials and Resources**If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?**

Within Course Management System:
Discussion forums with substantive instructor participation
Regular virtual office hours
Private messages
Online quizzes and examinations
Video or audio feedback
Weekly announcements

External to Course Management System:
Direct e-mail
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

This class if online is being taught via Canvas. Instructors will use asynchronous text and video messages to interact with the students. Also, discussions boards, constant announcements will be used. Zoom virtual office hours with screen sharing and interaction capabilities will be available.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

Canvas is used for external interaction as well.

Effective Student/Faculty Contact**Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?****Within Course Management System:**

Discussion forums with substantive instructor participation
Chat room/instant messaging
Regular virtual office hours
Private messages
Online quizzes and examinations
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)
Synchronous audio/video
Teleconferencing

For hybrid courses:

Scheduled Face-to-Face group or individual meetings
Field trips
Library workshops
Orientation, study, and/or review sessions
Supplemental seminar or study sessions

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

Active participation and multiple modes of information delivery; announcements, asynchronous text, video messages, discussions boards, and Canvas email.

Other Information

Comparable Transfer Course Information

University System

CSU

Campus

CSU San Bernardino

Course Number

ART 238

Course Title

Intro to 2D Digital Image Creation

Catalog Year

2019-20

Rationale

This course is core part of the local transfer degree (DDP Graphic Design Marketing) to Art degree option Graphic Design Marketing at CSUSB Palm Design campus.

MIS Course Data

CIP Code

11.0803 - Computer Graphics.

TOP Code

061460 - Computer Graphics and Digital Imagery

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Approvals**Curriculum Committee Approval Date**

11/05/2019

Academic Senate Approval Date

11/14/2019

Board of Trustees Approval Date

12/19/2019

Chancellor's Office Approval Date

1/07/2020

Course Control Number

CCC000507535

Programs referencing this courseDigital Design Production AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=126/>)Digital Design Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=127/>)Graphic Design and Marketing AA Degree (<http://catalog.collegeofthedesert.eduundefined?key=213/>)Applied Photography Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=217/>)Mass Communication A.A. Degree (<http://catalog.collegeofthedesert.eduundefined?key=273/>)General Drafting AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=56/>)