PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE  
MASTER SYLLABUS  

ADVANCED WEB GRAPHICS  
OST 2811  

Class Hours: 3.0  
Credit Hours: 3.0  
Laboratory Hours: 0.0  
Date Revised: Spring 00  

Catalog Course Description:  

The use of dynamic graphical elements to enhance Web pages is taught. Emphasis will be given to examining and analyzing the graphic design of existing Web sites. Basic page layout and typographic terminology will be studied using HTML and graphics-based typography. Students will design Web-based images using a photo-editing program and a gif-animation program.  

Entry Level Standards:  

Ability to create Web pages using basic HTML coding; ability to create Web graphics to insert in Web pages; knowledge of hypertext links and searching the Internet; ability to post Web pages to the Web and the ability to build a Web site.  

Prerequisites:  

OST 2801, 2802, 2803 or CST 2470  

Textbook(s) and Other Reference Materials Basic to the Course:  


Resources that will be used:  
PhotoShop (Versions 4-5.5)  
MS Image Composer  
GIF Animation software  

I. Week/Unit/Topic Basis:  

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<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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| 1    | PhotoShop Basics.  
| 2    | Selections and Transformations.  
Using the Selection Tools: rectangle and oval marquees, lasso, polygon lasso, magnetic lasso, magic wand. Using the Selection Menus: feather, modifying selections, cutting and copying, cropping. Transforming Images: resizing an image, resizing the canvas, resizing a selection, rotating, flipping. Transforming Selections: |
skewing, distorting, changing perspective.

3

Color
Color Models: RGB, CMYK, HSB, CIE Lab.
Adjusting Color: Adjusting by eye; adjusting shadows, midtones, highlights, and saturation; saving and loading corrections; adjusting with levels and curves; hue and saturation; brightness and contrast; adjusting layers.

4

Painting.
Paintbrushes and Art Tools: Brushes palette, brush options, tool options palette, brush types, paintbrush tool, eraser, pencil. Digital Painting: foreground and background colors, color selection (color picker, color palette, swatches palette), eyedropper tool, blending modes.

5

Advanced Painting Techniques.
Moving Paint: smudge tool, focus tool, blur tool, sharpen tool, toning tools (dodge and burn, sponge) Simulating Different Media: watercolors, oil painting, underpainting, overpainting, pencil and colored pencil, chalks, pastels, charcoal.

6

Layers
Layers: Using the layers palette, creating a new layer, moving layers, hiding and showing layers, removing layers, working with multiple layers, opacity, layer blending modes, linking layers, merging layers.

7

Using Masks.
Applying Masks: using quick mask, layer masks, editing masks, removing the layer mask, masks and channels palette.

8

Evaluation and Paths
Evaluation. Paths: creating paths by selection, by the pen tool, by the Make Work path button, editing paths, using paths, filling a path, stroking a path.

9

Filters.
Sharpen filters, Blur filters, Fading filters. Artistic filters: colored pencil, cutout, dry brush, film grain, fresco, neon glow, paint daubs, palette knife and plastic wrap, rough pastels, smudge stick, sponge, underpainting, watercolor, brush stroke, accented edges, angled strokes and crosshatch, dark strokes, ink outlines, spatter, sprayed strokes, Sumi-e, sketch filters.

10

Distortion and Type.
Filters to Distort: diffuse glow, displace, ripple, pinch, spherize, zigzag, shear, twirl, pixelate, pointillism, mosaic, stylize, wind, emboss, drybrush and smudge.
Adding Type to Pictures: type tool, drop shadows, filled type, glows, bevel, emboss, adjusting type.

11

GIF Animation.
Creating an Animation: planning an effective image for the Web, obtaining images, planning and designing an animation, creating an animation, manufacturing the GIF animation, inserting an animation in an HTML document, testing an animation, animation effects.
Working with Microsoft Image Composer: Image Composer window, workspace, composition guide, color swatch, status bar, zooming the composition guide, panning the composition guide, creating a sprite, building a composition, creating compositions for animation, manipulating sprites, applying colors, tuning colors, adding text, applying patterns and fills, applying warps and filters, applying art effects, scanning and animating a sprite.
II. Course Objectives*:

A. Identify the basic elements of the photo-editing program Photoshop and note what sets it apart and makes it different from other applications programs. I, II, IV, XIII

B. Use Photoshop to create graphics in an acceptable format for use in Web pages. I, III, IV, XII, XIII

C. Use Photoshop to edit photographs and graphics for use in Web pages. I, III, IV, XII, XIII

D. Create GIF animations for use in Web pages. I, III, IV, XII, XIII

E. Identify well-designed Web pages with particular emphasis on the graphical elements that make them well designed. I, III, IV, XII, XIII

*Roman numerals after course objectives reference goals of the OST program.

III. Instructional Processes*:

Students will:

1. Use technology to promote the objectives of this course; specifically, using dynamic graphical elements to enhance Web pages. Technological Literacy Outcome

2. Examine and analyze graphic design in Web sites. Problem Solving and Decision Making Outcome, Technological Literacy Outcome

3. Define and recognize well-designed Web pages with Web appropriate graphics created by the students using PhotoShop and GIF Animator software. Technological Literacy Outcome

4. Critique work of classmates based on principles learned in class. Communication Outcome, Active Learning Strategy

5. Complete at least one project that involves accessing Internet resources and designing images for Web pages that provide information on another country, culture, or social institution. Technological Literacy Outcome, Cultural Diversity and Social Adaptation Outcome, Active Learning Strategy

6. Develop a vocabulary that allows students to communicate effectively about Web graphics and the effective use of images in Web page design. Communication Outcome

7. Complete at least one project that involves accessing Internet resources and designing images for Web pages that provide information an entrepreneur or business in community. Technological Literacy Outcome, Transitional Strategy, Active Learning Strategy

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for
strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Work effectively with Photoshop's interface, including palettes, tools, and menus. A
2. Learn to navigate Photoshop via keyboard shortcuts. A,B
3. Set up Photoshop preferences. A,B
4. Work with Photoshop memory options. A,B
5. Learn the new features included in Photoshop 5, including the History palette and text editing. A,B
6. Learn when and how to use the most common image file formats. A,B
7. Take photographs with a digital camera and scan images into the computer. A,B
8. Create images from scratch. A,C
9. Save, export, and print images. A,B
10. Understand various color models, color palettes, color depths, and calibration. A,B
11. Plan effective images for the Web. C,D,E
12. Obtain images for use on the Web through digital photography, scanning, and creation through a paint or imaging editor program. C,D,E
13. Learn to use MS Image Composer to create graphics for animation. C,D,E
14. Plan, design, and create a GIF animation. C,D,E
15. Use student-created images in Web pages that create a Web site on a particular topic or theme. B,C,D,E

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 20% of grade

   Students will be given a series of non-cumulative theory exams over textbook content during the semester. These exams will consist of true/false, multiple choice, and essay questions.

B. Laboratory Expectations:

   N/A

C. Field Work: 80% of grade

   Students will be given several chapter-based projects and at least three broad-based projects involving the creation of Web graphics and insertion of these graphics into Web pages that
build into a Web site. These projects will be based on specific assignments geared to course content.

D. Other Evaluation Methods:

N/A

E. Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>B+</td>
<td>90-92</td>
</tr>
<tr>
<td>B</td>
<td>85-89</td>
</tr>
<tr>
<td>C+</td>
<td>80-84</td>
</tr>
<tr>
<td>C</td>
<td>75-79</td>
</tr>
<tr>
<td>D</td>
<td>70-74</td>
</tr>
<tr>
<td>F</td>
<td>69 and below</td>
</tr>
</tbody>
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VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course.

C. Other Policies:

Students must have a valid PSTCC ID to be presented on demand to gain access to PSTCC facilities.