Pellissippi State Community College
Master Syllabus

PHOTOSHOP FOR WEB & PRINT
DWP 1030

Class Hours: 3.0   **Credit Hours: 3.0**
Laboratory Hours: 0.0   **Revised: Fall 2017**

Catalog Course Description:

A study of the fundamental concepts, techniques, and workflows for producing images and graphics for print and web design. The course includes skill development with Adobe Photoshop software.

Prerequisite(s):

None

Co-requisite(s):

CGT 1950 or DWP 1010

Textbooks(s) and Other Course Materials:

1. Adobe Photoshop CC 2015: The Professional Portfolio

    ISBN:9781936201556

I.   Week/Unit/Topic Basis:

   Week   Topic
   1   Introduction / materials / tools / getting organized /basic principles / overview of digital imaging.
   2   Photographic composition /navigating in Photoshop, file formats, tool palette,using Layers
   3   Color theory / overview of digital color / color correction tools / determining scan resolution for print vs. web..
   4   Using Levels and Hue/ Saturation - introduction to Curves - creating duotones for print production.
   5   Basic principles of work-flow, color management and calibration.
   6   Selections, masks and channels / using the quick selection tool and quick mask / digital retouching / out-of-gamut colors
   7   Compositing images with masks and channels / using layers / refining selections withpaths / applying filters.
   8   Advanced layer techniques / color correcting.
   9   Blend modes, calculations and apply image / fill and painting tools / incorporating text / web fonts vs. print fonts / font embedding.
   10   Posterization, bitmaps and patterns / filters and effects / creating shadows.
   11   Automation, scripts and batch processing for print and web.

12	Course review, discuss final project.
13	Preparing digital files for service bureau output / Optimizing files for web / Final Project / review.
14	Final project.
15	Final Exam

II.   Course Goals*:

The course will:

A. Teach working knowledge in the application of digital image editing software to photo-graphic images for both print and web. I, II
B. Develop essential knowledge in the current methods of utilizing photographic images in print and digital screen environments. I, II
C. Expand student understanding of basic inspection, measuring, and gauging concepts. (I, II)
D. Enable automated processing of large quantities of files for use in print and web sites. II
E. Teach the use of the proper terminology in referring to different aspects of digital images.
     III
F. Teach the skill for researching current changes and best practices for the industry. IV
G. Teach how to avoid intellectual property and copyright violation. V

*Roman numerals after course objectives reference goals of the Design for Web and Print program.

III.   Expected Student Learning Outcomes*:

Students will:

1. Demonstrate use of the principle concepts of image editing and compositing for use in both print and web environments. A
2. Use appropriate terminology to identify and discuss media types and delivery systems and processes. A,B, E
3. Identify appropriately prepared media for use in web sites. A,B,C,E
4. Utilize the software appropriately in preparing image resolutions, formats and color spaces for web and print applications. B,C
5. Perform all technical aspects of designing, planning, selecting, editing and converting files for web and print applications. A,B,C,D,F
6. Contribute to class discussion and project critiques and use the appropriate terminology to describe and evaluate media, procedures, equipment and software. A,B,D
7. Display proper knowledge of ownership of intellectual property as well as the recognition and usages of trademark and copyright symbols. G

*Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 40% of grade

2 Practical examinations, 20% each

B. Laboratory Expectations: --0% of grade

Students may need to spend additional time in the Mac lab.

C. Field Work: 0% of grade

D. Other Evaluation Methods: --60% of grade

Portfolio 20%

Each student will submit a PDF portfolio of completed assignments.

Final Project 25%

Class participation 15%

E. Grading Scale:

A	90-100
B+	85-89
B	80-84
C+	75-79
C	70-74
D	60-69
F	0-59

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for Disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services (http://www.pstcc.edu/sswd/) may be contacted via email or by visiting Alexander 130.