

# The Art Institute of California

## Course Syllabus

**Course Number:** GD2244-A

**Course Title:** Advanced Image Manipulation

**Class Meeting Time:** Thursday, 8–12 (Room 611)

**Session/Year:** Fall, 2011

**Instructor Name:** Marty Chappell

**Email Address:** [mchappell@aia.edu](mailto:mchappell@aia.edu) -or- [marty@martychappell.com](mailto:marty@martychappell.com)

**Instructor Availability Outside of Class:** ask instructor for current meeting times/office hours

### Advanced Image Manipulation

#### **Course Description:**

This course builds upon the Image Manipulation class to integrate raster and vector graphics with concerns for varied formats including Web and print graphics. Students will create visual messages and focused visual statements and gain an understanding of the differences in web and print graphics.

<b>Course Length:</b>	11 Weeks
<b>Contact Hours:</b>	44 Hours
<b>Lecture:</b>	22 Hours
<b>Lab:</b>	22 Hours
<b>Credit Value:</b>	3 Credits

#### Quarter Credit Hour Definition

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

#### **Course Competencies:**

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

- Apply the Principles of Color Theory.
- Make necessary adjustments to color and contrast.
- Create specific color palettes to solve specific illustration problems.
- Identify, analyze, and apply the critical-thinking process to the design challenges of specific problems.
- Analyze the requirements for a given task and assign the appropriate operating mode, resolution and other variables.
- Use image manipulation software.
- Ensure that all images are properly configured for final output.
- Combine images from several programs into new composite images.

- Operate a digital camera and capture images for use in a raster based computer application.
- Import and manipulate data from other graphics software as part of the final graphics assembly.
- Prepare imagery for proofing and/or final outputting at a service bureau or other supplier.
- Select/apply filters and layers using appropriate menus, tools, and commands.
- Use an Internet Browser.
- Utilize Internet tools and technology.

**Course Prerequisite(s):** FS122 Image Manipulation

**Text:** (eBook) *Photoshop CS5 for Windows and Macintosh: Visual QuickStart Guide*

Your required textbook for this course is delivered via electronic format. You do not need to purchase a hardcopy textbook. You will be able to access your eBook via eCompanion (<http://myaicampus.com>) beginning no later than the first day of class. Once you have accessed your eBook via eCompanion, you can then also choose to download the eBook to a personal computer using the Digital Bookshelf software (<http://vitalsource.com/downloads>). Please refer to the Ai Digital Bookshelf Student User Guide, available in eCompanion, for specific instructions.

*To start using your eBook, enter the eCompanion site for this class. Click on the “Digital Textbook” link on the left-side navigation bar. Then, click on the link for the book.*

For support using the Digital Bookshelf, contact Campus Support at 1-866-642-2711 or [campus\\_support@aii.edu](mailto:campus_support@aii.edu). This support group is available Monday thru Saturday, 8:00 AM – 10:00 PM EST.

**Additional eBook information is included on the final page of this syllabus.**

**Recommended Readings:**

- *The Adobe Photoshop CS3/CS4 WOW! Book*, by Linnea Dayton and Cristen Gillespie  
Peachpit Press, 2010. ISBN 0321514955.

**Materials and Supplies:** Storage disk, digital camera, notebook, photo mounting material (as required)

**Estimated Homework Hours:** 4 hours per week

**Technology Needed:** Computer lab with image manipulation software and peripherals, digital camera

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

**Process for Evaluation:**

*Your work will be evaluated in terms of your individual progress and efforts to accept challenges and improve your skills. Ultimately, the best work will receive the best grades. It will be the student's right to know his/her grade at any reasonable point this information is requested by the student.*

Assignments and Exercises +100% of possible points (see list of projects below)

Attendance and Participation -20% of possible points (see "Class Rules & Requirements" page)

*Class projects are worth the following percentages:*

<b>01_Color</b>	<b>35%</b>
<b>02_Pixel &amp; Vector (body shot)</b>	<b>40%</b>
<b>03_Polar Panorama</b>	<u><b>25%</b></u>
	<b>100%</b>

**Extra Credit Assignments:** There will be no extra credit assignments; it is quite possible to receive passing grades in this course by meeting all requirements in a creative, careful, & timely manner.

**Student Evaluation / Grading / Classroom Policies:**

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- On-time projects may be redone with instructor approval.
- **ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.**
- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator at 415-276-1060.

**Academic Honesty Policy:**

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at AiCA-SF. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Student work that appears to violate AiCA-SF's standards of academic honesty will be reviewed by the Committee on Academic Honesty. If the work is judged to have violated standards of academic honesty, appropriate sanctions will be given. Sanctions include but are not limited to course failure and academic termination.

# Weekly Outline

## 1 Intro to *Color* project

**Lecture/Demo:** introduction to the *01\_Color project* methods and requirements. [kuler.adobe.com](http://kuler.adobe.com) (creation & swatch download). Create student accounts. Demo of Kuler app, plus watch AdobeTV tutorial movies.

**Process Book of class projects:** introduction to keeping a record of your design process, and presenting your progress and ideas at specific checkpoints along the way.

**Handouts:** Syllabus, and *01\_Color project*

**Lab:** Search for ‘Color’ images, and/or shoot original photos.

Plan composition: concepting for *placement, perspective, layering, scale, texture, and focal point.*

Design color schemes: Analogous, Complementary, and Duotone. Explore swatch creation with Kuler app.

Begin Process Book: photos, color theme swatches, composition ideas.

**Homework:** Gather and/or shoot photos & textures to use in your Color composite. Update your Process Book.

## 2 Building the *Color* Composition

**Lecture/Demo:** Composing, compositing, colorizing. Creating Duotones. Process Book production.

**Lab:** Process Book/documenting: images, colors, composition ideas (save in InDesign as a .PDF)

**Homework:** Prepare 1<sup>st</sup> draft of *Color project*. Due next week.

## 3 1<sup>st</sup> Draft of *Color* project + Process Book

**Lecture/Demo:** Presentation of 1<sup>st</sup> draft of *Color* projects. Include THREE versions: Analogous, Complementary, and Duotone. (10% of class grade).

**Submit Process Book .PDF** containing 1<sup>st</sup> draft plus all images, concepts, and swatches (7% of class grade).

**Lab:** Create final revision of *Color* project, based on critique feedback

**Homework:** Finalize your *Color* project. Final revision DUE next week, **3 PRINTS, mounted.**

## 4 Final Revision of *Color* project + Intro to *Pixel & Vector* project

**Lecture/Demo:** Presentation of PRINTED three versions of *Color*: Analogous, Complementary, and Duotone. (18% of class grade).

**Update Process Book .PDF**— Add the three final versions of your project in digital format.

**Introduction to *02\_Pixels & Vectors (body design)* project.**

**Lab:** Generate ideas for the ‘look’ of the final image (Design Proposal: face, limbs, gesture, perspective, etc.)

Shoot photos to begin compositing, and experiment with layers and photo elements.

Remember to plan for upper body & clothing in your overall design.

**Homework:** Work on design proposal sketches for final image.

Search for and/or photograph architectural items to include in the composited image.

## 5 Solidify Design Concept for *Pixels & Vectors* (body design) project

**Lecture/Demo:** Re-shoot photos to better match the design concept/proposal.

Process Book: original image files, vector drawings, ornaments, and architecture

Demo: Vector elements and 3D in Illustrator & Photoshop.

**Lab:** Practice forming design elements with the pen tool, and 3D extrusion/bevel techniques.

Compositing & manipulation of architecture to conform to the body.

**Homework:** refine *Pixels & Vectors* (body parts) composite, in preparation for 1<sup>st</sup> draft.

Midterm evaluations, one-on-one (time permitting)

## 6 Work on 1<sup>st</sup> Draft of Final Composite: *Pixels & Vectors* (body shots)

**Lecture/Demo:** Compositing & manipulation of architecture to conform to the body.

Creation & Layering of vector designs/3D elements. Seamless blending of all image components.

Special effects: glows, drop shadows, extrusions, bevels, colorizing, burning, etc.

**Lab:** Refine composite of imagery for 1<sup>st</sup> draft of project.

**Homework:** Prepare 1<sup>st</sup> draft of *Pixels & Vectors* (body shots) project. DUE next week.

## 7 1<sup>st</sup> Draft of *Pixels & Vectors* (body shots) project

**Lecture/Demo:** Presentation of 1<sup>st</sup> draft of final composite for critique. (9% of class grade).

**Submit Process Book .PDF** containing all images, concept sketches, and vector/3D elements (5% of class grade).

**Lab:** Prepare revised version of final composite.

**Homework:** Finalize your project, based on feedback from your 1<sup>st</sup> draft critique. FINAL image due next week.

## 8 NO CLASS: Thanksgiving

## 9 Final Revision DUE: *Pixels & Vectors* (body shots) + Intro to *Polar Panorama* project

**Lecture/Demo:** Present final composite, with all revisions (18% of class grade).

**Submit Process Book .PDF**—including all beginning images, draft composites submitted, concept notes, vector design work, ornaments, 3D manipulations, and pattern tiles created. (8% of class grade).

**Introduction to 03\_Polar Panorama project.**

**Lab:** Photography methods and tips for creating a seamless panorama: overlapping images, bracketing exposures, manual exposures, foreground & background elements.

Choosing & shooting scenery that will make a good panorama. Panorama stitching in Photoshop.

**Homework:** Scout locations for suitable panorama photographs. Shoot usable photos to create a good seamless panorama. Bring a digital camera to class, or images that are ready to be stitched together in Photoshop.

## **10 Presentation of 1<sup>st</sup> Draft of *Panorama* (Linear; not Circular)**

**Lecture/Demo:** Presentation & critique of *linear* Panorama (not circular yet) (8% of class grade).

Techniques and considerations for creating a visually compelling Polarized (circular) image from your linear Panorama. Manipulation and touch-up to create a finalized Polar Panorama image.

**Lab:** Work on ‘Polarizing’ sphere of the final panorama image. Add current work-flow sketches or screenshots to Process Book in InDesign. Save as a .PDF.

**Homework:** Finalize your Polar Panorama (Circular version) for critique next week. Finalize your Process Book, and save as a .PDF.

## **11 Presentation of Final Version: *Polar Panorama* (Circular)**

**Lecture/Demo:** Present final version of *Polar Panorama* (10% of class grade).

**Submit Process Book .PDF** (7% of class grade)—including all beginning images, draft composites submitted, method screen shots, and concept notes. Process Book should contain ALL projects for the quarter.

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**Schedule subject to change based on class need. Please contact the instructor and other classmates when absent to confirm assignments.**

## **Class Rules & Requirements: (read the fine print...)**

- Attendance is mandatory; commit to being in class every session, on time.
- Instructor attendance policy (following AiCA-SF guidelines): Our class meets for a total of 44 hours. Both you and I are expected to be present for all these hours. A class is made up of the people who are actually there participating. The more you are present, the higher your grade. **1 percent will be deducted from your average score for each full hour you are not in class, up to a maximum of 30% of your grade (1 pt. x 30 hrs.). Perfect attendance earns 2 extra percentage points.** By school policy, there are no excused absences.

### **Attendance:**

8 hrs or less of missed class time, and you get a 4 hr. 'discount'. More than 8 hrs. missed, and *all* missing attendance will count off (no discount). Here's some **examples:**

- 1) 85% avg. minus 4 hrs. missed = 85% (B) (minus 0 pts.)
- 2) 85% avg. minus 8 hrs. missed = 81% (B-) (minus 4 pts.)
- 3) 85% avg. minus 8.25 hrs. missed = 76.75% (C) (minus 8.25 pts.)

Perfect attendance earns 2 extra grade points (for example: the final grade would change from 85 to 87).

- All assignments should be finished on time in order to progress smoothly. *Assignments turned in late will be lowered one whole grade (10 points) for each class meeting day they are late.*

### **Assignments more than one week late will not be accepted.**

- There will be a critique of assignments at the beginning of some class sessions. You are expected to participate openly and freely in the critique. Mistakes are welcome; lack of participation is not. **If you are late for class, your assignment will not be included in the critique—as if it were not submitted on time.** This will lower your grade by 10%—the same as being a week late.
- There will be one project during the quarter that will require printing & mounting for presentation: *01\_Color project*. This project will only be accepted for grading after it is printed in color (following all specifications), mounted, and presented in class.
- Any project can be reworked for a higher grade, as long as the original due date is met. Projects being redone must be submitted within one week from the original due date. If you aren't in class on the day the project is due, you can email me the finished design as an attachment ([marty@martychappell.com](mailto:marty@martychappell.com)) by due date. Large Photoshop files (greater than 6 MB) should be saved as compressed JPEGs before emailing (please don't email a file larger than 6 MB).
- Finished work must demonstrate an understanding of the techniques covered in this class and specified in the assignment.
- Students are expected to utilize the techniques covered in lectures and demonstrations, participate in class discussions by sharing opinions, information and experiences, use studio time for Advanced Image Manipulation projects, give feedback to other students, and be open to new ideas.
- Demonstration of respect for others work and opinions is of utmost importance.
- **Plagiarism statement:** Plagiarism can be defined as presenting someone else's work as your own. Students found plagiarizing will fail the assignment and may fail the course.

## How to Access Your eBook

The required textbook for this class is delivered electronically and is covered in a "Digital Resource Fee" already billed to your account.

### To access your digital textbook

- Login to your My Ai Campus portal account ([www.myaicampus.com](http://www.myaicampus.com))
- Click the RED "Go to my campus classes" button to access your eCompanion account
- Enter the eCompanion classroom
- Click on the "Digital Textbook" link on the left-side navigation bar
- Create your Ai Digital Bookshelf account using your email address and password
- After doing this, you will arrive at your eBook

### To download your textbook

- You will need to download the Ai Digital Bookshelf application to your computer in order to do so. **You can only download the software to a personal computer.**
- Go to: <http://vitalsource.com/downloads>
- Once there, use the radio button to choose your platform, and click the eBook icon to download the Bookshelf application.
- If you remain in the class after add/drop, you can update your license to receive the full version of the book (accessible for up to 5 years)

### Resources available to you

- Ai Digital Bookshelf Student User Guide – link can be found on the bottom portion of the page when you click on Digital Textbook
- Tutorial about creating your account and using the eBook tools
- Student Support phone number: **1-866-642-2711**
- Student Support email address: [campus\\_support@aii.edu](mailto:campus_support@aii.edu)