

**TECHNICAL CAREER INSTITUTES  
DIGITAL MEDIA ARTS**

**DMA102 -Color and Graphic Design  
DMA 3 Credits, 3 Hours/Week  
Spring 2010**

Faculty Member: Julia Hutchinson  
Office Hours(s): Thurs. 11:15 – 12:15  
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**Text:** Photoshop CS4 for Windows and Macintosh: Visual Quickstart Guide,  
by Elaine Weinmann & Peter Lourekas

**References:** Color Index: (Over 1,100 Color Combinations, CMYK and RGB Formulas,for Print and Web Media), by Jim Krause, ISBN # 158180366

**Software:** Adobe Photoshop and Bridge CS4

**Description:** An introduction to the concepts and practice in the use of color, drawing and graphic techniques. Students will be guided through a variety of visualization techniques to improve skills in interpreting color and form.

**Course Objectives:** Students will gain an understanding of Photoshop's place in the various workflows of digital media. Students will gain knowledge in preparing files for web and print design. Students will gain experience in completing real-world assignments from conception to finished tangible product.

**Specific Class Objectives: (BY MIDTERM)**

- Photoshop's Commonly Used Tools
- Retouching Techniques
- Selection Techniques and Tools
- Optimizing for the Web
- Layer Basics

**Specific Class Objectives: (BY FINAL)**

- Common Design Trends
- Type Tool Methods
- Managing Print Resolution Documents

## STUDENT PLEASE NOTE

Homework: There will be various homework assignments that you will be expected to complete. Failing to hand in homework assignments on time will have a negative impact (meaning lowering) your final grade for this course.

Attendance: Attendance is mandatory for all classes because new information is provided each week. Attendance will be taken in the beginning of each class. It is important that you do not miss class.

**Attendance Addendum**: Students who have 5 or more absences for a course will not pass the course, even with a re-entry form from Student Affairs. The exception, at the discretion of the instructor, will be considered for students who have documented verification of extraneous circumstances and were in good standing prior to the absenteeism.

Lateness: For the benefit of all students, your punctuality is expected to be able to complete the class objectives during the class period.

Weekly Class Schedule: We have educational goals to complete by the midterm and then by the final exam; but depending on how the class is proceeding, the schedule may change for any given week.

### Method of Evaluation:

- 10% -Attendance
- 40% -In-Class Assignments & Homework
- 25% -Midterm Project
- 25% -Final Project

**Instructor's Suggested Methodology**: Instructor should introduce the student to the interface of Adobe Photoshop and two dimensional designs. As this is an introductory course, the instructor will give the student step by step implementation of the Photoshop interface to achieve the objectives.

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<b>WK</b>	<b>Topic</b>	<b>Textbook</b>	<b>Homework</b>
<b>1</b>	Photoshop's Interface Adobe Bridge Basic Selection Exercises		Redo the selection exercises done in class to familiarize yourself with the basic concepts
<b>2</b>	Layer Masking & Adjustment Layers Basics		Create a design using the techniques taught in class. The file should be at least 1000 px wide.
<b>3</b>	Gradient & Advanced Layer Masking & Adjustment Layers Techniques (MP3 Player Exercise)		Create a 'surreal' design using Layer Masking & Adjustment Layers (Artist Inspiration: Jerry Uelsmann & Thomas Barbey)
<b>4</b>	Using the Type Tool Discuss the Midterm Project		
<b>5</b>	Customizing Brushes & Clipping Images Through Text		Create an original 'movie poster' kind of design using text as the focal point
<b>6</b>	Layer Styles, Custom Shapes & Smart Objects (TCI Credit Card Exercise)		Create a custom designed credit card for a company or your choice. Design a promotional ad.
<b>7</b>	Midterm Project Due		
<b>8</b>	-Quick Masking Technique -Combining Color & BW Photos		Carefully choose a photo, convert it to BW, then creatively recolor it using the techniques taught in class
<b>9</b>	Retouching Techniques		Take any photo and comically or seriously retouch it
<b>10</b>	-Webpage Layouts -Discuss the Final Project		
<b>11</b>	Using the Slice Tool & Image Optimization		
<b>12</b>	Tips & Tricks Week (Various techniques to enhance your designs)		
<b>13</b>	Final Project Work Session		
<b>14</b>	Final Project Due		

*\* Topics covered are subject to change*