

# The Art Institute of Pittsburgh

## Course Syllabus

### Course Information

**Course Title:** Digital Imaging for Web and Multimedia  
**Course Code:** FND133C  
**Course Prerequisite:** CPU101  
**Course Length:** 11 Weeks  
**Contact Hours:** 44 Hours  
**Credit Value:** 3.0 Credits  
**Quarter/Year:** Winter 2008  
**Section:** AV  
**Meeting Time/Day:** Friday, 12:45 – 4:45 PM  
**Room:** AIP Room 730

### Instructor Contact Information

**Name:** William J. Moner  
**Office:** AIP Main Building, Room 636  
**Office Hours:** Monday, 10:00 AM – 12:00 PM  
**Phone:** (412) 291-6200 x7135  
**Email:** [wjmoner@aii.edu](mailto:wjmoner@aii.edu)  
**Web Site:** <http://aip.williamjmoner.com>

### Course Description:

This course is designed to explore photo retouching, image manipulation and the creation of original artwork using computers and appropriate software. Compositing, color adjustment and effects through the use of filters will be stressed.

### Course Competencies:

1. To utilize tools, palettes and menu commands
2. To utilize techniques for calculating correct resolution and scale
3. To utilize scanner controls
4. To utilize techniques for working with color modes and bit depths
5. To utilize techniques for preparing graphics and type for screen display
6. To utilize techniques for creating and manipulating masks
7. To utilize techniques for creating and manipulating paths
8. To utilize techniques for adjusting image color
9. To utilize techniques for automating work sessions
10. To utilize channels operations to create a displacement map
11. To identify the limitations of various color models.
12. To properly limit color palettes through the use of index color.
13. To transfer color palettes across platforms.
14. To construct color palettes with end result in mind.

### **Students with Disabilities:**

It is a policy of The Art Institute of Pittsburgh to not discriminate against qualified students with documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office, 1<sup>st</sup> floor). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete AIP policy.

### **Attendance Policy:**

The student who accumulates five (5) hours of absenteeism in a class during an academic quarter may be placed on Academic Probation. A student who accumulates ten (10) hours of absenteeism in a course will receive an F for that course.

### **Student Conduct Policy:**

The Art Institute of Pittsburgh expects its students and employees to conduct themselves in a professional manner at all times. In addition, the Art Institute has a strict policy, which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the Vice President/Director of Student Services.

### **Grading Scale:**

A	100 to 92
A-	91.9 to 90
B+	89.9 to 88
B	87.9 to 82
B-	81.9 to 80
C+	79.9 to 78
C	77.9 to 72
C-	71.9 to 70
D+	69.9 to 67
D	66.9 to 60
F	59.9 and below.

### **Method of Assessment:**

Assignments	10%
Project 1	10%
Project 2	15%
Project 3	15%
Final Project	30%
Midterm Exam	10%
Attendance	10%

### **Textbook (Required):**

#### ***Photoshop CS3, Visual Quickstart Guide***

Weinmann, Elaine and Lourekas, Peter  
Berkeley, CA: Peachpit Press (2007)  
ISBN-13: 978-0-321-47379-0  
ISBN-10: 0-321-47379-5

#### **Additional Reading and Resources:**

Adobe Photoshop CS3 Help Files  
Online resources as assigned

## **Materials and Supplies:**

Computer lab & Internet access  
Adobe Photoshop CS3 (and other Adobe CS3 applications)  
Portable storage media (keychain memory device, portable hard drive, CD-RW, DVD-RW, or similar)  
Pencil/pen  
Notebook/sketch pad/folder/binder

## **Classroom Policies**

### **Attendance and Participation**

The AIP attendance policy (5 hours missed = probation; 10 hours missed = suspension) will be strictly enforced. Exceptions to this policy are granted at the discretion of the instructor and require written documentation.

If you know you will be absent, email me at [wjmoner@aii.edu](mailto:wjmoner@aii.edu) and check my web site, <http://aip.williamjmoner.com>, for course notes and assignments.

Regardless of the reason for your absence, you are responsible for obtaining lecture notes and submitting your course work on-time.

### **Food and Drink**

AIP policy states that food and drink are not permitted in the computer labs. Please do not bring food into the labs, and drinks should have a secure lid to prevent spillage.

### **Late Work Policy**

All assignments are due at the beginning of the class period unless otherwise specified. An assignment is **late** if it is not submitted during the designated collection time.

If your project or assignment is late, it will be penalized as follows:

**Individual projects:** Late work submitted on the calendar date of the assignment is worth 90% of the possible grade. If your assignment is submitted after 11:59 PM on the assignment due date, maximum credit drops to 50% of the possible grade. Late work can be submitted at 50% credit until the beginning of the next class period.

Late work will not be accepted for credit after one week.

**Group projects and final projects:** Late work will **not** be accepted for credit under any circumstance.

You may email me late assignments (digital files only) or make arrangements to deliver the assignments to me (print/CD/other media).

## **Plagiarism**

Plagiarism of any kind will result in an automatic failure for the class and is subject to disciplinary action at the discretion of the instructor.

Plagiarism is a serious crime. According to the Merriam-Webster Online Dictionary, to plagiarize means:

1. to steal and pass off (the ideas or words of another) as one's own.
2. to use (another's production) without crediting the source.
3. to commit literary theft.
4. to present as new and original an idea or product derived from an existing source.

The burden of proof is on the student, not the instructor, and students may be asked to prove the originality of any work submitted. The AIP Student Handbook includes specific consequences regarding violation of the Student Conduct Policy and may include:

1. assignment failure
2. class failure
3. expulsion

## **Quizzes and Exams**

Any communication, verbal or non-verbal, during a quiz or exam will result in a 0% on the quiz or exam for **both** parties. Any instance of cheating is subject to further disciplinary action and may result in failure for the course.

## **Tutoring and Resources**

The Art Institute of Pittsburgh Library contains numerous resources dedicated to student success. If you require peer tutoring at any point throughout the term, the library (located on the 3<sup>rd</sup> Floor) will be able to assist you. More details about the AIP library can be located at <http://www.aiplib.aiiresources.com/>

## **Use of Technology**

Use of any and all technology in this classroom is reserved for class-related use only.

- Mobile phones must be placed in silent or vibrate mode during class. If you need to place/receive a phone call, kindly excuse yourself from the room prior to conducting the call.
- Use of portable audio, video, or gaming devices during class is prohibited.
- Working on other projects, listening to music, web surfing, email, Instant Messaging, gaming, or any other use of classroom technology not related to the coursework is prohibited.
- All students are expected to conduct themselves in a professional manner. Please be respectful of the computer equipment, your classmates, your instructor, the physical facilities, and other technology within the classroom.
- If your work requires audio, please use headphones and maintain a low volume that does not disturb other students.

## FND133 Weekly Course Outline

Wk.	Topic	Reading Due	Homework Due
1	Introduction to Course Course Expectations & Syllabus <b>Lecture:</b> Digital Imaging Basics <b>Lab:</b> Introduction to Photoshop CS3	-	-
2	<b>Lecture:</b> Image Resolution and File Formats <b>Lab:</b> Acquiring and correcting a digital image	Ch. 1 – 7, 21	In-class assignment from previous week
3	<b>Lecture:</b> Selections and Basic Photoshop Principles <b>Lab:</b> Working with Intermediate Selection Tools	-	In-class assignment from previous week
4	<b>Lecture:</b> Selections and Tonal Adjustments <b>Lab:</b> Project 1 Workshop	Ch. 8 - 13, 19 - 20	Project 1 Rough Draft
5	--- MIDTERM EXAM --- <b>Lecture:</b> Advanced Selections & the Pen Tool <b>Lab:</b> Pen Exercises	-	<b>Project 1 Due</b>
6	<b>Lecture:</b> Brushes and Color <b>Lab:</b> Project 2 Workshop	Ch. 14, 23	In-class assignment from previous week
7	<b>Lecture:</b> Type, Shapes, and Gradients <b>Lab:</b> Type and Vector Exercises	Ch. 22	<b>Project 2 Due</b>
8	<b>Lecture:</b> Photo Retouching and Editing <b>Lab:</b> Retouching Techniques	Ch. 16 – 18, 26	Project 3 Rough Draft
9	<b>Lecture:</b> Channels and Displacement <b>Lab:</b> Channel Exercises and Displacement Map Techniques	Supplemental reading as assigned	<b>Project 3 Due</b>
10	<b>Lecture:</b> Actions and Automation <b>Lab:</b> Project Workshop	Ch. 24 – 25, 27	Final Project Rough Draft
11	<b>Final DVD Package Due</b>	-	<b>Final Project Due</b>

## Grading Rubric - General

Assessment of Grade					
	A	B	C	D	F
<b>Software Usage</b>	Strong understanding of software applications with superb usage of tools	Good understanding of software with appropriate usage of tools	Fair understanding of software; usage and skill needs improvement	Poor usage of software and tools	No usage of software appropriate to coursework
<b>Concept Development</b>	Strong concept development with creative interpretation of assignment	Good development of concept with appropriate execution of assignment	Fair development of concept; concept lacks effectiveness	Poor concept development	Lack of concept
<b>Design Composition</b>	Strong composition skills with attention to detail	Good composition skills with consistent results	Fair composition; needs improvement	Poor composition skills	Lack of attention to composition and design
<b>Applied Design Principles</b>	Superb usage of principles and theories with creative interpretation	Demonstrates good usage of design principles and theories	Fair usage of design principles and theories; needs improvement	Poor understanding of design principles and theories	No demonstrated application of design theories and principles
<b>Presentation</b>	Strong, professional presentation of materials and designs	Competent presentation of materials	Limited presentation skill; room for improvement	Poor, ineffective presentation skill	Presentation incomplete or lack of presentation
<b>Functionality/ Effectiveness</b>	Exceptional execution with strong technical and/or creative detail	Good execution with competent technical and/or creative detail	Inconsistent functionality; limited effectiveness	Poor functionality; poor effectiveness	Ineffective and/or non-functional
<b>Accuracy/ Specifications</b>	Precisely follows criteria	Mostly follows criteria	Somewhat follows criteria	Poorly follows criteria with disregard to specifications	Does not follow specifications; inaccurate
<b>Spelling/ Grammar</b>	Perfect spelling and grammar	Minor spelling or grammatical errors	Many spelling and grammatical errors	Prevalent spelling and grammatical errors	Major spelling and grammar problems that impede communication
<b>Timeliness</b>	On time	Late (within calendar day)	n/a	n/a	Late work after current calendar date (50% of grade)
<b>Class Participation</b>	Active participation and attentiveness	Attentiveness and frequent participation	Attentiveness and occasional participation	Lack of participation; distracted, inattentive	Absent, asleep, or otherwise non-participatory

# Projects

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Grading rubrics have been provided for Project 1 and Project 2. Rubrics for Project 3 and the Final Project will be published approximately three weeks prior to the assignment due date.

## Project 1: Placing an object into a scene

Scan an image of an individual, object, or scene from a magazine, photo, or other non-digital source. **The image must be scanned**; it cannot be a capture from a digital camera or any other native digital source.

Using the techniques discussed in class, create a composite image that combines two or more images into a single, seamless image. Cut an individual/object from the original image and place it in a different location. The location can be anything you create. If you want to place the statue of David at a NASCAR race, you can do it. If you want to place a clown in a Congressional meeting, you can do it. The sky's the limit (or not even, really! You could put someone in outer space if you want).

Begin with the following specifications:

Minimum Resolution: 72 PPI; Maximum Resolution: 150 PPI

Minimum Size: 5" x 5"; Maximum Size: 8" x 8"

Submit the following files for credit in a single folder (use your last name as the folder name):

1. **Sources:** The original scan as a PSD file AND any source files (JPG, GIF, PNG, TIF, etc.) from web/other
2. **Final Draft:** The composite image as a PSD file with layers available

### Grading Criteria for Project 1:

Category	A	B	C	D	F
Scanning Technique	Properly acquired scan with superior quality	Properly acquired scan with good quality	Scan acquired with some noticeable difficulty	Poorly acquired scan with poor detail and improper resolution	No scan attempted or submitted
Digital Image Correction	Excellent quality and use of image correction techniques	Good quality and proper usage of correction techniques	Adequate quality and attempt at correction techniques	Poor image correction	No image correction attempted or used
Compositing Technique	Superior use of techniques to create a seamless, high-quality composite	Good usage of compositing techniques	Fair usage of compositing techniques; image does not appear seamless	Poor usage of compositing technique	No compositing techniques utilized

Design Composition	Strong composition skills with attention to detail	Good composition skills with consistent results	Fair composition; needs improvement	Poor composition skills	Lack of attention to composition and design
Accuracy/ Specifications	Precisely follows criteria	Mostly follows criteria	Somewhat follows criteria	Poorly follows criteria with disregard to specifications	Does not follow specifications; inaccurate
Software Usage	Strong understanding of software applications with superb usage of tools	Good understanding of software with appropriate usage of tools	Fair understanding of software; usage and skill needs improvement	Poor usage of software and tools	No usage of software appropriate to coursework
Creativity	Superb creative interpretation of assignment	Demonstrates good creativity	Fair creativity and adequate expression	Poor creativity	No creative interpretation of assignment
Spelling and Grammar	Perfect spelling and grammar	Minor spelling or grammatical errors	Many spelling and grammatical errors	Prevalent spelling and grammatical errors	Major spelling and grammar problems that impede communication
Timeliness	On time	Late (within calendar day)	n/a	n/a	Late work after current calendar date (50% of grade)

## Project 2: Self-Portrait

Using only brushes, layers, and brush/layer blending techniques, create a Self Portrait in Photoshop.

Realism is commendable but not a strict requirement; you can use this to portray yourself in a creative manner or depict your “inner self.” You are **not permitted** to use a tracing image in Photoshop; use your ingenuity, brushes, pencils, and blending tools to create your piece. You may use a graphics tablet/pen tablet for your piece.

**You may not use any other tool aside from the brush tools. You may use the selection tools to constrain areas of your Photoshop document, but you cannot cut and paste from other images. You are not permitted to use shape tools to create areas of your image. Use the brush tool exclusively.**

**Begin with the following specifications:**

Resolution: 72 PPI  
Size: 8" x 8"

You will submit your final PSD file as **yourlastname.psd** to the Project 2 folder.

### Grading Criteria for Project 2:

Category	A	B	C	D	F
Brush Technique	Brushes used with superior quality and variation of tips, styles, etc.	Brushes utilized with strong usage of variations	Adequate usage of brushes and techniques	Poor usage of brushes or limitation to a single brush type	Minimal to no usage of brush technique
Design Composition	Strong composition skills with attention to detail	Good composition skills with consistent results	Fair composition; needs improvement	Poor composition skills	Lack of attention to composition and design
Accuracy/ Specifications	Precisely follows criteria	Mostly follows criteria	Somewhat follows criteria	Poorly follows criteria with disregard to specifications	Does not follow specifications; inaccurate
Software Usage	Strong understanding of software applications with superb usage of tools	Good understanding of software with appropriate usage of tools	Fair understanding of software; usage and skill needs improvement	Poor usage of software and tools	No usage of software appropriate to coursework
Creativity	Superb creative interpretation of assignment	Demonstrates good creativity	Fair creativity and adequate expression	Poor creativity	No creative interpretation of assignment
Spelling and Grammar	Perfect spelling and grammar	Minor spelling or grammatical errors	Many spelling and grammatical errors	Prevalent spelling and grammatical errors	Major spelling and grammar problems that impede communication
Timeliness	On time	Late (within calendar day)	n/a	n/a	Late work after current calendar date (50% of grade)