

Classroom Policies: The following guides are for your welfare as well as that of other students. Maintaining the best possible educational atmosphere is paramount to the success of all students.

01. Check blog: <https://vcom50pod.wordpress.com> one to two days after lecture for homework info, homework videos, in case of changes in homework, due dates, additional info.
02. Attendance will be taken within the first 5 minutes of a class meeting.
02. Open lab time is anytime that classes are open in VCOM 300.
03. Please contact the instructor if you know you will be late or absent. (Limited absences will be excused if the instructor is notified prior to a class session)
by email: **allccc Colleges+vcom50f16@gmail.com**. My college voicemail is (925) 424-1200, but I do not check ever. Please do not send assignments to me or attachments unless requested. Arrangements can be made in special circumstances (i.e. childcare problems, work conflicts, dependent illness, etc.) for alternative participation.
04. **Withdrawal dates are on Aug 26th in person and Aug 28th online.**
05. A break will be taken every 30 minutes, for every half hour of lecture.
06. Food or drink can be eaten in the front table area.
07. Students should plan their workday to remain at task during the whole class session.
08. The copying or "down-loading" of files from the hard drive (except individual student files) to personal media is considered stealing and is illegal. Students in violation of this policy will be removed immediately from class with a failing semester grade. Students may be subject to prosecution by the college.
09. Smoking is permitted outside only. Please use the appropriate receptacles for cigarettes when you are through.
10. Cellular phones can be active, but leave the room when answering to converse.
11. Quizzes are given in the first fifteen minutes of class and are timed.
12. Withdrawing from the class is the responsibility of the student, not the instructor.
13. Students need to be present for the major projects to receive a grade for them.
14. USB flash drive is mandatory (using Dropbox.com is recommended for backups).
15. Visitors to Las Positas College must register with the receptionist in the Administration Building 1600. Visits to the classrooms are by permit only. Non-students, including children, must have a permit issued from the Office of the Vice President of Student Services.
Prior permission from the instructor is required.
16. **Back up your work.** Computer failure or file corruption is not accepted as an excuse for not turning in assignments, projects, etc. on time.
17. Procedure in Turning in Exercises & Assignments. All exercises and assignments will be copied to our VCOM server, at the beginning of class, which I copy and delete per week. In naming each folder by week: last name, first initial (if you have a common last name, include first name instead). Have the exercise name as the file name inside. Please no folders inside the main folder.
18. Reading & exercises due dates: Refer to page 4 of syllabus. Bring exercises and put on server in the 1st hour of class.

COURSE OUTLINE

Course Description: A basic principles of design course in the use of Adobe software, Bridge, Illustrator, Indesign, and Photoshop. Topics covered include:

Instructional goal:

1. Organize and produce an image-editing project from visual creative conception to completion.
2. Demonstrate a basic understanding with Adobe software, Illustrator, Indesign, and Photoshop with design concepts.
3. Demonstrate an understanding of print aesthetics and the conventions underlying current industry practice, as evidenced by their final project.

Specific Student Performance Objectives: Upon successful completion of course student will be able to: use most of Photoshop's tools with a strong technical and aesthetic base from which to electronically image manipulate.

Instr. Methods/Strategies: Informational demonstrations; manipulative demonstrations; questions / answers method; independent study; discussions; guided practice; individual critiques; exercises and design projects.

Equipment / Facilities: scanned images, self created files, digital files of 600 ppi minimum, or images from a free stock image website. The department provides a full complement of Macintoshes that 250 Gig hard drives and minimum a minimum of 4 gig of memory. There are one flatbed 600 DPI scanning station.

Blog: <https://vcom50pod.wordpress.com>

Supplies: You are required to purchase, at least, **1 gig USB flash drive (minimum size) as a backup** to store your images & exercises, in the case that internet access is not available. Pencil and 8.5" x 11" paper without lines.

Textbook: The required textbook for this class is the Visual Literacy: A Conceptual Approach to Graphic Problem Solving Paperback – April 1, 2000 ISBN-10: 0823056201 ISBN-13: 978-0823056200

Amazon link: https://www.amazon.com/Visual-Literacy-Conceptual-Approach-Graphic/dp/0823056201/ref=sr_1_fkmr0_1?ie=UTF8&qid=1471205423&sr=8-1-fkmr0&keywords=Visual+Literacy%3A+A+Conceptual+Approach+to+Graphic+Problem+Solving+Paperback+%E2%80%93+April+1%2C+2000

Pre-requisites/Co-requisites: VCOM 50, VCOM 51, VCOM 52 (completed with a grade of "C" or higher), or may be taken concurrently.

Attendance: Class attendance is required. Attendance means arriving on time and staying for the entire class session. This course requires that you be present at, and participate in, every class session. Failure to attend classes, tardy arrivals, and early departures, will be reflected in final grades as follows:

- Four (4) Late's will drop the final grade by one full grade (B to C; C to D, etc...);
- Arriving 30 minutes or more after the start of class or leaving 30 minutes or more before the end of class will be considered an absence;
- Three (3) unexcused absences will drop the final grade by one full grade (B to C; C to D...);
- Three (3) consecutive unexcused absences or four (4) total unexcused absences will result in a final grade of F.

Critiques & Lab Section: Successful completion of assignments and design projects. Grading is determined by technical competency: understanding and using the tools and commands of the program(s) and in projects, and design aesthetics: using creativity, imagination, and design principles in fulfilling the requirements of the projects. In the presentation stage of projects, discussions of thought process, and technique will be explained followed by a class critique.

Lecture-Lab Attendance	25%	Examinations	10%
Open Lab Attendance	05%	Quizzes	30% of the 10%
Exercises	30%		
Projects	30%		

Grades: All of the above items will be used in determining your final grade

100-91% = A
90-81% = B
80-71% = C
70-61% = D
60% and lower = F

Common Three Letter Extensions

Tagged Image File Format	.tif	Adobe Illustrator	.ai
Joint Photographic Expert Group	.jpg	Encapsulated Postscript	.eps
Portable Network Graphics	.png	Photoshop Portable Document Format	.pdf
Graphic Interchange Format	.gif	Bitmap	.bmp
Photoshop	.psd	Pict File	.pic
Large Document Format	.psb		

Color Modes

RGB Red, Green, Blue

CMYK Cyan, Magenta, Yellow, Black

LAB Lightness, Red to Green, Blue to Yellow

Free email

Yahoo, Hotmail, or Gmail

Academic Priced Software

Technology Resource Center <http://www.gotrc.com>

Campus Technology <http://www.campustech.com>

Sprysoft.com <http://www.sprysoft.com>

Foundation for California Community Colleges <http://www.collegesoftware.org>

Quizzes		Date
File Formats and Color Modes		09/21/16
Addition Quizzes To Be Determined		TBA
Exercises	Chapter	Page number
Assignment #1 Resampling		08/23/15
Assignment #2 Line		TBD on blog
Assignment #3 Shape Black Box problem		TBD on blog
Assignment #4 War Peace type problem		TBD on blog
Assignment #5 Museum Amenities signage		TBD on blog
Assignment #6 Circle Square Triangle problem		TBD on blog
Assignment #7 Road Sign problem		TBD on blog
Project #1 Ikea Flyer		12/20/16

Check blog one to two days after lecture <https://vcom50pod.wordpress.com>
for homework info, homework videos, in case of changes in homework, due dates,
additional info.

Date	Lectures
08/18/16	Introduction to the course and students expectations. Print vs. On-screen file formats. Using Photoshop to resample higher resolution image to a lower resolution file for the web. If there is a questions, contact instructor.
	Review scanning formulation and resampling a high resolution file to a low resolution file for email or website usage.
08/23/16	Beginning discussions on design principles with Elements: Line and using Illustrator. Discussion with Points and Picas.
08/25/16	Design principles with Elements: Shape with Illustrator. Lab time
08/30/16	Work on Black Box solution, Order, Increase, Bold
09/01/16	Lab time
09/06/16	Work on Black Box solution, Order, Increase, Bold
09/08/16	Lab time
09/13/16	Design principles with Elements: Type with Illustrator.
09/15/16	Lab time
09/20/16	Design principles with Elements: Texture with Illustrator.
09/22/16	Lab time
09/27/16	Flex Day. No Class
09/29/16	Design principles with Contrast.
10/04/16	Lab time
10/06/16	Design principles with Balance.
10/11/16	Work with thumbnails
10/13/16	Lab time
10/18/16	Design principles with Unity.
10/20/16	Lab time
10/25/16	Working with Indesign and Photoshop.
10/27/16	Lab time
11/01/16	Design principles with Value and Color and Photoshop.
11/03/16	Lab time
11/08/16	Working with Indesign and Photoshop.
11/10/16	Lab time
11/15/16	Working with Bridge, and final project
11/17/16	Lab time
11/24/16	Holiday
11/29/16	Working on final project

Date	Lectures
12/01/16	Working on final project
12/06/16	Working on final project
12/08/16	Working on final project
12/13/16	Working on final project
12/20/16 @ 7:30 AM to 9:20 AM	Final project presentation critique. Tues. 7:30 - 9:20 AM

Assignment # 1 - Resampling (Resolution 300 dpi) This assignment is to help you understand how to scan for pre-press, what resolution to use, what format to save the file into and taking that file duplicating the file within Photoshop and changing the resolution and the file format suitable for the web.

01. Download an image from Free Images, formerly Stock Exchange <http://freeimages.com> .This site is a royalty free site and from photographers mostly using digital cameras. Therefore files will probably have the resolution of 72 dpi but the width and height of this hi resolution files will be large. The width and height in pixels is the best determiner in judging a high resolution file. 2000 pixels would be considered high resolution The purpose of this assignment is to have a hi res file for pre press and have a low res file in a jpeg format for email or web pages.
02. Open in Photoshop and change the format to a photoshop native format (.psd)
03. To duplicate, Image > Duplicate. Close the original and work on the Duplicate.
04. To view resolution, Image > Image Size.
05. In the image size dialog box, have the resample check box unchecked, change the resolution from 72 to 300 (pre press resolution) and save in photoshop format. Go back to image size.
06. Then checked the resample check box, change resolution from 300 to 72 dpi, change bicubic to bicubic sharper. Change the larger dimension either width or height to 360 pixels to reduce proportionally the size of the file even smaller.
07. Go to File > Save for the Web & Devices.
08. See the tabs on the top, click on optimized.
09. To the right above the Save, Cancel and Done buttons, in settings, chose JPEG Medium and Save. **Name resample72.jpg**
10. Now that you have saved the JPEG file, Quit Photoshop and Do not Save anything else.
11. There should be only the original jpeg, 1 - Photoshop file (.psd) at 300 dpi and the resampled JPEG file (.jpg) at 72 dpi.

Student Learning Outcomes

1. Explore ways visual elements enhance expression in design
2. Achieve unity through variety
3. Identify the kinds of variety and the principles at work to create variety
4. Examine harmonious combinations of type with imagery and other design elements
5. Manage a variety of figure-ground relationships in the same composition.

Composition and design: define a verbal concept as spatial and proportional relationships; refine concept as an abstract or pictorial image; work through multiple revisions; present and defend image in instructor critique.

Concept, idea, visualization: Understand design as a visual language that is built on fundamental principles and elements

Technical - Overall craft: 1. Improve technical skills to work with shapes, proportion, scaling , proximity, quantity, motif and high contrast (B&W) images

2. Improve usage skills with the Adobe Illustrator computer graphics program.
3. Improve understanding of the Adobe Illustrator user interface architecture