

THE ART INSTITUTE OF TAMPA
A BRANCH OF MIAMI INTERNATIONAL UNIVERSITY OF ART & DESIGN

MISSION STATEMENT

Miami International University of Art & Design is a multi-campus, career-oriented institution that provides students with academic preparation and practical skills through programs in the applied arts and design industries. The institution prepares its undergraduate students for entry-level positions and its graduate students for advancement in their chosen fields. The University is dedicated to fostering a culture that encourages creativity, research, and learning-centered endeavors.

COURSE SYLLABUS

Course Number: FNDA135
Course Title: IMAGE MANIPULATION
Class Meetings: Mondays, 8AM - noon
Session / Year: Spring 2017
Instructor Name: Krishna M. Sadasivam
Email Address: krishna.at.ait@gmail.com
Telephone: n/a
Office Hours: posted on <http://www.sivamstudios.com/ait>

Course Title: **Image Manipulation**
Course Description: In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software, related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning and output.

Course Length: 11 weeks
Contact Hours: 44 hours
Credit Values: 3 credits
Estimated Homework: 6 hours per week

Quarter Credit Hour Definition: A quarter hour of work is the equivalent of fifty (50) minutes of class time (often referred to as a “contact hour”) of instruction per week over the entire term. The credit hour is the unit by which the university measures its course work. The number of credit hours assigned to a course quantitatively reflects the outcomes expected, the mode of instruction, the amount of time spent in class, and the amount of outside preparatory work expected for class. The working understanding is that for every hour a student spends in class, the student will be assigned two hours of work outside the class.

Learning Objectives:

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

Demonstrate image manipulation skills

- Demonstrate scanning and output of imagery
- Apply the tools used in photographic manipulation software
- Open, edit and import files into raster-based software
- Control image characteristics (size, color mode, resolution)
- Demonstrate proper usage of selection tools
- Select and apply filters
- Edit selections, save selections, and apply alpha channels
- Manipulate layers, channels, and paths
- Create and edit images, type, and adjustment layers
- Create and adjust layer masks, and blending modes
- Composite multiple images
- Restore damaged photographs

Select and apply appropriate visual elements

- Apply principles of color theory
- Demonstrate the ability to choose images that complement each other in terms of matching subject and lighting to combine into a composite image

Prepare files for output for the appropriate media

- Prepare imagery for proofing and/or final outputting at a service bureau or other supplier
- Create specific color palettes as per project requirements
- Choose proper color modes for the output designated
- Save files in appropriate formats

Create and optimize graphics for print and web

- Save files for commercial printing output
- Optimize files for the Web
- Save files with a transparent background
- Save files for the Web

Instructional Materials and Reference:

Text(s):

Title: *Adobe Photoshop CC, Classroom in a Book*, by Andrew Faulkner and Brie Gyncild,
Photoshop CC, The Missing Manual by Lesa Snider, *Layers: The Complete Guide to Photoshop's Most Powerful Feature (2nd edition)* by Matt Klowskowski

Technology Needed: Macintosh computers running MacOS10.x with an Internet connection, flatbed scanners, Wacom tablets, printers, software including image manipulation, illustration, layout and design, virus utilities. Students should have removable hard or flash drive for personal file storage.

Instructional Methods: (Instructional methods include, but are not limited to simulations, case studies, discussion, group work, questioning, presentations, journals, individual projects, etc.)

Grading Scale: All assignments must have clear criteria and objectives. All students shall be treated equitably. It will be every student's right to know his or her grade at any reasonable time he or she requests it. The criteria for determining a student's grade shall be based on a percentage of total points, as follows:

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|-----------|------|
| 93 – 100% | = A |
| 90 – 92% | = A- |
| 87 – 89% | = B+ |
| 83 – 86% | = B |
| 80 – 82% | = B- |
| 77 – 79% | = C+ |
| 73 – 76% | = C |
| 70 – 72% | = C- |
| 65 – 69% | = D+ |
| 60 – 64% | = D |
| 0 – 59% | = F |

Student Evaluation / Grading Policies: The following assignments, projects, and exams fulfill the learning objectives for this course:

| | |
|--------------------------------|-----|
| Projects: | 70% |
| Package Design: | 100 |
| Magazine Cover Design: | 100 |
| Movie Poster Design: | 100 |
| Quizzes: | 20% |
| Quiz 1 | |
| Quiz 2 | |
| Quiz 3 | |
| In-Class Participation: | 10% |

Electronic Submission of Assignments: Any assignments submitted to the instructor as electronic attachments to an email are the responsibility of the student. Instructor will acknowledge the receipt of the email to the student within 24 hours of receiving it. If the student does not receive an acknowledgement within 24 hours it is the student's responsibility to contact the instructor, otherwise it is assumed that the assignment has not been sent.

Students with Disabilities: The University provides accommodations to qualified students with disabilities. The Student Affairs office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at the University.

Students who seek reasonable accommodations should notify the Dean of Student Affairs of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical

documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Dean of Student Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs in Room. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Attendance Policy:

- The Art Institute of Campus is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.
- A student who is absent for *three cumulative weeks** will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.
- It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom.** If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.
- Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will

receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

- Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.
- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Ai Unearned F (UF) Grade Definition

Unearned F Grade: students who failed the course AND did not complete the final assignments in the course. Final assignment include, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a "UF" grade on the transcript. The course's instructor will award this grade when appropriate.

Academic Honesty:

The University does not tolerate plagiarism, cheating, copying or academic dishonesty in any form. Academic integrity policies apply to both the giver and receiver of information. Students who witness any act of academic dishonesty should report the incident to a faculty member, their Chair, or to another member of the University staff or administration immediately.

Saving Work:

It is the student's responsibility to save his or her work. The student should save and verify multiple copies prior to leaving the classroom. The teacher is in no way responsible for work saved on the hard drives, nor is he or she required to give an extension on work improperly saved.

Local and network drives at the University, including all computers in the labs, will be purged regularly and should never be used by students for long-term storage. These drives are available for student use during class and lab sessions, but all data will be deleted on a daily basis. Students are expected to backup all work. Loss, theft, and computer failure are not acceptable excuses for not saving work.

Reminders:

Students wishing to withdraw from a course must do so before week nine. Students wishing to drop a course without penalty must do so the first week of class.

Library:

The Libraries on each campus are one of the most important resources available to students while attending the University. The Library supports learning and encourages intellectual curiosity among students and faculty. The Library staff works in cooperation with faculty to help students develop the ability to find, evaluate, and use information in order to become lifelong learners. To fulfill this mission, the Library develops and maintains a quality collection of books, periodicals, audiovisual materials, and online databases. The Library provides access to remote resources through Internet access and cooperative agreements with other libraries.

WEEKLY CLASS TOPICS AND ASSIGNMENTS

Week 1

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|--------------------------|---|
| Overview: | Class Introduction |
| Weekly Objective: | Introduction to Photoshop. Saving Files. Raster vs. Vector. Resolution and Pixels Per Inch. Setting up Files. Using Rulers and Grids. Working with Layers. Adding type. Working with Shapes. Making Selections. Fill Tool. Undo. Begin Project #1 |
| Homework: | Begin planning and pre-production on project 1. Collect Package Design References and begin the design process. |

Week 2

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|--------------------------|--|
| Overview: | Production skills for project #1, The Principle of Contrast, Syllabus Contract Due. |
| Weekly Objective: | Production on project #1, Milestone checkpoint |
| Homework: | First Draft project 1 Due |

Week 3

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|--------------------------|---|
| Overview: | First Draft Project 1 Critique / Studio Time to fix, The Principle of Alignment |
| Weekly Objective: | Production on project #1, |
| Homework: | Project 1 Due |

Week 4

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| Overview: | Project #1 Due, Quiz 1 |
| Weekly Objective: | Complete project 1 |
| Homework: | Production on project 2. Collect Magazine Cover Design References. |

Week 5

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|--------------------------|---|
| Overview: | Production skills for project #2, The Principle of Alignment |
| Weekly Objective: | Compositing overview. Layers & Channels & Blend Modes |

Homework: Planning and production for project 2

Week 6

Overview: Project 2, **The Principle of Proximity**

Weekly Objective: Production Skills for Project 2

Homework: Complete project 2

Week 7

Overview: **Project #2 Due, Quiz 2**

Weekly Objective: Complete project2, Assign project 3

Homework: Begin on project 3

Week 8

Overview: Production, **The Principle of Repetition**

Weekly Objective: Production skills for project #3

Homework: Production on project 3

Week 9

Overview: MEMORIAL DAY WEEKEND – CLASS DOES NOT MEET

Weekly Objective: Continue revising Project 3

Homework: Continue revising Project 3

Week 10

Overview: **Quiz 3.**

Weekly Objective: Complete project 3.

Homework: Complete production on project 3

Week 11

Overview: **Project #3 Due**

Weekly Objective: Complete Project #3, Conclude class

SYLLABUS CONTRACT

I, _____, affirm that I have received the syllabus for **FNDA135 for Spring Quarter 2017**. Furthermore, I have read the content of this document and understand that I will be held accountable for the assignments and other required work for this class.

I confirm that I have received the following documents:

- FNDA135 syllabus
- Class attendance policy
- Grading criteria
- Statement of Project dues dates and/or deadlines.
- I understand that work submitted 10 minutes after class has started is considered **late** and will be awarded a ZERO.*
- Purchase requirements
- I am responsible for making every effort to be on time to class and that there are no make-up quizzes (outside of an extenuating circumstance with appropriate documentation)
- Overview of assignments and class schedule
- I understand that not paying attention (talking, or being distracted with Facebook, doing homework for other classes, smart phones, etc.) during class will be counted as a half-absence for the first offense. The second offense will result in an “F” for the project.**
- I understand that the website for the course assignments is at (<http://www.sivamstudios.com/ait>) and the instructor’s contact information is(krishna.at.ait@gmail.com)

Signature

Date