An introduction to digital imaging techniques with an emphasis on commercial subject matter. This course covers basic concepts, processes, and aesthetic interpretation of making digital imagery. It includes an overview of various computer applications using illustrative techniques as well as image and photographic manipulation. Two hours lecture, two hours non-lecture a week.

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:

Art
  Commercial art (sign making, lettering, packaging, rendering)
  Graphic arts (desktop publishing)
  Multimedia

MATERIAL FEE: Yes [ ] No [X] Amount: $15.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: C

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]

Graphic Design and Production Option

Biotechnology Media Design(Certificate of Specialization)
Biotechnology Media Design(Certificate of Specialization)
Graphic Design Foundation Certificate(Certificate of Specialization)
Graphic Design and Production Option(Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:
COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Define a problem and create a solution that balances information with the aesthetics of design
2. Explore traditional illustration techniques using the computer
3. Through comparative study, gain an understanding of the current digital arts world
4. Develop a portfolio of contemporary digital images
5. Understand how to render objects using the computer
6. Learn to combine painting mediums and drawing mediums
7. Develop image processing skills with PhotoShop, Illustrator, and Painter software
8. Survey techniques for optimizing graphics for application into multimedia
9. Gain an understanding of computer technology vital to designers
10. Explore classic principles of design, and will gain knowledge in how these principles apply to illustration and graphic design
11. Grasp how to simplify content down to essential elements in a subtle visual context

COURSE OBJECTIVES:

1. explore traditional illustration techniques using the computer.
2. understand how to render objects using the computer.
3. learn to combine painting mediums and drawing mediums.
4. develop image processing skills with PhotoShop, Illustrator, and Painter software.
5. survey techniques for optimizing graphics for application into multimedia.
6. gain an understanding of computer technology vital to designers.
7. explore classic principles of design, and will gain knowledge in how these principles apply to illustration and graphic design.
8. define a problem and create a solution that balances information with the aesthetics of design.
9. grasp how to simplify content down to essential elements in a subtle visual context.
10. through comparative study, gain an understanding of the current digital arts world.
11. develop a portfolio of contemporary digital images.

COURSE CONTENT:

LECTURE CONTENT:

A. Introduction to the software program Illustrator
   1. Demonstration of the program’s capabilities
   2. How to replicate traditional rendering techniques using a graphics program
   3. Cross platform issues
   4. Color display
   5. Basic introductory assignment using the tools and palettes of the software

B. Introduction to scanning and saving
   1. Demonstration of scanning images using a flatbed scanner
   2. Graphic file formats: EPS, GIFS, JPEG
   3. Acquiring images and optimizing graphics

C. Introduction to PhotoShop
   1. Demonstration of the program’s capabilities
   2. Layers, channels, paths
   3. Clipping paths, text tool, typefaces
4. Basic introductory assignment using the tools and palettes of the software
D. Introduction to Dada artist’s theory
   1. Assignment based on Dada art manifesto
E. Introduction to Painter
   1. Demonstration of the program’s capabilities
   2. How to replicate traditional rendering techniques using a painting program
   3. Basic introductory assignment using the tools and palettes of the software
F. Projects using the above art software in combination. Subject matter to be product oriented or illustrative in nature.
G. Projects in which students select mediums and techniques to visually communicate story lines, informative material, or technical data

LABORATORY CONTENT:

METHODS OF INSTRUCTION:

A. Lecture:
B. Lab:
C. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments
Student will be required to read software text.

Out-of-class Assignments
Class projects will require outside work.

Writing Assignments
1. Become proficient at the computer using PhotoShop, Illustrator, and Painter software programs
2. Demonstrate scanning skills
3. Demonstrate printing skills by presenting hard copies of all projects
4. Presentation and matting skills

METHODS OF STUDENT EVALUATION:

Problem Solving Exercises
Skills Demonstration

Demonstration of Critical Thinking:
1. The student will optimize graphics and illustrations by selecting mediums and techniques, which are best suited for rendering their objects or ideas.
2. The student will demonstrate critical thinking by simplifying their content information to the essential visual elements.
3. The student will apply design principles that organize and compose the subject matter for communication of information or ideas.

Required Writing, Problem Solving, Skills Demonstration:
1. Become proficient at the computer using PhotoShop, Illustrator, and Painter software programs
2. Demonstrate scanning skills
3. Demonstrate printing skills by presenting hard copies of all projects
4. Presentation and matting skills

TEXTS, READINGS, AND RESOURCES:

TextBooks:

**LIBRARY:**

Adequate library resources include:

**Comments:**

**Attachments:**

[Attached Files](#)