

## COURSE OUTLINE

### COMPUTER ART

Course Number	VISU-2410-ADE
Class schedule	WEB Summer 2022
Instructor	TBA

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### COURSE DESCRIPTION

From the course calendar: An introduction to commonly used techniques for producing two-dimensional images via computer technology. Using popular applications such as ADOBE PHOTOSHOP and similar programs, the course will introduce the student to issues related to image acquisition and creation, file formats and their uses, image editing, colour and tonal balance and the creative use of image masks.

#### Course Description:

This course is taught with step-by-step videos. 4 Exercises walk you through tools and techniques needed to complete the final 3 Projects. Project videos teach you how to apply these techniques to create flawless Photoshopped images.

Desire to Learn (D2L) - is your online resource to revisit class lectures, view sample artworks, find helpful links and view marks and comments for each project. Research requirements for each project must also be submitted here.

*D2L is accessed from through Quicklinks on Lakehead University Homepage. To enter the site, use your regular username and password and click on the course link is accessed through myinfo.*

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### LEARNER OUTCOMES

Upon completion of the course you will:

- To learn the tools and techniques in Adobe Photoshop with a concentration on bitmap images for effective cut and paste of images.
- To learn the rules of Linear and Spatial Perspective for effective cut and paste
- To learn the Basic Principles of Design for art and ads.

### GRADING AND ASSESSMENT

Projects will be assessed according to the **Visual Arts Guidelines** in combination of the criteria outlined in the Rubrics. The detailed list of Rubrics (requirements) is found in D2L.

**Late work** will be deducted 3% per day

**Project Marks** with comments are posted on D2L under the Grades tab. **Midterm Mark** and **Final Marks** will also be posted on *Marks Management(myinfo)*.

**Due dates** are posted at the end of this outline and on D2L.

## **PROJECTS and RUBRICS**

**Specific RUBRICS with the breakdown of each of these projects are under each exercise and project tab in D2L**

### **EXERCISES ARE WORTH 20%**

**EXERCISE 1: PHOTO MANIPULATION AND AD - WORTH: 6%** - Videos review Photo manipulation tools and techniques. Students will learn to use layers, learn basic selection tools, the basic use of Blend Modes, how to use Layer Masks, Layer Styles, the difference between Adjustments and Adjustment Layers, basic Blur Filters, and the basic use of Smart Filters, the basics in the Content Aware Tool, basics in the Text Tool and Shortcuts.

**EXERCISE 2: DEPTH - WORTH: 6%** - Videos review basic cut and paste techniques. This includes rules of perspective, adding shadows and adjusting colour, contrast, blur and sharpness for accurate cut and paste. The images are supplied to you.

**EXERCISE 3&4: BRIDE AND FX - WORTH 4% each** - Videos reviews how to cut and paste dark and light images using Channels and Blend Modes. The images are supplied to you.

### **PROJECTS ARE WORTH 70%**

**PROJECT 1: ROOM - WORTH: 24%** - You are supplied with this empty room. You are required to add items to fill the room using a theme of your choice. Videos walk you through the addition of items. The room image is supplied to you, you find the items in online or from your camera to fill it.

**PROJECT 2: AD - WORTH: 20%** - The challenge of this project is to start an image on your own using your own images. The requirement is to mirror the techniques used and create your own ad as outlined.

**PROJECT 3: SURREAL FUTURISTIC CITY - WORTH: 26%** - You are supplied with an image of a city. You are required to cover all parts of this template mirroring the perspective lines of the city and scale of the people supplied. Tools and techniques will be reviewed for this. You find images online or from your camera to recreate this city to a surreal them of your own!

**QUIZ WORTH -10%** 50 True and False questions, available for 35 minutes, available for a three-day period, you will be given a set time to complete these. Access: ASSESSMENT>QUIZ. Review the tools, cut and paste techniques and shortcuts.

## **VISUAL ARTS GUIDELINES FOR GRADING ARTWORK**

**A+ 90-100%** Superior achievement, reserved for work of exceptional quality, Student shows maturity, self-discipline, and independent thought.

**A 80-89%** Notable achievement. Work demonstrates command of media, conceptual maturity, and a commitment to the discipline beyond what is normally expected.

**B 70-79%** Work is completed and above average in quality. Student shows understanding and creativity in technical and conceptual areas.

**C 60-69%** Student completes all assignments and meets all requirements of assignments. Work shows average ability and understanding of creative and technical values.

**D 50-59%** Minimum passing grade. Quantity and/or quality of work is minimal. Work shows poor ability and/or lack of discipline.

**E 40-49%** Work is below minimum standards for passing grade. May show effort but little else. A student receiving an E grade may apply to take a supplemental examination in accordance with calendar regulations.

**F 1-39%** Failure to hand in work or attend a sufficient number of classes.

**F 0%** Academic Dishonesty.

**FNW *Failure, No Withdrawal*** - A student who remains registered in a course but submits no work required for grading will receive a final course grade of Failure, No Withdrawal (FNW). A grade of "FNW" will have no numerical value that could affect a student's average, but for academic regulation purposes the student will be deemed to have failed the course to which it is assigned.

## **COURSE POLICIES**

### **WITHDRAWING FROM THE COURSE**

Your average *to date* will be posted in Marks Management prior to the University's final withdraw date. The instructor may recommend a student withdraw if their mark does not meet the basic expectations to pass. This date is posted in the **Academic Schedule of Dates** on the university website.

### **ACADEMIC DISHONESTY**

Each student is responsible for knowing the Lakehead University Regulations for Academic Dishonesty.

*<https://www.lakeheadu.ca/faculty-and-staff/departments/services/provost-vice-president-academic/academic-integrity-plans-policies/academic-dishonesty-regulations>*

### **ACCESSIBILITY FOR ALL PERSONS**

Lakehead University is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you think you may need

accommodations, you are strongly encouraged to contact Student Accessibility Services (SAS) and register as early as possible. For more information, please visit: <http://studentaccessibility.lakeheadu.ca>

## **COURSE SUPPLIES**

You will be required to use **Adobe Photoshop** to complete this course (do not mistake this with Adobe Elements).

**Option 1:** The **link to download** Photoshop. This includes a free one-week trial: <https://www.adobe.com/ca/creativecloud/buy/students.html> After that one week, it will prompt you to activate Photoshop at a cost of \$32 US per month. You are not locked in for a year with this option

**Option 2:** is to lock in for a year at \$19.99 US per month

<https://www.adobe.com/ca/creativecloud/plans.html>

These licenses are good for two computers PC or MAC interchangeably and it is easily transferable between computers at any time. All you have to do is access it through **Creative Cloud**. If you have a buddy you can share. If your computer dies, just open it on another computer no problem! (Just make sure you back everything on an external drive)

**Previous levels of Photoshop**, may not have all the features used in this course and access to some features may also be different and/or less efficient on earlier versions. Do not use versions prior to Photoshop CS6 as earlier versions are missing features required for this course.

**USB or other Backup Drives** are highly recommended for regular back up of your work. *I spilled my coffee on my computer* is not an excuse as Photoshop is easily transferable between computers and as long as you keep it saved on a USB backup, you can continue working!

It is **important** that every time you work on a Photoshop file, unlike a word file, you MUST drag the project to the computer, work on it on the computer then drag it back onto the USB drive. Photoshop files are so large they stress can easily **cause the external drive or USB drive to fail/die** and you could lose your work. If you remove the USB drive from your computer while you work on your file you will ensure you are not still accessing it.

**PHOTOSHOP TEXT BOOK** is not needed in this course. There are numerous sites online (just Google you question) that will give you all the help you needed for quick access to questions. If you prefer books, Deke McClelland is a good and clear author of beginner Photoshop books. I also recommend any books by Ben Willmore.

The Adobe Website is also a very useful resource: <http://www.photoshopsupport.com/>. [SEP]

Lynda.com is also a very helpful site that can be accessed here <https://lnkd.in/gi3EqbD> In the search area, put Photoshop and you will see categories for each video. I am also always available to answer questions, just email me!

### **Desire 2 Learn** (D2L)

D2L, where the course is located. is accessed from **Quicklinks** on the Lakehead University homepage or through **myinfo**. Click on the link:**mycourselink**, use your regular username and password.

The use of the Web Browser CHROME is recommended to ensure D2L works properly. **If you Download the PDF reader plugin**, the PDF files will not automatically download each time you view them. For this: Google: PDF reader plugin – click on the Web Browser: **Chrome** and download.

### **WEEKLY SCHEDULE**

Course schedule may be affected by unexpected circumstances. Any changes to the following schedule will be updated and announce by email to the class. **Keep in mind late submissions will be deducted 3% per day.**

**WEEK 1: PHOTO** Exercise Due: Thursday, July 7, 9:00 am EST

**DEPTH** Exercise Due: Sunday, July 10, 9:00 am EST

**WEEK 2: FX** Exercise Due: Tuesday, July 12, 9:00 am EST

**BRIDE** Exercise Due: Friday, July 15, 9:00 am EST

(last day to submit late Exercise Photo)

**ROOM** Project Due: Monday, July 18, 9:00 am EST

(last day to submit late Exercise Depth)

**WEEK 3: AD** Project Due: Wednesday, July 20, 9:00 am EST

(last day to submit late Exercise FX and Bride)

Friday, July 22, 9:00 am EST: (Last day to submit late Project Room)

**QUIZ** -Take online anytime between Saturday, July 23, 5:00 am EST to Monday, July 25, 9am EST

**CITY Project** Due: Tuesday, July 26, 9:00 am EST

**NO LATE AD nor CITY PROJECTS ACCEPTED PAST THIS DATE:** July 26, 9am EST