

Salem Community College Course Syllabus

Course Title: Introduction to Computer Art

Course Code: CGA 101

Lecture Hours: 2

Laboratory Hours: 2

Credits: 3

Course Description:

Introduction to Computer Art introduces students to the basic technical skills and design concepts needed to begin a career in graphic arts or enhance a business and marketing career. Students will create projects using Adobe Indesign, Adobe Photoshop, and Adobe Illustrator. Students will best identify the strength and weakness of each program, and the appropriate use of each program. Additionally, students will gain experience using a web-content driven site builder, such as Wix or Wordpress to generate a custom website without any knowledge of coding. This course includes both lecture and lab projects compatible with an introductory level to graphic design. Technical skills are introduced and applied in real life conceptual design projects. Students develop a standardized vocabulary of common design and graphic terminologies. This introductory course does not assume prior drawing, painting, photography, computer graphic, or web site creation experience.

Basic familiarity with a Mac or Windows environment is required.

Prerequisite: None

Co-requisite: None

Place in College Curriculum:

This course is required for the Associate in Science in Game Design, the Associate in Fine Arts in Computer Graphic Art, the Associate in Applied Science in Business Administration, the Associate in Arts in Communication Journalism, or may be taken as an open elective.

Date of Last Revision:

October 2015

Course Outline: The course content may be organized to suit the instructor's preference.

I The Adobe Photoshop Program

A Define the source of your images

- 1 Permission free/Copyright free images
- 2 Using your own photography
- 3 Academic use of images
- 4 Copyright infringement

B Using the program

- 1 Opening a file
- 2 Naming the file
- 3 Saving the file
- 4 Common keyboard shortcuts

C Demonstrating the Tools

- 1 The Toolbox
- 2 Selection tool
- 3 Quick selection, magic wand, magnetic lasso, and marquee selections
- 4 Clone stamp tool, healing tool
- 5 Type tool
- 6 Zoom tool
- 7 Hand tool
- 8 Eraser tool
- 9 Move tool

D Working with Palettes

- 1 Brushes, increasing, decreasing; soft, hard
- 2 History
- 3 Layers, hiding, showing, duplicating, opacity
- 4 Adjustment layers for color correction techniques

E. Design Projects

- 1 Color corrections
- 2 Photo Collage
- 3 Self Portrait

II The Adobe Illustrator Program

A Using the Program

- 1 Working with the page setup dialogue box
- 2 Opening, naming and saving the file
- 3 Demonstrating the artboard dialogue box
- 4 Common keyboard shortcuts

B Demonstrating the Tools

- 1 The Toolbox
- 2 Basic shapes
- 3 Custom shapes, manipulation of points
- 4 Pen tool, identify points, adjusting points, curving points, creating closed paths
- 5 Selection tool, and direct selection tool
- 6 Stroke & fill tools as well as use of the control bar for stroke and fill
- 7 Rotate tool
- 8 Type tool
- 9 Artboard tool
- 10 Working with brushes

- C Working with Palettes
 - 1 Swatches palette, including color libraries and color harmonies
 - 2 Layers, creating, locking, hiding, rearranging
 - 3 Character palette for typesetting options
 - 4 Symbols
- D Design Projects
 - 1 Stylized Illustration
 - 2 Logo Design
 - 3 Poster Design

III The Adobe InDesign Program

- A Using the program
 - 1 Working with the page setup dialogue box
 - 2 Opening, naming and saving the file
 - 3 Exporting as PDF, packaging files
 - 4 Working with text and typesetting options
 - 5 Importing, placing and resizing pictures
 - 6 Working with normal mode, preview mode, presentation mode
 - 7 Common keyboard shortcuts
- B Demonstrating the Tools
 - 1 Selection tool
 - 2 Type tool
 - 3 Rectangle frame tool
 - 4 Rectangle tool
 - 5 Working with the swatches palette, including pantone colors
 - 6 Demonstrate the control bar for typesetting options
 - 7 Demonstrate the control bar for stroke and fill on a frame
 - 8 Demonstrate layers
 - 9 Working with the zoom tool and view options
- C Design Projects
 - 1 Advertisement
 - 2 Postcard
 - 3 Newspaper or magazine page
 - 4 Poster Design

IV Building a website or blog using Wix or Wordpress

- A Using the website
 - 1 Registration
 - 2 Select templates
 - 3 Customizing a template
 - 4 Identify domain names
- B Demonstrating the tools
 - 1 Choosing templates
 - 2 Customization of templates
 - 3 Uploading of images and text
 - 4 Methods for updating your site
- C Design Project - Create a website

Course Objectives

Course Performance Objective #1:

Students will develop a common vocabulary composed of words and terminology used in the graphic design, marketing and business industry. These common words are applicable to all software used in this course.

Learning Outcomes:

Students will:

1. Identify typographical terms such as typeface, pointsize, leading, tracking.
2. Identify the difference between a serif and sans serif typeface
3. Identify different typeface family members such as light, regular, italic, bold, bold italic
4. Identify text alignment (right, left, center)
5. Define RGB as red, green and blue and representing light on screen (web)
6. Define CMYK as cyan, magenta, yellow and black, and representing printing inks.
7. Define the difference between vector and bitmap/raster
8. Define different file formats such as PDF, JPEG and PNG/GIF.
9. Demonstrate the pantone library, and using Adobe Color Theme to help create color harmonies
10. Define common design words such as contrast, alignment and balance
11. Identify the difference between academic use and copyright infringement

Course Performance Objective #2:

Students will demonstrate the technical skills needed to create designs within each program but also be challenged with the development of creative concepts and critical analysis.

Learning Outcomes:

Students will:

1. Demonstrate the ability to assemble pages and designs to create unique and individual works of graphic art
2. Apply critical thinking to each step of the design process
3. Identify that the software is just a tool, and the relevance of concept
4. Recognize and identify successful designs that are seen online and in print
5. Participate in collecting a pile of visual resources showing examples of eye catching designs

Course Performance Objective #3:

The student will use the Adobe Photoshop program and demonstrate a facility using the program.

Learning Outcomes:

Students will:

1. Demonstrate launching the Photoshop software.
2. Open an existing file
3. Examine the file to determine resolution and color space
4. Distinguish the difference between web resolution and print resolution
5. Define the relationship between highlight, midtone and shadow, as viewed in the levels adjustment layer
6. Use the layers palette to create adjustment layers
7. Use adjustment layers to color correct images
8. Demonstrate how to crop and resize a digital image in Photoshop
9. Use the clone tool, healing tool, content aware fill tool, and other tools necessary for image correction
10. Use various selection tools in Photoshop. This may include the magic wand, magic selection tool, magnetic lasso or simple masking techniques

11. Combine selections into a montage
12. Resize selections in Photoshop
13. Use the flatbed scanner to scan an image
14. Save files and identify file formats such as .psd and jpeg
15. Use save for web and devices dialogue box
16. Apply his/her knowledge of tools and palettes to create his/her final design assignments.

Course Performance Objective #4:

The student will demonstrate a facility using the vector graphics program, Adobe Illustrator, to create and design unique works of art.

Learning Outcomes:

Students will:

1. Run the drawing program.
2. Create and save a new file.
3. Use the rectangle tool and basic shape tools to create shapes
4. Use the section tool to move and resize the shapes
5. Use the control bar for stroke and fill
6. Use the swatches palette including color libraries (pantone and additional pre-determined libraries)
7. Use the layers palette to move objects and re-arrange elements on the page from front to back.
8. Combine simple shapes to create complex designs
9. Use the direct selection tool to manipulate both standard and custom shapes
10. Work with the pen tool to create and manipulate points, and create closed paths/custom shapes
11. Use photographic reference to trace
12. Use the type tool and character palette to work with type
13. Apply his/her knowledge of tools and palettes to create his/her final design assignments.

Course Performance Objective #5:

Using the page layout program, Adobe InDesign, the student will demonstrate the ability to place images and text on a page.

Learning Outcomes:

Students will:

1. Run the Adobe InDesign program.
2. Identify the new document dialogue box
3. Create a new file and save the file
4. Create basic shapes
5. Manipulate shapes with the direct selection tool
6. Define stroke and fill
7. Use the type tool to create a text frame
8. Set type and use the control bar to manipulate type
9. Import, place and resize photos
10. Use the swatches palette and the pantone library
11. Employ layers to arrange text and graphical objects on the page.
12. Apply his/her knowledge of tools and palettes to create his/her final design assignments.

Course Performance Objective #6:

Using either Wix or Wordpress, students will choose a template and build a website

Learning Outcomes:

Students will:

1. Register on the site
2. Choose a domain name
3. Work with a template, customize a template
4. Upload media files and text
5. Demonstrate the interface as a whole
6. Identify footers, widgets, pages and similar components within the user interface
7. Apply his/her knowledge of tools and palettes to create his/her final web assignment.

Course Performance Objective #8:

The student will develop skills of critical self analysis, and objective observation.

Learning Outcomes:

Students will:

1. Maintain a collection of visual reference such as magazine ads, newspaper clippings, and websites
2. Identify how to analyze good design decisions through instruction reinforcement and professional examples
3. Participate in group critiques to observe other works in the room

General Education Requirements:

The general education goals covered in **Introduction to Computer Art** are critical thinking & problem solving, communication, quantitative skills, aesthetic perspective and information literacy. See SCC Catalog for additional details.

General Outcomes Assessment:

A college-wide outcomes assessment program has been put into place to enhance the quality and effectiveness of the curriculum and programs at Salem Community College. As part of this assessment program, the learning outcomes for this course will be assessed. Assessment methods may include project evaluations, tests, quizzes, papers, reports, projects and other instruments. Copies of all outcomes assessments are available in an electronic assessment bank maintained by the Institutional Research and Planning Office.

Course Activities:

Learning activities include completing class assignments and tutorials, participating in class lectures, completing class projects, internet research and critique of selected works created with Photoshop, Illustrator, and InDesign.

Course Requirements and Means of Evaluation:

Please refer to the instructor's syllabus addendum (to be distributed in class) for specific information regarding the course requirements and means of evaluation.

Academic Honesty Policy:

Students found to have committed an act of academic dishonesty may be subject to failure in this course, academic probation, and/or suspension from the college. See the Student Handbook for additional details.

Attendance Policy:

Regular and prompt attendance in all classes is expected of students. Students absent from class for any reason are responsible for making up any missed work. Faculty members establish an attendance policy for each course and it is the student's responsibility to honor and comply with that policy.

ADA Statement:

If you have a 504 Accommodation Plan, please discuss it with your instructor. If you have any disability but have not documented it with the Disability Support coordinator at Salem Community college, you must do so to be eligible for accommodations. To contact the Disability Support Coordinator, call 856-351-2773, visit DON108, or email disabilitysupport@salemcc.edu to set up an appointment. To find out more information about disability support services at Salem Community College, visit www.salemcc.edu/students/student-success-programs/disability-support

Instructor Information:

(See handout)

Required Text(s):

None

Optional Text(s):

None.

Supplies:

Flash drive with at least 8 BG available, note book, pen/pencil.

Additional Costs:

As necessitated by the required supplies.