CENTRAL TEXAS COLLEGE
SYLLABUS FOR ARTS 2314
DESIGN COMMUNICATION II

Semester Hours Credit: 3

I. INTRODUCTION

A. Communication of ideas through processes and techniques of graphic design and illustration (ACGM) using the Macintosh computer.

B. This course is required to meet curriculum requirements for the CTC Commercial Art program and may be used as an elective to fulfill other degree requirements.

C. In support of the objectives of the Texas core curriculum, the course provides significant exercise of students’ critical thinking, communication skills, social responsibility and personal responsibility. These objectives form a foundation of intellectual and practical skills that are essential for all learning.
   - Critical thinking skills include creative thinking, innovation inquiry, and analysis, evaluation and synthesis of information.
   - Communication skills include effective development, interpretation and expression of ideas through written, oral and visual media.
   - Teamwork includes the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.
   - Social responsibility includes intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

D. This course is occupationally related to careers in the visual arts, performing arts, and education.

E. Prerequisite: none.

F. Alphanumeric codes used throughout the syllabus, denotes the integration of SCANS occupational competencies (C) and Foundation skills (F).

II. LEARNING OUTCOMES

Upon successful completion of this course, Design Communications II, the student will be able to:

A. Use Adobe Photoshop CS6 in preparing for advertising and Fine Art purposes.

B. Demonstrate a creative approach in planning and rendering illustrations for
advertising material.

C. Demonstrate an understanding of the use of color in advertising illustration.

D. Prepare graphic material for presentation by mounting or matting class projects.

E. Combine text with image.

F. Demonstrate the use of basic principles of design of posters, package designs, and renderings with a wide variety of advertising materials.

(C1, C3, C6, C9, C17, C18, C19, F1, F2, F3, F5, F7, F10, F13, F16)

III. INSTRUCTIONAL MATERIALS

A. Text:
The instructional materials identified for this course are viewable through www.ctcd.edu/books

B. Supplies:
   1. 4 GB USB Drive or larger
   2. Frame - 11 x 14 inches or 18 x 24 inches
   3. Folder and Small Notebook

IV. COURSE REQUIREMENTS

A. Reading Assignments:
   1. Students are expected to read all assigned work and stay current in the tutorials.
   2. Students must work at least 3 hours outside of class time in computer lab.
   3. Students grade will be a day-by-day accumulation of credit and will not depend on a final examination.
   4. Students will be expected to maintain work areas properly and replace all classroom equipment used.

B. Projects:
   All projects must be completed and turned in on time. Students are expected to bring all necessary materials to class.

C. Class Performance:
   1. Students are expected to attend every class, be on time, and remain throughout the class. Non-attendance will affect the student’s grade.
   2. It is the responsibility of the student to initiate making up any work missed.
   3. Students will be required to prepare rough layouts for all projects.
   4. Students will be required to prepare finished art for projects during the term using the computer for layout and art creation.
5. Students will be expected to perform as a part of teams on special projects and to participate in presenting prepared material to the class.
6. A portfolio of materials prepared in the course of study will be maintained by all students and submitted for review at the instructor’s request.

V. EXAMINATIONS

Due to the nature of this course, students will not take written examinations. Instead, students will be graded on the entire body of work produced during the semester.

VI. SEMESTER GRADE COMPUTATIONS

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Grade</td>
<td>75</td>
<td>90 - 100 = A</td>
</tr>
<tr>
<td>Portfolio</td>
<td>25</td>
<td>80 - 89 = B</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>70 - 79 = C</td>
</tr>
<tr>
<td></td>
<td></td>
<td>60 - 69 = D</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0 - 59 = F</td>
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VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

A. Withdrawal from Course: It is the student's responsibility to officially drop a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file an Application for Withdrawal or an Application for Refund. The withdrawal form must be signed by the student.

Application for Withdrawal will be accepted at any time prior to Friday of the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is as follows.

- 11-week session: Friday of the 8th week
- 8-week session: Friday of the 6th week
- 52-week session: Friday of the 4th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

Students who officially withdraw will be awarded the grade of "W", provided the student's attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the college before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of "F" or "FN" for nonattendance.
B. **An Administrative Withdrawal:** An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on the Administrative Withdrawal Form for submission to the registrar.

C. **An Incomplete Grade:** The College catalog states, "An incomplete grade may be given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete the requirements for a course..." Prior approval from the instructor is required before the grade of "I" is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an "F" for the course.

D. **Electronic Devices:** Cellular phones, pages, beepers, iPods, and similar devices will be turned off while the student is in the classroom or laboratory.

E. **Americans With Disabilities Act (ADA):** Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Review the website at [www.ctcd.edu/disability-support](http://www.ctcd.edu/disability-support) for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

F. ** Civility:** Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

G. **Guests in Classrooms:** Adult guests may visit a class with the prior permission of the instructor. Children are not to be brought to any class or the studio/lab areas.

H. **Reference Lab Fee:** You paid $24.00 lab fee for this class. That amount covers many expenses which may not be obvious, including all expendable items you use such as chemicals, paper, audio/visual materials, exhibition materials; and equipment maintenance, repair and replacement. The supplies which you furnish are a necessary expense in the learning process of a hands-on class. The projects you produce are your property and cannot be fully funded by Central Texas College.

VIII. **COURSE OUTLINE**

A. **Lesson One:** Introduction

1. **Lesson Outcomes:** Upon successful completion of this unit, the student will be able to:
a. Show familiarity with the work area
b. Exercise fluidity in browsing and navigating

2. **Learning Activities:**
   a. Lectures and demonstrations
   b. Lab practice--Lesson 1

   (C1, C3, C6, C8, C9, C17, C18, C19, F1, F2, F3, F5, F7, F10, F13, F16)

3. **Equipment and Materials:** As listed in Section III.

4. **Audio Visual Aids:**
   Demonstrations

5. **Lesson Outline:** Follows sequence of tutorials.

B. **Lesson Two:** Photo Correction

1. **Lesson Objectives:** Upon successful completion of this unit, the student will be able to:
   a. Choose correct resolution for scanned material
   b. Crop image to final size
   c. Adjust tonal range of image
   d. Remove color cast from image.
   e. Adjust saturation and brightness of selection
   f. Apply the Unsharp Mask filter to finish retouching photos

2. **Learning Activities:**
   a. Lectures and demonstrations
   b. Lab practice--Lesson 2
   c. Critique and/or evaluation of projects

   (C1, C3, C6, C8, C9, C17, C18, C19, F1, F2, F3, F5, F7, F10, F13, F16)

3. **Equipment and Materials:** As listed in Section III.

4. **Audio Visual Aids:**
   Demonstrations

5. **Lesson Outline:** Follows sequence of tutorial.
C. **Lesson Three:** Working with Selections

1. **Lesson Objectives:** Upon successful completion of this unit, the student will be able to:
   
   a. Create regular and irregular selections.
   b. Copy and fill a selection
   c. Use rubber stamp tool
   d. Add type to image

2. **Learning Activities:**
   
   a. Studio practice--Lesson 3
   b. Presentation and evaluation of projects (C1, C3, C6, C8, C9, C17, C18, C19, F1, F2, F3, F5, F7, F10, F13, F16)

3. **Equipment and Materials:** As listed in Section III.

4. **Audio Visual Aids:**
   
   Demonstrations

5. **Lesson Outline:** Follows sequence of tutorial project.

D. **Lesson Four:** Layer Basics

1. **Lesson Objectives:** Upon successful completion of this unit, the student will be able to:
   
   a. Create, view and hide layers
   b. Rearrange stacking order of layers
   c. Adjust opacity and blending mode of layer
   d. Link layers
   e. Flatten a file

2. **Learning Activities:**
   
   a. Lab practice--Lesson 4
   b. Presentation of finished projects for evaluation (C1, C3, C6, C8, C9, C17, C18, C19, F1, F2, F3, F5, F7, F10, F13, F16)

3. **Equipment and Materials:** As listed in Section III.

4. **Audio Visual Aids:**
   
   Demonstrations
Lesson Outline: Follows sequence of tutorial.

E. Lesson Five: Correcting and Enhancing Digital Photographs

1. Lesson Objectives: Upon successful completion of this unit, the student will be able to:
   a. Process a camera raw image and save adjustments
   b. Make typical corrections to digital photographs
   c. Apply optical lens corrections to an image
   d. Align and blend two images to extend the depth of field
   e. Merge images of different exposures to create a high dynamic image

2. Learning Activities:
   a. Lab practice--Lesson 5
   b. Presentation of finished projects for evaluation (C1, C3, C6, C8, C9, C17, C18, C19, F1, F2, F3, F5, F7, F10, F13, F16)

3. Equipment and Materials: As listed in Section III.

4. Audio Visual Aids: Demonstrations

F. Lesson Six: Masks, and Channels

1. Lesson Objectives: Upon successful completion of this unit, the student will be able to:
   a. Refine a selection using Quick Mask
   b. Save and load a selection
   c. Paint in a mask to modify a selection
   d. Edit a mask using the Masks panel
   e. Manipulate an image using Puppet Wrap

2. Learning Activities:
   a. Lab practice--Lesson 6
   b. Critique and evaluation of finished projects (C1, C3, C6, C8, C9, C17, C18, C19, F1, F2, F3, F5, F7, F10, F13, F16)

3. Equipment and Materials: As listed in Section III.

4. Audio Visual Aids:
Demonstrations

5. **Lesson Outline:** Follows sequence of tutorial.

G. **Lesson Seven:** Typographic Design

1. **Lesson Objectives:** Upon successful completion of this unit, the student will be able to:
   
   a. Use guides to position text in a composition
   b. Make a clipping mask from type
   c. Merge type with other layers
   d. Format text and distribute text along a path
   e. Control type and positioning using advanced features

2. **Learning Activities:**
   
   a. Lecture and demonstration
   b. Lab work--Lesson 7
   c. Evaluation of finished product
      (C1, C3, C6, C8, C9, C17, C18, C19, F1, F2, F3, F5, F7, F10, F13, F16)

3. **Equipment and Materials:** As listed in Section III.

4. **Audio Visual Aids:**

   Demonstrations

5. **Lesson Outline:** Follows sequence of tutorial.

H. **Lesson Eight:** Advanced Layers

1. **Lesson Objectives:** Upon successful completion of this unit, the student will be able to:
   
   a. Clip a layer
   b. Create and edit an Adjustment layer
   c. Use Vanishing Point 3D effects with layers
   d. Create layer comps to showcase your work
   e. Merge and stamp layers
      (C1, C3, C6, C8, C9, C17, C18, C19, F1, F2, F3, F5, F7, F10, F13, F16)
2. **Learning Activities**:
   
a. Lecture and discussion  
b. Lab practice--Lesson 8  
c. Design and presentation of cover  

3. **Equipment and Materials**: As listed in Section III.  

4. **Audio Visual Aids**:  
   
   Demonstrations  

5. **Lesson Outline**: Follows sequence of tutorial.