

**College of San Mateo**  
**Official Course Outline**

1. **COURSE ID:** DGME 213    **TITLE:** Media Design III: Advanced Illustrator & Photoshop

**Units:** 3.0 units    **Hours/Semester:** 48.0-54.0 Lecture hours; and 16.0-18.0 Lab hours

**Method of Grading:** Grade Option (Letter Grade or P/NP)

**Recommended Preparation:**

DGME 211, DGME 212

2. **COURSE DESIGNATION:**

**Degree Credit**

**Transfer credit:** CSU

3. **COURSE DESCRIPTIONS:**

**Catalog Description:**

Creating and manipulating digital photographs and illustrations destined for print, web or multimedia using Adobe Photoshop and Illustrator. Students complete a challenging series of projects using some of the more advanced features of Illustrator and Photoshop. A materials fee as shown in the Schedule of Classes is payable upon registration.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Skillfully produce and edit digital photographs and illustrations into photo montages and designs of an advanced level of difficulty
2. Use Adobe Photoshop and Illustrator with a professional level of accuracy
3. Acquire advanced color correction and photographic touch-up skills
4. Create raster and vector-based artwork efficiently for either print or web
5. Create Illustrator and Photoshop drawings, either from scanned pencil sketches or written directions, with great attention to detail and directions
6. Synthesize an original illustration using acquired digital drawing and photo editing skill set

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Skillfully produce and edit digital photographs and illustrations into photo montages and designs of an advanced level of difficulty
2. Use Adobe Photoshop and Illustrator with a professional level of accuracy
3. Acquire advanced color correction and photographic touch-up skills
4. Create raster and vector-based artwork efficiently for either print or web
5. Create Illustrator and Photoshop drawings, either from scanned pencil sketches or written directions, with great attention to detail and directions
6. Synthesize an original illustration using acquired digital drawing and photo editing skill set

6. **COURSE CONTENT:**

**Lecture Content:**

1. Advanced vector techniques in Photoshop
  - A. Vector tools
  - B. Vector layers
  - C. Vector masks
2. Advanced layer techniques
  - A. Advanced layer masking techniques
  - B. Advanced adjustment layer techniques
  - C. Advanced layer style techniques
  - D. Copying, pasting and importing vector art from Illustrator
3. Advanced selection techniques
  - A. Advanced Chrome and Embossing effects
  - B. Applying Gradient overlays
4. Adjusting Images
  - A. Analyzing grayscale images
  - B. Exploring Hue/Saturation

- C. Posturizing
- 5. Levels and Curves
  - A. Using Levels and Curves to color adjust images
  - B. Channel mixing
  - C. Soft proofing
  - D. Color management and profiles
- 6. Designing with Multiple Images
  - A. From concept to poster:
  - B. How to create an effective photo montage
  - C. Advanced Retouching and Enhancing of images
  - D. Red Eye tool
  - E. Sponge tool
  - F. Clone and healing tools
  - G. Overlay blending mode
- 7. Working with Type, Shape Layers and Filters
  - A. Creating special effects on type: chiseled,
  - B. plastic, recessed and eroded
  - C. Masking images with type
- 8. Investigating Production Tricks and Techniques
  - A. Lab Color
  - B. Unsharp mask
  - C. High pass filter and grain effects
  - D. Creating monotones and duotones
  - E. Preparing work for print 8: Web
  - F. Bleeds, crop marks
  - G. Process color builds and spot color
  - H. Printing composites and separations
- 9. Creating Special Effects
  - A. Mezzotint and Halftone effects
  - B. Image mapping
  - C. Flame effects
  - D. Neon effects
  - E. Ripped effects
  - F. Solarize effects
- 10. Advanced Blending Modes
  - A. Blending photo montages
  - B. Using blending modes in calculations
  - C. Overlay, Screen, Hard Light, Multiply, Color,
  - D. Soft Light blending modes
  - E. Combining blending modes with color fills
  - F. Textures
- 11. Blended texture gradients
  - A. Making regularly spaced patterns with the blend tool
  - B. Uses for spaced blends
  - C. Controlling blend path and spacing
- 12. Transforming
  - A. The shear tool
  - B. Precisely locating and sizing
  - C. Non-uniform scaling
  - D. Scaling strokes and effects
  - E. Precisely reflecting and rotating
  - F. Envelope warping
  - G. Top object, warp, mesh
- 13. File placement
  - A. Linking vs. embedding
- 14. 3D from 2D
  - A. Using 3D Extrude and Bevel Options feature
- 15. Snap to grid
  - A. Math strategies for grid and intervals
  - B. Making a scaled drawing

- C. Using snap to grid
- 16. Time savers
  - A. Graphic Styles palette
  - B. Symbol sprayer
  - C. Live trace
  - D. Actions palette
- 17. Combining/dividing shapes
  - A. Pathfinder
  - B. Scissors tool
  - C. Masking
- 18. Creating perspective
  - A. Free distort feature
  - B. Filters
  - C. Roughen, corner and smooth
  - D. Zig Zag

**Lab Content:**

Students use lab time to complete projects and textbook assignments under the guidance of the instructor.

**7. REPRESENTATIVE METHODS OF INSTRUCTION:**

Typical methods of instruction may include:

- A. Other (Specify): Lectures with supporting visuals and audio. Reading and practical textbook assignments to be completed and turned in. Instructor-designed projects and a student-designed project to be completed and turned in.

**8. REPRESENTATIVE ASSIGNMENTS**

Representative assignments in this course may include, but are not limited to the following:

**Writing Assignments:**

Students conduct research related to their projects and present their findings in a written form. In addition, students turn in all of their projects accompanied by an artist statement. Learning how to write about their work will help students to improve their problem solving, critical thinking and presentation skills.

**Reading Assignments:**

Students read course materials and handouts and apply that knowledge and information to practical assignments.

**Other Outside Assignments:**

Student and/or instructor designed projects. The emphasis in this course will be on branding and corporate identity design as well as designing for the screen. Below are examples of projects:

1. Developing a logo and a corporate identity package, including a business card and a letterhead
2. Designing a series of DVD Menu Screens for a DVD-Video or DVD-Audio title
3. Design for mobile devices

**9. REPRESENTATIVE METHODS OF EVALUATION**

Representative methods of evaluation may include:

- A. Class Participation
- B. Field Trips
- C. Group Projects
- D. Lab Activities
- E. Oral Presentation
- F. Papers
- G. Projects
- H. Quizzes
- I. Research Projects
- J. Letter grades are determined by analyzing the quality of execution, attention to detail, ability to follow directions, evidence of software competency and number and severity of errors on projects and assignments.

**10. REPRESENTATIVE TEXT(S):**

Possible textbooks include:

- A. Toland, T. and Hartmann, A.. *Exploring Adobe Photoshop CS6*, ed. Cengage Learning, 2012
- B. Adobe Creative Team. *Adobe Illustrator CS6 Classroom in a Book*, ed. Adobe Press, 2012

**Origination Date:** October 2015

**Curriculum Committee Approval Date:** December 2015

**Effective Term:** Fall 2016  
**Course Originator:** Vera Fainshtein