

**S Y L L A B U S**  
**THE AMERICAN UNIVERSITY OF ROME**

**Department of Communication and English**

*The learning goals for students pursuing a degree in Communication are meant to develop and enhance their writing skills, whether expository, reflective or analytical; or journalistic; or creative. The program also aims to develop students' conceptual analysis skills and critical thinking; and train them in the use of the appropriate/required tools and technology related to the field of Communication, in selected courses. The Communication degree program also offers students the opportunity to benefit from the Rome location, and prepares them to work and operate successfully in a global environment characterized by diversity and intercultural understanding and respect.*

**Course Title:** Digital Imaging

**Course Number:** ART/COM 241

**Period:** Summer 2010

**Credits:** Three hours.

**Professor:** Kristen Palana  
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office phone. 06/58330919 ext. 702  
URL: <http://www.kpalana.com>

**Time:** Monday-Thursday 11:50-2:10PM

**Office Hours:**  
By appointment. My office is located on the first floor of the Carini Building near the Multimedia Lab.

**Class Website:** <http://www.kpalana.com/com241>

**Course Description:**

This hands-on studio course focuses on the fundamentals of visual literacy and communicating visually in an effective, persuasive, and aesthetically pleasing way. Digital imaging and photo manipulation techniques, typographic treatments, and the final layouts for graphic art and design pieces will be explored using software from the Adobe Creative Suite: Photoshop, Illustrator, and InDesign. Artistic and design strategies, concept development, imaging as a means for media/social critique, international sign and symbol communication, logo and corporate identity, and magazine

design will be discussed and addressed through visual problem solving exercises.

**Prerequisite:** Junior or senior standing or by permission of instructor.

### **Course Learning Objectives:**

In this course students will:

1. Learn the fundamentals of visual literacy and communicating visually in an effective, persuasive, and aesthetically pleasing way.
2. Develop an understanding of the tools used for creating digital imagery by learning how to use the software programs Adobe Photoshop and Adobe Illustrator.
3. Learn proper printing techniques and file setup for clients. The page layout software, Adobe InDesign will be introduced.
4. Develop an understanding of composition, use of color, placement, and typography, as well as how to make good imagery and design which will affect all aspects of media production.

### **Course Learning Activities:**

Project 1: Cover Girl/Cover Boy. Students will take print resolution photographs of a person or a group. In Photoshop, they will cut out the model(s) from their original background and place them on a solid color or B&W background. The model(s) should appear flawless. This means removing red eyes, blemishes, excess shine, the mustard stain on their shirt, etc. The final image should be crisp, clear, and have proper levels and color balance. Students should also consider the composition and placement of the model(s) within the space. There should be no text in this project and it should be printed out in color on A4 paper. **\*Please note that students who already have some digital imaging experience will be given a more advanced project.** CLO: 1, 2, & 4.

Project #2: Logo Design for a Magazine. This project will enable students to learn the fundamentals of successful logo design. In advance of their final magazine project, students will choose a magazine genre (music, news, fashion, food, travel, etc...) and invent a name for it. After the best name is chosen by class vote, students will create 15 possible type treatments for their title using Adobe Illustrator. CLO: 1, 2, & 4.

#### Final Project: Magazine Spread and Cover.

Using Photoshop and Illustrator together (along with the option of Adobe InDesign for the more advanced), students will pick a magazine they are interested in (music, news, fashion, food, travel, etc...) They will find a cover story and redesign it using images and text. Full color, full bleed, any size. Focus will be on the flow and relationship of elements as they carry across all

pages of the entire spread. CLO: 1-4.

\*Homework Assignments. -These will be determined weekly as the course progresses. Usually they are demonstrations of new concepts learned or as applied to the above projects-in-progress. CLO: 1-4

\* Critiques -Students are expected to be able to articulate what elements are successful and/or what improvements could be made in their projects as well as their classmates' projects during class critiques. CLO: 1-4

### **Assessment Tools**

Students will be assessed by the following:

All projects will be rubric graded.

Items evaluated in the rubrics will be creativity, exploration of concepts and ideas, technical proficiency, professional presentation of projects, and effective participation in class critiques.

Two or more quizzes will be given to measure students' conceptual, technical, and aesthetic progress.

Homework will be assessed on a pass/fail basis.

### **Grade Tabulation:**

Critique Participation:	10%
Homework	10%
Quizzes	10%
Project 1	15%
Project 2	15%
Final Project:	40%

### **AUR Grade Values**

94 – 100 points	=	A	"Excellent"
90 – 93.99 pts	=	A-	
87 – 89.99	=	B+	
83 – 86.99	=	B	"Good"
80 – 82.99	=	B-	
77 – 79.99	=	C+	
70 – 76.99	=	C	"Satisfactory"
60 – 69.99	=	D	"Poor"
59.99 – 0	=	F	"Failing"

**Grade Dispute Policy:**

Please note that grades are given according to AUR Grade Values. This means average projects will receive a C, good projects a B, excellent projects an A, etc. The reasons for each grade will be spelled out clearly in project rubrics and on corrected quizzes. If students do feel that they were given an incorrect grade, please address the issue with me personally after class in a respectful way. More often than not students are given the highest grade possible for the quality of work submitted and grade disputes are not encouraged unless a glaring discrepancy was made. Please also note that the final grade for the semester also includes scores for overall participation, attendance, and punctuality.

**Course Textbook:**

*Design Basics Index*, by Jim Krause. Writer's Digest Books, c2004

Handouts on aesthetic concepts of art, design, and composition will also be given out in class. The suggested texts below are for reference purposes.

**Suggested Texts:**

Creative Sparks, by Jim Krause. Writer's Digest Books, c2003

Visual Quickstart Guide- Photoshop CS3 -by Elaine Weinmann and Peter Lourekas. 2007.

Visual Quickstart Guide- Illustrator CS3- by Elaine Weinmann and Peter Lourekas. 2008.

Adobe InDesign CS3 Classroom in a Book. by Adobe Press. 2007.

**Additional Costs:** The lab fee for this course (50 Euros per student) is used for the maintenance of the Multimedia Lab and production equipment.

**Courtesy Policy:**

Make sure your cell phone is turned off. If you have an emergency situation that requires your phone to be on, please speak with me first. Ringing cell phones, late arrival, leaving early, and walking in and out of class while class is in session is disrespectful to your Professor and to your fellow classmates **and will result in the lowering of your Class Participation Grade and Overall Grade.**

**AUR Attendance Policy:**

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

**Minimum Attendance Requirement**

Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

**Absences**

**During Summer sessions where courses are taught more intensively over a shorter period the following applies:**

- **Students will not be penalized for two absences from class.**

If further absences are recorded, grade penalties will be applied according to the instructor's specific attendance policy, as stated in the syllabus. If the instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement.

Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

**Kristen Palana's Specific Attendance Policy:**

Any student with more than two absences will get a half letter grade off their final grade for every absence beyond two. **Please note that each two lates count as one absence.**

No make-up exams or quizzes will be given without a documented medical excuse. Incomplete grades are not given.

Attendance is taken at the start of each class. Late arrival will be marked as such. If a student is more than a half hour late to class they will be marked as absent.

**If You Miss Class:**

Please use the class contact sheet (given out after the add/drop period) to email or phone a classmate who can lend you their notes and help you get back on track. In this course it is important to stay on top of material since so much is covered. \*Please do not email your professor for a briefing on what you missed, as it's not possible to sum up a two hour+ class in a short email. After you have made an effort to contact a classmate and catch up, your professor will be happy to give you individual help by appointment.

## **AUR Academic Integrity Code & Policy against Plagiarism**

“Integrity is fundamental to the academic enterprise. It is violated by such acts as borrowing or purchasing assignments, including but not limited to term papers, essays, and reports; lending to or producing assignments for others (either for or without payment); using concealed notes or crib sheets during examinations, copying the work of others and submitting it as one’s own; and otherwise misappropriating the knowledge of others. Such acts are both dishonest and deceptive: the work submitted to instructors is not the work of the person whose name it bears. In consequence, the sources from which one derives one’s ideas, statements, terms, and facts, including internet sources, must be fully and specifically acknowledged in the appropriate form. Failure to do so, intentionally or unintentionally, constitutes plagiarism.” -- AUR Student Handbook, 2006/2007, p. 15.

### **Suggestions:**

Back-up all work in progress. I recommend saving your projects under different names literally every time you make a change. It just takes one quick click...and could save you hours (if not days) of frustration. Always back-up everything!

Expect the unexpected. If you have an assignment due on Wednesday, try to get it done a few days before. That way, if and when you are having technical problems, you will have some extra time to fix mistakes and troubleshoot. Remember: It is always better to show what you are working on than to show nothing at all. We can try to solve the problem in class if necessary.

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### **COURSE OUTLINE**

\*This outline is subject to change.

\*Reading and/or homework assignments will be determined weekly as the course progresses.

Schedule

#### **Week 1.**

*\*Read for this week: Design Basics Index pp. 8-33 and pp. 38-49*

Day 1: Introduction to Digital Imaging. The difference between art and design. What is possible in Photoshop –Looking at professional work. Introduction to Photoshop. Setting Up. Drawing in Photoshop. Saving Files. Introduction to Project 1.

Day 2: Conceptual Development and Sketching techniques. Placement. Scanning imagery and manipulating photography. What makes for good art and design? Composition. Contrasts. Continuing with Photoshop. Levels, Color Correction. Background swapping. More tips and tricks.

## **Week 2.**

*\*Read for this week: Design Basics Index pp. 50-77 and pp. 206-229*

Days 1: Setting up Project 1. Removing red eyes. Removing "flaws." In progress help with Project 1. Work in class time.

Day 2: Color. Creating Mood. Work in class time. Individual Help.

Day 3: Work in class time. Individual Help. Converting imagery for print. Test printing.

## **Week 3**

*\*Read for this week: Design Basics Index pp. 230-267*

Day 1: **Project #1 Due.** Introduction to Illustrator. Drawing in Illustrator.

Days 2 and 3: Putting it all together. Working with both imagery and text in Photoshop and Illustrator to graphic design pieces. The ingredients of good logo design. Introduction to Magazine Design, Project #2 and the Final Project. Students pick a magazine genre and 15 names for their magazine.

Day 4: Students choose final names for magazines and experiment in Illustrator with type treatments.

## **Week 4.**

*\*Read for this week: Design Basics Index pp. 272-319*

Day 1: **Project #2 Due.** Critique. Continuing with Magazine Design.

Successful Magazine Cover Designs. Setting up magazines.

Days 2 and 3: Gathering imagery and text. Type treatments for covers. Working with body text. Work in Class. Individual Help.

Day 4: Work in Class. Individual Help.

## **Week 5.**

*\*Read for this week: Design Basics Index pp. 98-121*

Days 1 and 2: Show Adobe InDesign. Continuation with Adobe Creative Suite techniques. Work in Class. Test Printing.

Day 3: In progress critique and individual help. Printing.

Day 4: **Final Projects Due: Critique and Party Thursday, June 24 11:50-2:10 PM.**